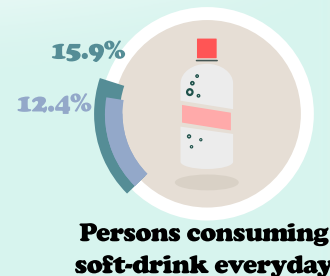
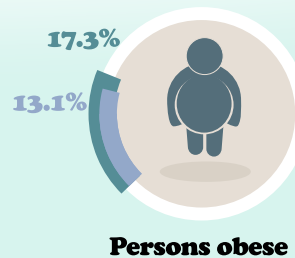
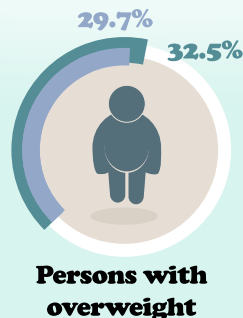
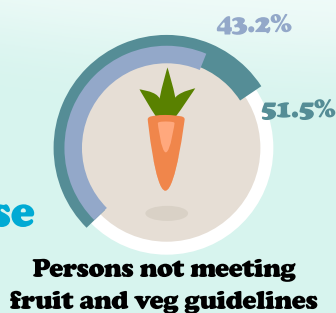


A Case for Change

Gathering The Evidence for Healthy Food and Drink Initiatives

Victoria Whitehorse



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

10 x  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



50%
50%

