Healthy choices
Promote water – limit red drinks

WHAT IS A NUDGE?
A ‘nudge’ is a small change that can be made in a setting that influences people's behaviour. Results from trialled changes in community sport and recreation facilities have demonstrated that limiting red drinks on display in your fridge can positively influence water purchasing and consumption without negatively impacting profits.

Limit red drinks (no more than 20% on display)
As part of implementing a healthy fridge, drink products identified in the red column below should be limited to no more than 20% on display in the fridge. Use this guide and the FoodChecker resource – www.foodchecker.heas.health.vic.gov.au – to identify and classify drinks you regularly stock.

<table>
<thead>
<tr>
<th>GREEN</th>
<th>AMBER</th>
<th>RED</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEST CHOICES</td>
<td>CHOOSE CAREFULLY</td>
<td>LIMIT</td>
</tr>
<tr>
<td>• Water (tap, still, sparkling, soda)</td>
<td>• Full-fat plain milk</td>
<td>• Soft drinks</td>
</tr>
<tr>
<td>• Flavoured water with natural essence (no added sugar)</td>
<td>• Flavoured milk, medium size (350-500ml)</td>
<td>• Sports and energy drinks</td>
</tr>
<tr>
<td>• Reduced-fat plain milk</td>
<td>• Diet/artificially sweetened drinks including soft drinks, iced teas, sports drinks</td>
<td>• Cordials</td>
</tr>
<tr>
<td>• Reduced-fat flavoured milk, small (up to 300ml)</td>
<td>• Diet/artificially sweetened energy drinks (250ml or less)</td>
<td>• Flavoured iced teas, waters and mineral waters (with added sugar)</td>
</tr>
<tr>
<td>• Tea/coffee (no added sugar)</td>
<td>• Fruit juices (&gt;99% juice, no added sugar, 250ml or less)</td>
<td>• Fruit drinks</td>
</tr>
</tbody>
</table>

Source: Adapted from Healthy choices: food and drink classification guide – A system for classifying food and drinks (2016).

What changes should be made to implement this nudge?
• Reduce red drinks to no more than 20% on display in the fridge. Red drinks should not be visible to customers in another area of the canteen.
• If there are excess red drink items in stock (more than 20%), keep them out of sight until stocks are sold down by placing red drinks under the counter or in a storeroom.
• Use the healthy fridge planogram as a starting point to develop a healthy fridge layout for your canteen.
• Consider removing red drinks from menu boards and lists.
• Promote water as the drink of choice.
• Display a healthy fridge planogram in your canteen where staff can see it.

What should my fridge look like?
Healthy fridge drink layouts are designed to keep green drinks prominently displayed and red drinks out of children’s line of sight.
• Your healthy fridge should contain a minimum 50% green items as per the Healthy Choices: food and drink classification guide.
• If your fridge is behind the counter, it is recommended that green drinks are placed toward the top, followed by amber drinks and red drinks at the bottom.
• If your fridge is in front of the counter, it is recommended that red drink items are placed towards the top, then amber drinks, followed by green drinks at the bottom.
Drink fridge planograms

A healthy fridge planogram is a customised product display diagram that assists canteen staff/volunteers on how the fridge should be stocked and displayed. These layouts display green drinks at eye level for a child.

Suggested planogram for fridges in front of counter

Suggested planogram for fridges behind counter

To help sustain the changes in your fridges, use the healthy fridge planogram and drinks classification table as a starting point to develop a healthy fridge layout tailored to your canteen. Display your healthy fridge planogram in the canteen where staff can see it when re-stocking fridges and keep the drinks classification table handy to identify swaps or alternative options if certain beverages are unavailable.

NEXT STEPS

Did the nudge work? In other words, did more people choose healthier green and amber options?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO/DON’T KNOW/NOT SURE</th>
</tr>
</thead>
</table>
| • Keep the nudge going!  
  • Promote the positive change to other clubs  
  • Be confident to start a new nudge | • Reasons why?  
  • Amend nudge to suit environment  
  • Change to a new nudge |