

GOING SOFT DRINK FREE IN YMCA VICTORIA AQUATIC AND RECREATION CENTRES: CUSTOMER RESPONSE

Sports and recreation settings offer an opportunity to have a positive impact on community health, not only through the chance to be physically active but also through the food and drinks available and promoted to customers.

YMCA Victoria committed to making a positive change by adopting the Victorian Department of Health and Human Services Healthy Choices Guidelines for sport and recreation centres.

As part of this, YMCA Victoria initiated a "Soft-Drink Free Summer Campaign", which aimed to phase out regular soft drinks by December 2015.

In order to investigate the customers' perspectives on, and reactions to, the Soft-Drink Free policy we conducted customer surveys.

What did we do?



We surveyed 834 customers from 4 YMCA centres, 1 year after the Soft-Drink Free policy was implemented.

RESPONDENT CHARACTERISTICS



AGE: 18-24 (14%), 35-54 (41%), 55+ (45%)



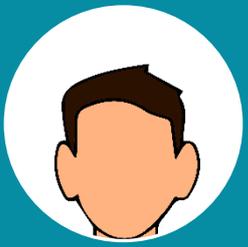
67% were female



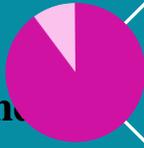
30% had children with them



76% lived in an area of high socioeconomic position



What did we find



90% were unaware of the drinks changes



84% believed the policy would improve community consumption of soft drink



89% supported the policy

"Not having the soft drink there means the kids can't nag for it"

Female, 35-44

"[It] will make people drink more water"

Female, aged 55-64

"Great, [I] always thought it was an irony to sell soft drink at the gym"

Female aged 18-24

"[It is] lovely that YMCA is taking a leadership role in this"

Female, aged 55-64

WHAT DID WE LEARN?

High customer support for removing soft drinks

Low customer awareness of soft drink removal

Concerns about children's exposure to soft drink

Positive attitude towards YMCA's action on soft drink

FEELING INSPIRED?

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

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Deakin University CRICOS Provider Code: 00113B

