

Victorian Health Promotion Foundation
6 March 2018

Nudging Behaviour - Healthy Eating

Tara Heneghan – 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



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

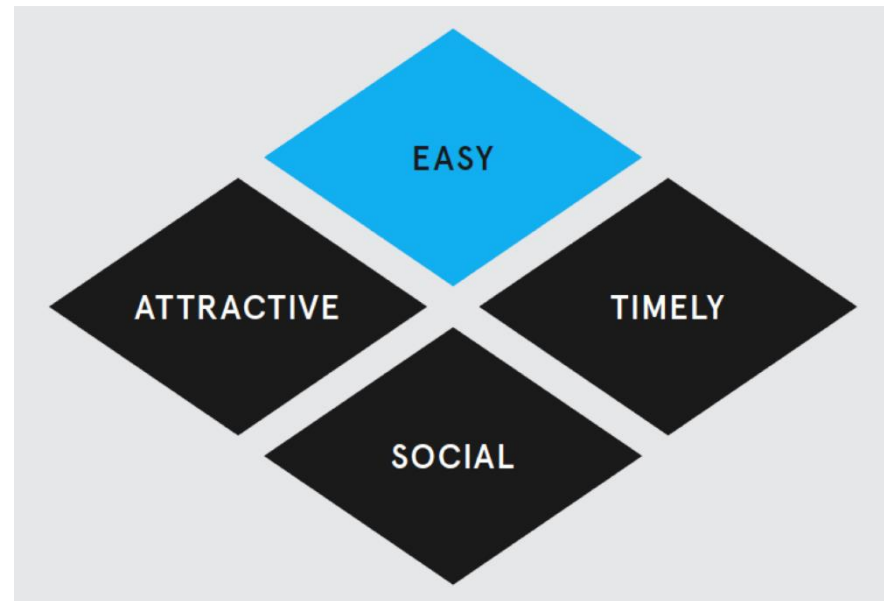


Using behavioural 'nudges'

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

VicHealth's Water Initiative

2014 - present

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



Driving demand



Take the H₃O 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 2011 Tour Down Under, the first of three races in the series.

Evans will then be looking for a podium finish in the 2011 Tour Down Under, the first of three races in the series.

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Take the H₃O Challenge

SIGN UP TO 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

Increasing Supply

- City of Melbourne, trial of water bottle refills on fountains
- Water Fountain activation



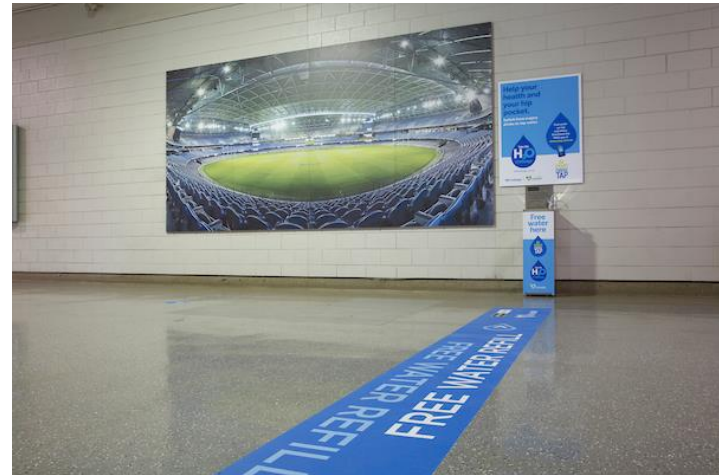
Nudging behaviour

Thirsty?
Make water
your drink of choice.

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



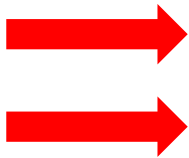
  



Nudging behaviour in community in sport and recreation facilities/clubs

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:

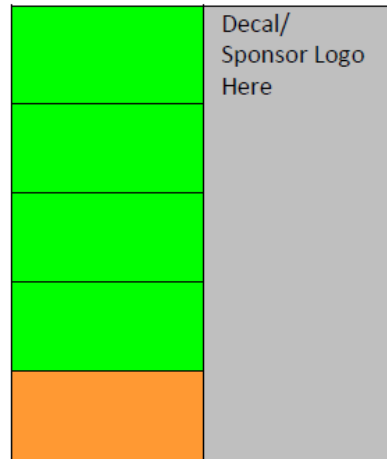


- Red Drinks off Display
- Limit Red Drinks
- Make Water the Cheapest Option
- The Meal Deal

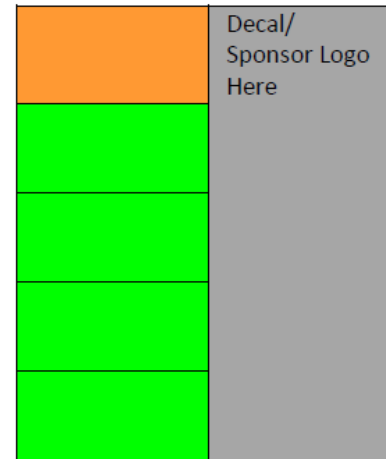
Red drinks off display

Example fridge layouts for 'Red Drinks off Display'

Double fridge behind counter



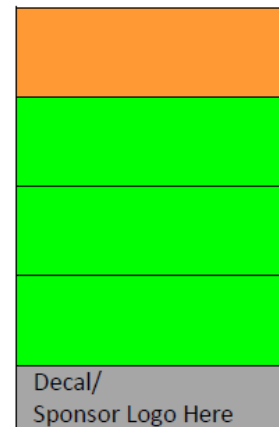
Double fridge in front of counter



Single fridge behind counter



Single fridge in front of counter

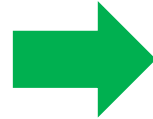


Examples of Red Drinks off Display

- Red drinks ↓ 13.6%
- Green drinks ↑ 11.8%
- No impact on revenue



Examples of Red Drinks off Display



- Red drinks ↓ 18.1%
- Green drinks ↑ 7.2%
- No impact on revenue

Limit red drinks

Example of double fridge layouts for 'Limit Red Drinks'

Fridges behind counter

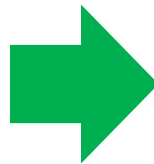
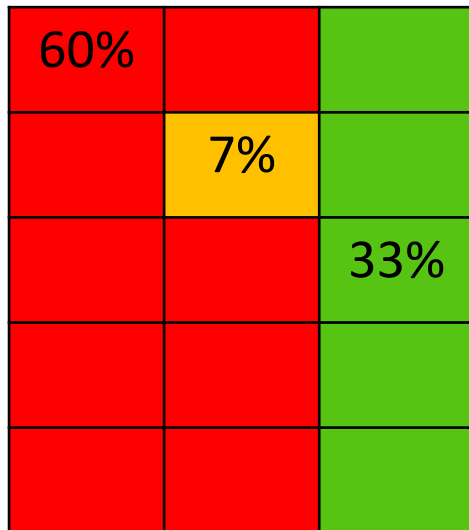
60%	
20%	
20%	

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



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
- Improving accessibility and supply of free water

Resources

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.

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

Innovation Research summaries

Making water the drink of choice in sport

Removing 'red' drinks from sale at Glen Eira Football Club



Football Federation of Victoria (FFV) is a not-for-profit organisation that supports Victorian football. Glen Eira Football Club (GFC) is a member club of the FFV. The club is committed to providing a safe and healthy environment for its members and staff. The club has implemented a policy to remove 'red' drinks from sale at the club. This policy is based on the research findings from the 'Making water the drink of choice in sport' project. The club has received positive feedback from its members and staff regarding this policy. The club is committed to providing a safe and healthy environment for its members and staff.

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



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.



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 been a significant source of inspiration for other clubs across the state and promote healthy food and beverage choices.
- FFV plans to extend healthy food and beverage choices within FFV's member clubs and other programs.

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"> • Water (tap, still, sparkling, soda) • Flavoured water (no added sugar) • Reduced-fat plain milk • Reduced-fat flavoured milk – small (up to 300ml) • Unsweetened (no added sugar) 	<ul style="list-style-type: none"> • Full-fat plain milk • Reduced-fat (Full-fat) flavoured milk – medium (300-500ml) • 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) • Coconut water (no added sugar, 100% coconut water, up to 300ml/serve) 	<ul style="list-style-type: none"> • Soft drinks • Sports and energy drinks • Cordials • Flavoured iced teas, waters and mineral waters (with added sugar, 200ml or more) • Fruit drinks • Fruit juices (with added sugar, 200ml or more) • Full-fat flavoured milk – large (500ml or more) • Coconut water (with added sugar, 100% coconut water, 300ml/serve)

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

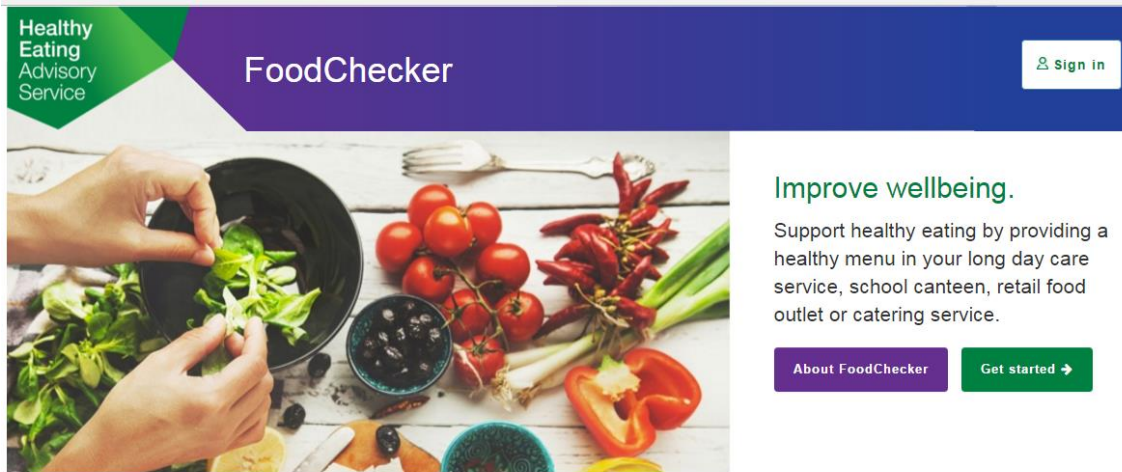
HOW

- 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 Flange signs (see overleaf) for suggested fridge display.

NEXT STEPS

Use the water nudge to reduce sales of high sugar, high calorie, high fat drinks.

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

1300 225 288