Melton City Council takes action on sugary drinks in sporting facilities

When Melton City Council saw the stats, they knew they had to make a change.

- **14%** of adults drink sugar sweetened beverages daily, compared to 11% across Victoria.
- **44%** of young children have tooth decay, compared to 31% across Victoria.
- **27%** of adults are obese, compared to 19% across Victoria.

They took action in their sporting facilities to:

- **Reduce** the availability of sugary drinks (including milkshakes).
  - **72%** down to **47%**

- **Increase** the availability of healthy drink choices (including smoothies).
  - **19%** up to **34%**

Results were impressive:

- Milkshake sales dropped from 70% to 0%.
- Over 80% of customers were supportive of the healthy change.
- An extra 1500L of healthier drinks purchased each year.

What Melton City Council learned:

- Start small and build on it.
- Get key players, including managers, on board early.
- To begin, get equipment, resources and healthy alternatives in place.
- Take customers along for the ride.
- Monitor and adapt as you go.

For more information on how to make a healthy change in your organisation contact the Healthy Eating Advisory Service heas.health.vic.gov.au

For more information about the evaluation of Melton City Council’s healthy drink changes, go to globalobesity.com.au/reports

For more information about other organisations making the healthy choice the easy choice, visit vichealth.vic.gov.au/easychoice

This research was funded by VicHealth, in partnership with the Melton City Council and the Deakin University Global Obesity Centre.