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.

**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.

Sales normalised after removing red items.

**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
- 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% 50%
- 25% 50%
- 25% 50%