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

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.

Healthy Together Communities

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

Lessons Learnt from Healthy Together Communities

Community involvement creates ownership over initiatives and enables their sustainability.

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.

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.

Sales normalised after removing red items:

- 2012-2013: 24%
- 2013-2014: 69%

40% less energy per attendee.
69% less saturated fat.

**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.

**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.
- Healthier beverages sales rose.
- Profits stayed the same.

**6 months later**

- A 20% price increase on red items led to a reduction of 11% in sales, but *without* impacting profits.

**2016 onwards**

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

- **25%** customers noticed changes to display or red drinks.
- **50%** customers said they want to see these changes continue.
- **25%** customers said they want to see the changes stop.

**25%** 20%