A Case for Change
Gathering The Evidence for Healthy Food and Drink Initiatives

Victoria Boroondara

Persons not meeting fruit and veg guidelines: 43.5%
Persons with overweight: 26.8%
Persons obese: 17.3%
Persons consuming soft-drink everyday: 15.9%

Key learnings for action in population nutrition

Healthy Food and Drink Policies and Guidelines

Highlight Health
The scope of healthy catering policies aims to improve health not to restrict choice. Explanation minimises confusion.

Networking
Support from nutrition professionals enables clarity and understanding of nutrition-based guidelines.

Across the board
Implementation across an organisation’s catering & on-site food retailers ensures consistency in health messages.

Be heard
Clear, effective communication of policy to food vendors, caterers and organisation staff is key to ensuring healthy food and drink changes are put into place.

Vending Machines and Drinking Fountains

Follow through
More healthy options and less unhealthy items in vending machines helps customers to make healthier choices. However, maintaining consistent supply and variety of healthy options can be challenging.

Accessibility
Prominent water fountains at sporting events encourages and enables the consumption of water over sugar sweetened beverages.

Lessons Learnt from Healthy Together Communities

Leadership at every level ...
... and continuous involvement with stakeholders are key factors in implementation and sustainability of a program.

Community involvement creates ownership over initiatives and enables their sustainability.

Sugar Sweetened Beverages

Out of sight, out of mind rearranging drinks fridges to make healthy beverages the most prominent choices reduces the purchase of unhealthy beverages.

The bottom-line
Profits remain stable as unhealthy purchases are replaced with healthier options.
**CARDINIA**

- 74% of patrons thought Healthy Bites stickers had made them think 'a little' or 'a lot' more about their food choices.
- 96% of Healthy Bites customers would buy again.
- 80% of patrons want more participating venues.
- 58% of patrons desire a larger range of Healthy Bites options.

**LARA POOL KIOSK**

- 86% of respondents were happy with the healthy changes made to the kiosk menu.
- 86% of respondents purchased either more, or the same amount of food at the kiosk.
- 24% of respondents visited the pool more frequently than the previous season.

**Shaping our environment with food and drink policies**

**3 year partnership**

- To supply free, chilled drinking water from 10 water fountains during sporting and entertainment events.

**ETIHAD STADIUM**

To encourage water fountain usage and healthier options, food and beverages are now allowed into games, including water bottles.

**KNOX**

- Evaluation of Eat Smart Knox showed:
  - No negative impact on profitability.
  - Minimal negative consumer feedback.
  - Positive feedback by proprietors.

Knox council’s Healthy Catering policy & guidelines shows leadership through example by becoming a health promoting workplace.

**THE ALFRED HOSPITAL**

- **Initial 2 week trial**: Sales of red drinks fell significantly.
- **6 months later**: Healthier beverages sales rose.
- **2016 onwards**: Profits stayed the same.

- **Only 2 out of 200 customers noticed changes to display or red drinks**.
- **A 20% price increase on red items led to a reduction of 11% in sales, but without impacting profits.**

- **The Alfred draws closer to achieving 20% red items in its cafeteria**.

**Sales distribution**

- **25%** 50%
- **25%** 20%
- **25%** 10%
- **20%** 5%
- **10%** 5%
- **5%** 0%
- **5%** 0%