

Healthy choices

Promote water – red drinks off display

WHAT IS A NUDGE?

A ‘nudge’ is a small change that can be made in a setting that influences people’s behaviour.

In the case of your canteen, changes can be made in the way you display, price and promote food and drinks to nudge people to choose healthy choices.

WHY

- Out of sight, out of mind – availability of drinks influences what people choose.
- **Red** drinks are high in sugar.
- Encourage people to choose water and healthier drinks.

WHAT

Take all **red** drinks off display.

| GREEN BEST CHOICES | AMBER CHOOSE CAREFULLY | RED LIMIT |
|--|---|---|
| <ul style="list-style-type: none"> • Water (tap, still, sparkling, soda) • Flavoured water (no added sugar) • Reduced-fat plain milk • Reduced-fat flavoured milk – small (up to 300ml) • Tea/coffee (no added sugar) | <ul style="list-style-type: none"> • Full-fat plain milk • Reduced-fat/full-flavoured milk – medium (350–500ml) • Diet drinks including soft drinks and iced teas • Diet/artificially sweetened sports drinks and energy drinks • 100% fruit juice (no added sugar, up to 250ml) | <ul style="list-style-type: none"> • Soft drinks • Sports and energy drinks • Cordials • Flavoured iced teas, waters and mineral waters (with added sugar) • Fruit drinks • Fruit juices (with added sugar, 250ml or more) • Full-fat flavoured milk – large (500ml or more) |

Source: Adapted from *Healthy choices: food and drink classification guide – A system for classifying food and drinks*, State of Victoria, Department of Health and Human Services.

HOW

- Remove **red** drinks out of sight from customers, e.g. place **red** drinks under the counter in an esky; remove **red** drinks from eye level by placing them in the bottom of the fridge and cover with a poster.
- Display **green** and **amber** drinks at eye level.
- Remove **red** drinks from menu boards and menu lists.
- Promote water as the beverage of choice; display posters; and promote meal deals, e.g. free bottle of water with every Healthy Choice sandwich.
- Refer to the Drink Fridge Planograms (see overleaf) for suggested fridge display.

NEXT STEPS

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



Drink Fridge Planograms

How drinks are displayed can influence consumer behaviour and consumption. To reduce sugary drinks consumption, consider reducing the range of sugary drinks available and reconfiguring how the drinks are displayed in fridges.

Aim to achieve the following breakdown using the traffic light system.

RECOMMENDATION

Green – 70% (e.g. still and sparkling water, flavoured waters with no added sugar)

Amber – 20% (e.g. diet drinks 375ml, 100% fruit juice with no added sugar up to 250ml)

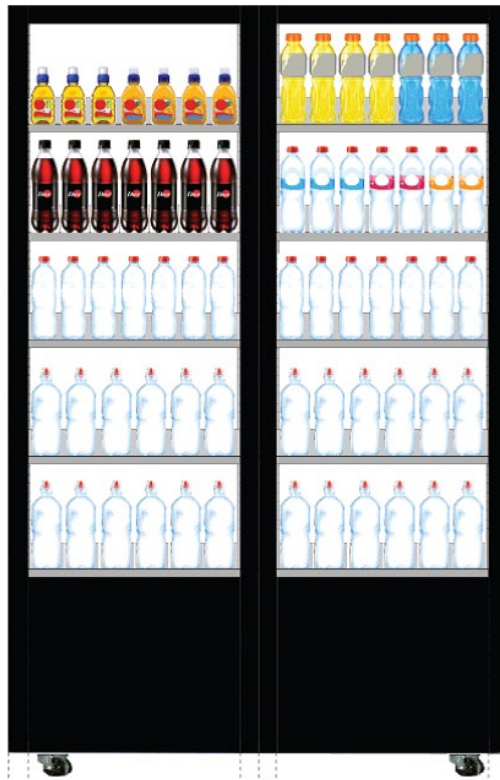
Red – 10% (e.g. sports drinks, large fruit juices, iced teas, soft drinks, energy drinks)

These layouts put the **red** and **amber** drinks out of eye level.

Suggested planogram for behind counter



Suggested planogram for in front of counter



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