

Victorian Health Promotion Foundation  
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# Healthy Eating – new & emerging evidence

Melissa Deutscher – Senior Project Officer, Healthy Eating



# Context

## Choose well. Feel great.

Making healthy choices easier.

To help you make healthier choices, food and drinks have been classified according to their nutritional value.

### Best choice



### Choose carefully



### Limit



For healthy eating tips visit [healthytogether.vic.gov.au](http://healthytogether.vic.gov.au)



Healthy Together Victoria, funded by the Victorian Government, is improving the health of our community.

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Healthy choices: policy guidelines for sport and recreation centres

Healthy choices: policy guidelines for hospitals and health services

## A system for classifying food and drinks

- GREEN** – Best choices
- AMBER** – Choose carefully
- RED** – Limit / avoid

Healthy Eating Advisory Service

Support, training, resources

Regional road shows - 2018



# VicHealth's Water Initiative

2014 - present

**More Victorians choosing water instead of sugary drinks**  
**Driving demand, increasing supply, nudging behaviour**





# Driving demand



## Take the H<sub>3</sub>O Challenge™

Try switching your sweet drinks with water for 30 days. You'll be surprised by what you save.

Save your health and save your money. Ka-ching!  
Switch sugary energy drinks for water for 30 days.

Sign up today.



### 38 SPORT

## Ditch the fizz for water and you'll race well, Cadel tells cyclists

ALISON APRYS

CYCLING great Cadel Evans headed for Adelaide yesterday for a podium finish in the Tour Down Under yesterday with a challenge for cyclists to swap soft drinks for water.

The Barwon Heads-based 2011 Tour de France winner is on a farewell tour, having finished 11th at the national titles in Buninyong on the weekend. He is now gearing up for his second last professional ride, in the Tour Down Under — the first event of the 2015 World Tour season — which runs from Saturday until January 25.

Evans will then be looking for a podium finish in the race named in his honour, the Cadel Evans Great Ocean Road Race on February 1.

But before he dashed off to catch his flight, he joined fellow cycling great Phil Anderson in Geelong yesterday to advise the 4000 participants in the Cadel Evans Great Ocean Road Race. People's Ride to cut out sugary drinks and stick with water to achieve a personal best.

The event open to the general public has quickly sold out in the 11km and 65km courses on January 31.

And while Evans is not a man you associate with enjoying a good water fight, he was happy to trade squirts with Anderson to share the health message.

Evans said he wanted as many people as possible to take up the challenge as part of the H<sub>3</sub>O Challenge.

"The H<sub>3</sub>O Challenge means switching sugary drinks for water for 30 days," Evans said.

"In the People's Race you need to be drinking at least one 600ml bottle of water every hour even if it isn't hot. You on the Tour de France you drink four to five bottles an hour but here we advise at least one."

He said by drinking more water, cyclists not matter their level would improve their health and performance. He said riders should also look carefully at hydrating the day before the ride.

"If you have more water than usual before the race and keep up the intake it will make the race a lot more enjoyable," he said.

Evans and Anderson advised people to ditch energy and sugar drinks for water.

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TUESDAY JANUARY 13 2015 GEELONGADVERTISER.COM.AU



HEALTHY OPTION: Cadel Evans and Phil Anderson advised people to ditch energy and sugar drinks for water. Pictures: Sarah Massey



©VicHealth

Take the H<sub>3</sub>O Challenge

SIGN UP TO [H3Ochallenge.com.au](http://H3Ochallenge.com.au)

AND YOU COULD BE OUR 13TH MAN AGAINST THE PERTH SCORCHERS ON WED 30 DEC 2015



WIN WITH MELBOURNE STARS

[H3OCHALLENGE.COM.AU/STARS](http://H3OCHALLENGE.COM.AU/STARS)

# Social marketing – an aside

## References

A narrative review of mass media campaigns addressing physical activity, nutrition and obesity in Australia 1996–2015:

<http://preventioncentre.org.au/wp-content/uploads/2016/08/1606-Mass-media-evidence-review-final.pdf>

- **FLOWPROOF Model – recommendations for mass media campaigns**

A review of mass media campaigns to change behaviour:

[http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736\(10\)60809-4.pdf](http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(10)60809-4.pdf)

H3O Challenge evaluation

<https://www.vichealth.vic.gov.au/media-and-resources/publications/h3o-challenge-evaluation>

# Increasing Supply

- City of Melbourne, trial of water bottle refills on fountains



- Water Fountain activation



- Sports club water fountain grants





# Nudging behaviour

**Thirsty?**  
Make **water**  
your drink of choice.

Free refills available from  
10 drinking fountains all over Etihad Stadium.

VicHealth™ AFL ETIHAD STADIUM

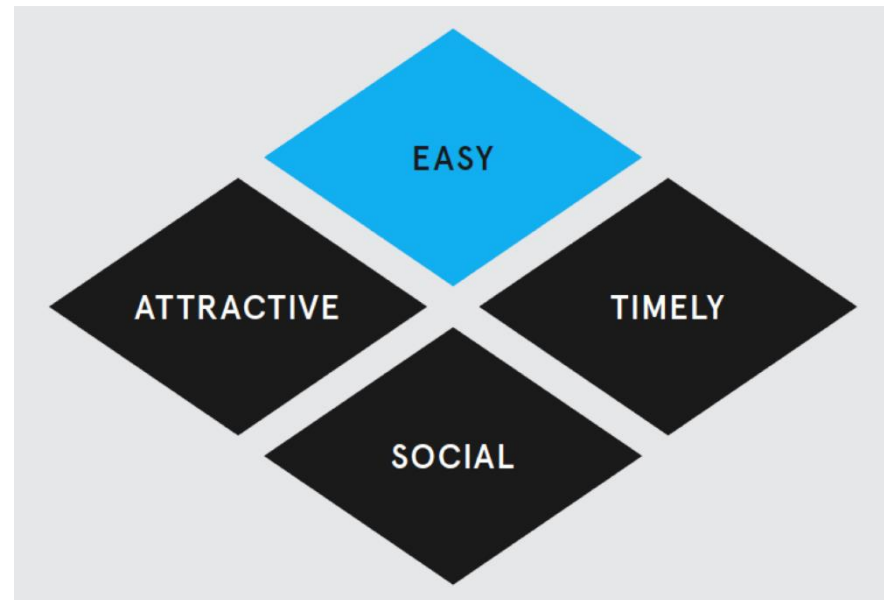


# Using 'nudges' in healthy eating

## Behavioural Nudge

- A 'nudge' is a small change that can be made in a setting that influences people's behaviour

### EAST Framework



## Nudge approaches at VicHealth

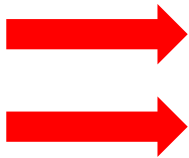
- Water Initiative
- Innovation Research projects



# Nudging behaviour in community in sport and recreation facilities/clubs

The aim of the VicHealth sport program's canteen nudge trials was to promote water as the beverage of choice and reduce the access and availability of sugar-sweetened beverages.

The 4 nudges types involved across the programs were:

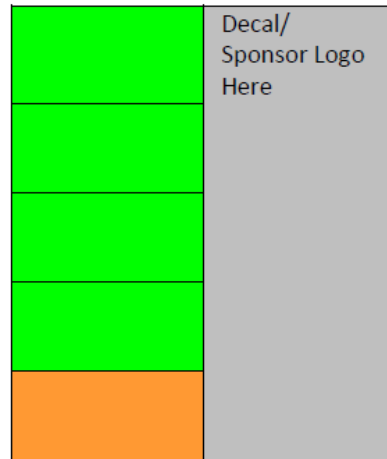


- Red Drinks off Display
- Limit Red Drinks
- Make Water the Cheapest Option
- The Meal Deal

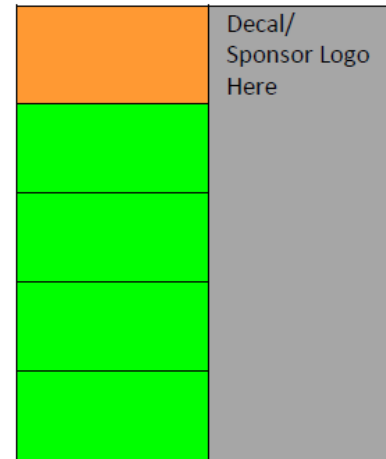
# Red drinks off display

Example fridge layouts for 'Red Drinks off Display'

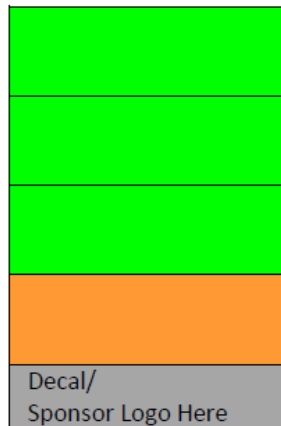
Double fridge behind counter



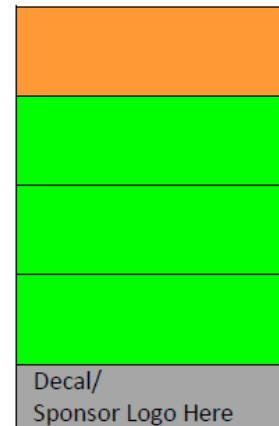
Double fridge in front of counter



Single fridge behind counter



Single fridge in front of counter

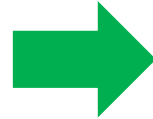


# Examples of Red Drinks off Display

- Red drinks ↓ 13.6%
- Green drinks ↑ 11.8%
- 2079 to 1950 units sold
- No impact on revenue



# Examples of Red Drinks off Display



- Red drinks ↓ 18.1%
- Green drinks ↑ 7.2%
- 484 to 510 units sold
- No impact on revenue



# Limit red drinks

Example of double fridge layouts for 'Limit Red Drinks'

Fridges behind counter

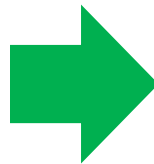
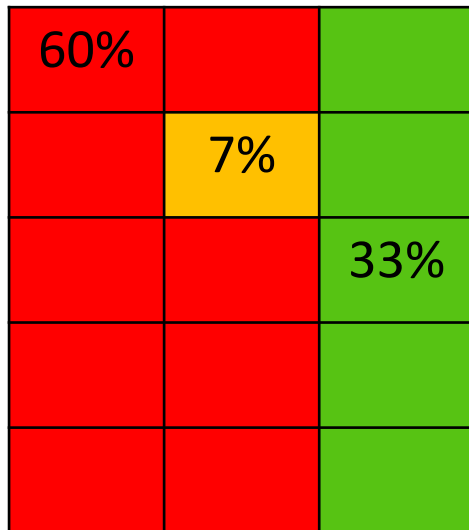
60%	
20%	
20%	

Fridges in front of counter

20%	
20%	
60%	

# Example of Limit red drinks

## Indoor Facility



- Red drinks ↓ 8%
- Green drinks ↑ 9.3% (water up 5.9%)
- Amber ↓ 1.3%

# Healthy Eating Innovation Research Projects – applying nudge theory

## Retail environments

- Supermarket (IGA) trial (completed and onto phase 2)

Watch out for Infographic in March

- **PRICE (current)**

Results mid-late 2019

- **STICKE**

Results late 2018



15/03/2018

# Next Steps for VicHealth

## Water in Sport – Grants for Local Government

- 8 councils have received grants to:
  - increase the access, supply and promotion of water and
  - decrease the access, supply and promotion of sugary drinks.

## Water in Sport – Healthy Stadia

- Influence of major stadiums in Victoria

## Junk Food in Sport

- Aims to develop the business case for junk food free sponsorship by:
  - highlighting sporting organisations who are leading the way
  - demonstrating benefits of not accepting junk food sponsorship - provide evidence to support other organisations to shift away from unhealthy sponsorships





# Resources

## VicHealth (www.vichealth.vic.gov.au)

### Healthy choice: the easy choice page

- Case Studies in sports setting and other settings: SSAs, local governments, Alfred Health, City of Melbourne, YMCA

### Nudge summaries

### Water Fountain guidelines for local government

### Junk Food Sponsorship project

### Research summaries



#### Provision of drinking water fountains in public areas A local government action guide

To promote and encourage people to drink more water, free tap water should be accessible, appealing and available in key settings where Victorians live, learn, work and play.

Councils can enhance public drinking water facilities through the supply, access to and promotion of water fountains across a range of settings, including sports and recreation centres, commercial/retail areas, playgrounds, walking trails, schools, workplaces, open spaces and transport hubs.

VicHealth commissioned research to evaluate the access to and supply of water in a variety of settings, such as open spaces and sports and recreation centres (VicHealth 2016). This guide is based on the research findings and a review of drinking water fountains.

#### Water fountains are provided by local governments for:

- public convenience
- health and wellbeing
- environmental sustainability.

#### The following guidelines for water fountains suggest best practice principles for:

1. installation and replacement
2. maintenance
3. promotion.

### Making water the drink of choice in sport Removing 'red' drinks from sale at Glen Eira Football Club

Partners:

Partners: Part of an effort to make the FFV the drink of choice in sport, the Glen Eira Football Club has removed 'red' drinks from sale at its home ground. The club has also implemented measures to encourage members to choose water as their drink of choice. By doing so, the club has taken a significant step towards making water the most accessible and appealing choice for its members.

Key Findings: The club has implemented measures to encourage members to choose water as their drink of choice. By doing so, the club has taken a significant step towards making water the most accessible and appealing choice for its members.

**Impact of removing 'red' drinks from sale at Glen Eira Football Club**

- As a percentage of total sales, water increased by 10% following the removal of 'red' drinks.
- Profit increased daily due to the removal of 'red' drinks.
- The club was surprised to see that the removal of 'red' drinks did not impact on overall sales.
- Members reported that the club was more health conscious and that the removal of 'red' drinks was a positive step.
- Water was the most popular choice for members.
- Members reported that the club was more health conscious and that the removal of 'red' drinks was a positive step.

**Overall, we have received no negative feedback... and it's had no impact on sales generated for the club from the canteen. We look forward to continuing to promote water as the drink of choice at our club.**

—Chris Tomlin, Canteen Manager at Glen Eira FC

**Impact of the trial on future FFV policy**

- The club members continue with the changes made, and promote water as the drink of choice.
- FFV has a high level of support from members and is a key focus of the club's health and wellbeing program.
- FFV plans to extend healthy meal and drink choices within FFV's wider health and wellbeing program.

### Healthy choices Promote water – limit red drinks

DISPLAY – NUDE 1

#### 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

- Red drinks are high in sugar.
- There is no sugar in water.
- Water is generally best for hydration.
- Encourage people to choose water.

#### WHAT

Display drinks using the Traffic Light System.

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>• Unsweetened (no added sugar)</li> </ul>	<ul style="list-style-type: none"> <li>• Full-fat plain milk</li> <li>• Reduced-fat (Full-fat) flavoured milk – medium (300-500ml)</li> <li>• Diet drinks including soft drinks and low-fat</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, 100% coconut water, up to 300ml/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, 200ml or more)</li> <li>• Fruit drinks</li> <li>• Fruit juices (with added sugar, 200ml or more)</li> <li>• Full-fat flavoured milk – large (500ml or more)</li> <li>• Coconut water (with added sugar, 100% coconut water, 300ml/serve)</li> </ul>

Source: Adapted from [Healthy Choices, Best and Good Choices](#) (VicHealth 2016), State of Victoria, Department of Health and Human Services.

#### HOW

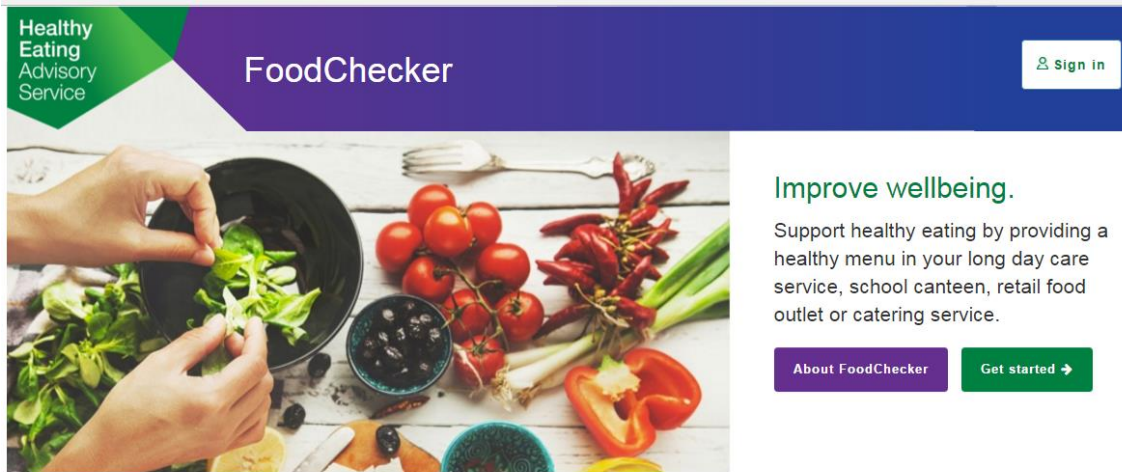
- Display green drinks at eye level.
- Promote water as the beverage of choice: display posters, and promote meal deals, e.g. free bottle of water with every Healthy Choice sandwich.
- Refer to Drink fridge (Flavours (see overleaf)) for suggested fridge display.

#### NEXT STEPS

Use the water nudge to reduce sales of red drinks and increase water sales.



# Support for healthy eating



The screenshot shows the top section of the FoodChecker website. On the left, there is a green triangle containing the text 'Healthy Eating Advisory Service'. To its right, a purple banner contains the word 'FoodChecker' in white. Further right, a white button with a person icon and the text 'Sign in' is visible. Below the banner is a photograph of hands preparing fresh vegetables in a black bowl. To the right of the photo, the text reads: 'Improve wellbeing. Support healthy eating by providing a healthy menu in your long day care service, school canteen, retail food outlet or catering service.' At the bottom of this section are two buttons: a purple one labeled 'About FoodChecker' and a green one labeled 'Get started →'.

- **FoodChecker**
- **Vending Assessment Tool**
- **Training**
- **Mentorship Program**
- **Resources**



#### Create & Save Recipes

Enter your own recipes to be assessed.



#### Assess Menu

See if your current menu meets relevant policies and guidelines.



#### Create Menu

Plan a future menu to include healthy food and drinks.



#### Check Product Ratings

Find out if a food or drink is rated **GREEN**, **AMBER** or **RED**.

[heas.health.vic.gov.au](https://heas.health.vic.gov.au)

1300 225 288