

# Healthy choices

## Promote water – make water the cheapest option

### 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

- Water is good for your health.
- **Red** drinks are high in sugar.
- The price of drinks can influence what people buy and drink.

### WHAT

Grade the price of drinks, making water the cheapest and sugary drinks the most expensive.

GREEN BEST CHOICES	AMBER CHOOSE CAREFULLY	RED LIMIT
<ul style="list-style-type: none"> <li>• Water (tap, still, sparkling, soda)</li> <li>• Flavoured water (no added sugar)</li> <li>• Reduced-fat plain milk</li> <li>• Reduced-fat flavoured milk – small (up to 300ml)</li> <li>• Tea/coffee (no added sugar)</li> </ul>	<ul style="list-style-type: none"> <li>• Full-fat plain milk</li> <li>• Reduced-fat/full-flavoured milk – medium (350–500ml)</li> <li>• Diet drinks including soft drinks and iced teas</li> <li>• Diet/artificially sweetened sports drinks and energy drinks</li> <li>• 100% fruit juice (no added sugar, up to 250ml)</li> <li>• Coconut water (no added sugar, &gt;99% coconut water, up to 300kJ/serve)</li> </ul>	<ul style="list-style-type: none"> <li>• Soft drinks</li> <li>• Sports and energy drinks</li> <li>• Cordials</li> <li>• Flavoured iced teas, waters and mineral waters (with added sugar)</li> <li>• Fruit drinks</li> <li>• Fruit juices (with added sugar, 250ml or more)</li> <li>• Full-fat flavoured milk – large (500ml or more)</li> <li>• Coconut water (with added sugar, &gt;99% coconut water, &gt;300kJ/serve)</li> </ul>

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

- Grade the price of your drinks so that water is the cheapest option, followed by other **green** and **amber** drinks.
- Start by increasing the price of red drinks so that water is the cheapest option.
- Update your menu boards and lists to reflect your new pricing.

Example of menu board:

DRINKS	Water	\$2.00
	Fruit juice	\$3.00
	Sports drink	\$4.00
	Soft drink	\$4.00

### NEXT STEPS

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

