

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. Results from trialled changes in community sport and recreation facilities have demonstrated that removing all red drinks off display in your fridge can positively influence water purchasing and consumption without negatively impacting profits.

Take all red drinks off display

As part of implementing a healthy fridge, drink products identified in the red column below should not be visible to customers. Use this guide and the FoodChecker resource – www.foodchecker.heas.health.vic.gov.au – to identify and classify drinks you regularly stock.

GREEN BEST CHOICES	AMBER CHOOSE CAREFULLY	RED LIMIT
<ul style="list-style-type: none"> Water (tap, still, sparkling, soda) Flavoured water with natural essence (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 Flavoured milk, medium size (350-500ml) Diet/artificially sweetened drinks including soft drinks, iced teas, sports drinks Diet/artificially sweetened energy drinks (250ml or less) Fruit juices (>99% juice, no added sugar, 250ml or less) Coconut water (no added sugar, >99% coconut water, up to 300kj/bottle) Kombucha (zero grams of sugar and alcohol content less than 0.5%) 	<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 or over 250ml) Flavoured milk, large (>500ml) Coconut water (with added sugar or over 300kj/bottle) Kombucha (if any sugar present or alcohol content is greater than 0.5%)

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?

- Display green and amber drinks only and use the drinks classification table to identify green and amber options.
- Remove red drinks out of sight by covering fridges with a decal/poster or by placing red drinks in another fridge or under the counter.
- 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?

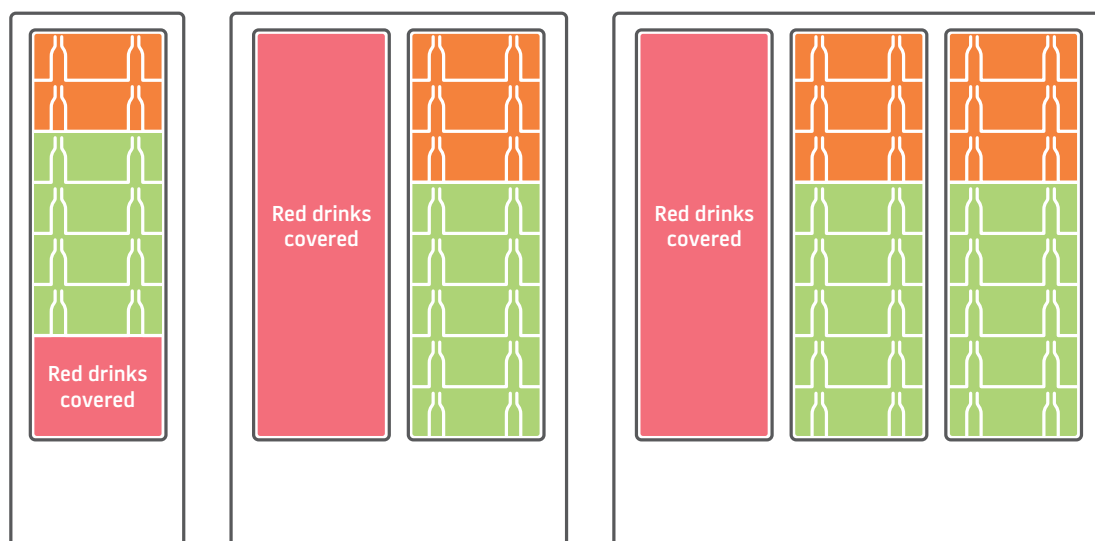
Drink layouts are designed to keep green drinks prominently displayed and red drinks out of children's line of sight.

- Your healthy fridge should contain a minimum 50% green items as per the Healthy Choices: [food and drink classification guide](#).
- If the fridge is a double/triple door fridge, it is recommended that all red drinks be placed behind a fridge decal (one side of the fridge) to minimise the risk of customers viewing red drink items when the fridge door is opened.
- If your fridge is behind the counter and accessible to staff and/or volunteers only, it is recommended that green drinks are placed toward the top, followed by amber drinks in the middle.
- If your fridge is in front of the counter and is accessible to customer self-service, it is recommended that amber drinks are placed at the top with green drinks displayed in the middle.

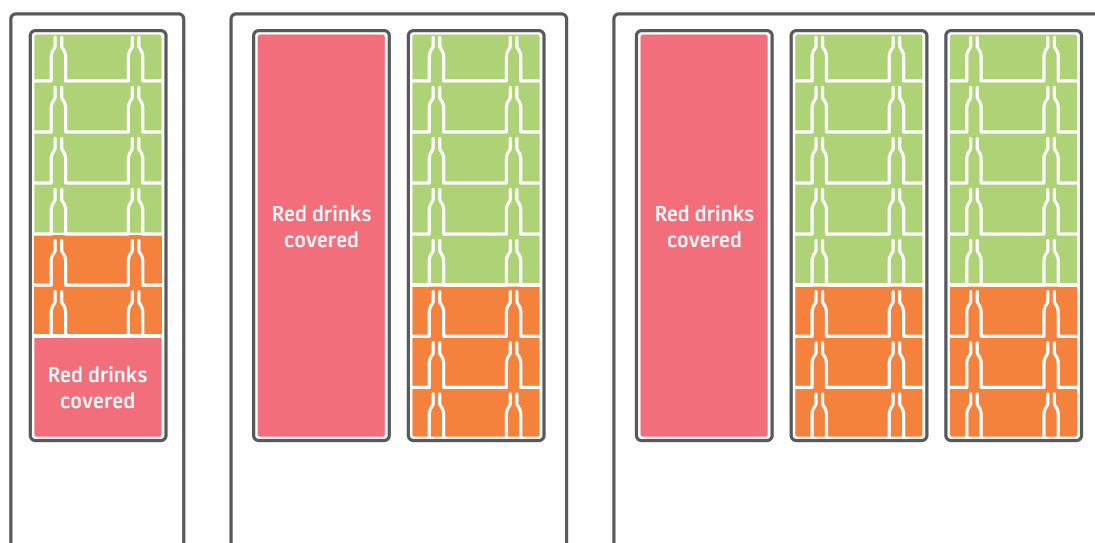
Drink fridge planograms

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?

YES

- Keep the nudge going!
- Promote the positive change to other clubs
- Be confident to start a new nudge

NO/DON'T KNOW/NOT SURE

- Reasons why?
- Amend nudge to suit environment
- Change to a new nudge