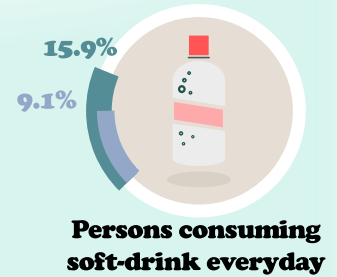
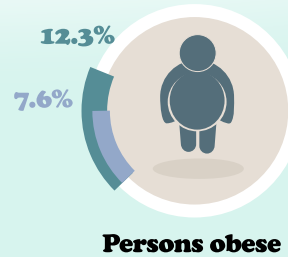
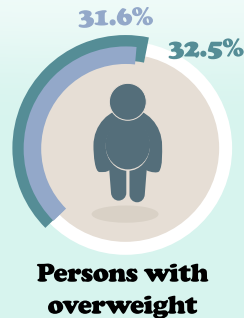
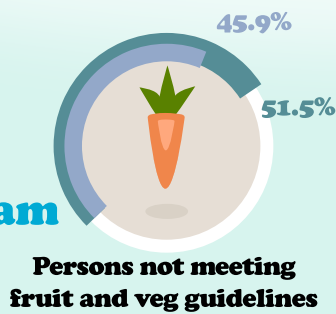


# A Case for Change

## Gathering The Evidence for Healthy Food and Drink Initiatives

Victoria  
Manningham



## 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

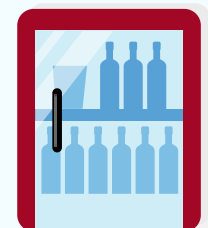
... and continuous involvement with stakeholders are key factors in implementation and **sustainability** of a program.



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.

spend per attendee



Sales normalised after removing red items



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

10 x



# 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



**50%**  
50%

