



Switch the bread

Ditch the spread

Swap the sauce

& Add some veg

The mouth-watering smell of sausages cooking on a Saturday morning, onions browning on the side of the bbq and eager patrons queuing up to hand over those gold coins which mean so much to fundraising groups up and down the country.

Overseas trips, team kits, school sandpits – the simple banger, be it ever so humble, plays a huge role in our community.

But what if we could make it healthier?

And what if we could use the ubiquitous Saturday morning sausage sizzle as a conversation starter with workplaces and schools and community groups about creating a healthier environment where we live, learn, work and play?

The Choice As Sizzle is a Healthy Families Invercargill initiative to achieve healthy, sustainable change.

We have a simple message – switch the bread, ditch the spread, swap the sauce and add some veg. Change from white bread to whole grain, don't use marg or butter, use a lighter sauce and throw in some onions or coleslaw or spinach.

Through Healthy Families Invercargill trials we've found that most people barely notice the difference, and that many embrace it.

We've also found that you can make these changes with little, if any, impact on profit. One of our trials even sold more sausages than the same event 12 months before.

Healthy Families Invercargill isn't promoting the sale of processed meat, which is why you won't see a sausage on the front cover of our information leaflet.

But Choice As Sizzle is an icebreaker.

We can start other discussions, like encouraging businesses to sell bottled water instead of fizzy drink, or even supporting them to take up a workplace wellness programme.

Behind the façade this initiative provided a way for us to engage for the first time on a positive project with a range of partners.

We worked with the Invercargill City Council, Health Promotion Agency, Heart Foundation, WellSouth, Sport Southland, Southern District Health Board, Cancer Society and Fire Service - building relationships which will have ongoing benefits.

Our vision is that Choice As Sizzle will be adopted across big chain retailers in Invercargill, as part of school fundraisers and by community groups.

From there, we hope the initiative will be picked up by big chains and used across the country, and that other communities will be encouraged to use it as well.

