

VicHealth Healthy Eating Innovation Research Projects

Supermarket (IGA) trial

- Assessed real world feasibility and impact of low cost, scalable changes designed to create supermarkets that encourage healthy food purchases (e.g. changes to end of aisle and island bin displays, custom-designed signage in trolleys and baskets)
- Partnership between Champions IGA, City of Greater Bendigo, Deakin University and VicHealth
- Outcomes: Significant positive effects on the healthiness of consumer food purchases in two of the three controlled trials
- Completed and onto phase 2 which will include broader local area promotion and involve 14 stores
- Infographic to be released on VicHealth website in March 2018

P.R.I.C.E. study (Promoting Incentives for healthy food choices with retailer-led economic interventions)

- Partnership between Deakin University, YMCA Victoria and VicHealth, to develop a range of pricing interventions for healthier food and beverages
- Trial will evaluate feasibility of implementation, acceptability to retailers and customers and potential impact on customer purchases
- Project results mid-late 2019

STICKE Healthy Eating - Systems Thinking In Community Knowledge Exchange

- Development of a cloud-based online tool (STICKE) for mapping at scale the complex drivers of unhealthy diet
- Partnership between researchers from the WHO Collaborating Centre for Obesity Prevention, Deakin University and VicHealth
- Trials conducted in three communities in Western Victoria to determine the best ways of making the tool effective and efficient
- Outcomes: Increases the capacity of users to understand and apply systems thinking and to support community engagement and intervention planning
- Project results late 2018

