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

Victoria Whitehorse

Persons not meeting fruit and veg guidelines: 43.2%
Persons with overweight: 29.7%
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.

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

2012-2013

2013-2014

69% less saturated fat
40% less energy per attendee

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

6 months later

2016 onwards

Sales of red drinks fell significantly

Healthier beverages sales rose

Profits stayed the same

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

Only 2 out of 200 customers noticed changes to display or red drinks

25% 50%

25% 50%

25% 25%