

Healthy food and drink choices in sport

Basketball Victoria inspires association managers at convention to implement healthy changes

To encourage key decision makers in basketball associations to consider introducing a healthy choices nudge in canteens, Basketball Victoria set up a showcase of healthy products at the Basketball Managers' Trade and Convention Show. One stall displayed a selection of healthy foods and drinks in a typical 'model' canteen. The traffic light system guide (see right) was also displayed to show delegates how to classify products as green, amber and red.

Delegates were asked to complete a survey before entering the trade show, a second survey after visiting the stall and a third after three months. The majority (75 per cent) reported that the canteen inspired them to make changes to their canteen. Over 40 per cent of respondents reported making actual canteen changes as a result of visiting the stall and 70 per cent planned to make further changes. The big success came when four associations expressed interest in running a canteen nudge project, resulting in two VicHealth State Sport Program supported projects implemented by two basketball associations.

Impact of the initiative by Basketball Victoria:

75%

of delegates reported that the 'model' canteen inspired them to make changes to their canteen.

34

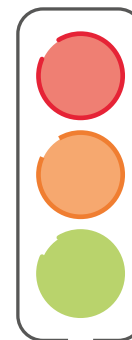
Victoria Basketball Associations requested further information and support with regards to implementing a healthier canteen.

40%

of respondents reported making actual changes to their canteen, such as introducing new healthier products.

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associations ran canteen nudge projects including water meal deals; red drinks off display; limit red drinks; and water the cheapest option.



Basketball Victoria used the Victorian Government's *Healthy choices: food and drink guidelines* traffic light system to classify foods and beverages.

Red: Limit intake

Amber: Choose carefully

Green: Best choice

Impact of the project on future policy at Basketball Victoria:



Food waste was identified as a barrier to implementing changes and education on storage may be an option in the future.



Strong relationships were established with key decision makers in associations, which led to collaboration in other projects.

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Half of the attendees found the colour coding (green, amber, red) of some products surprising, demonstrating the need for education on food and drink products and the traffic light system.”

– La Trobe University Evaluation Results Summary.

Keys to success

Basketball Victoria identified areas that were key to success of the project:



Providing incentives, such as show bags and prize draws encouraged delegates to complete the surveys.



Drawing delegates to the stall with a fresh, healthy modern look was vital to ensure engagement with the project.



Friendly, approachable and responsive staff on the stall engaged with and informed delegates.



Sponsors were generous with free products to display on the stall, which reduced overall costs.

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The idea behind the project was to inspire basketball associations to make healthy changes to their canteen ... which has proved successful.”

– Karen Pearce, Manager Strategic Operations, Basketball Victoria.

Recommendations for making healthy choice the easy choice in sports associations



Use existing events with high exposure to key influencers to inspire healthy changes.



Use a visual display to show that changes can be simple and not labour-intensive.



Use the Healthy Choices traffic light system to provide an accessible way to identify healthy food and drinks.

The Public Health and Wellbeing Act 2008 requires all public organisations in Victoria to facilitate an environment and culture where healthy choices are easy choices for all Victorians.

For more resources and information about how to support sport organisations create welcoming and healthy environments, including healthy food and drink choices, visit: <https://vicsport.com.au/healthy-welcoming-sport>

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

For more information and support with implementing The Victorian Government's Healthy Choices guidelines in sport and recreation centres, visit: www.heas.health.vic.gov.au/healthy-choices/sport-and-recreation-centres-and-parks

