



SOFT DRINK FREE TOOLKIT

INTRODUCTION

As part of our commitment to promoting the health and happiness of Victorians, YMCA Victoria is changing the way food and drinks are provided at our centres.

This has been done in recognition of the role we can play in influencing the food choices and eating behaviours of the communities we work with. We are now working hard to reduce the unhealthy options and increase healthy choices in our canteens, kiosks and cafes. We have also committed to removing sugary drinks from all YMCAs by 2017.

The Soft Drink Free Toolkit sets out our plan for the 2015/ 16 summer, providing centres with the information and resources required to successfully work towards removing all sugary drinks by 2017.

The Toolkit includes:

- Approved product range from Schweppes and ICM8 (ice slushie drinks)
- Schweppes Fridge Planograms
- Marketing Collateral Pack
- Marketing & Display Guide
- Communications Resources
- Staff and Volunteer FAQ sheet
- 'Facts about Sugary Drinks' Info sheet
- *Healthy choices* traffic light system explained
- YMCA Victoria's Advocacy work to 'rethink sugary drinks'

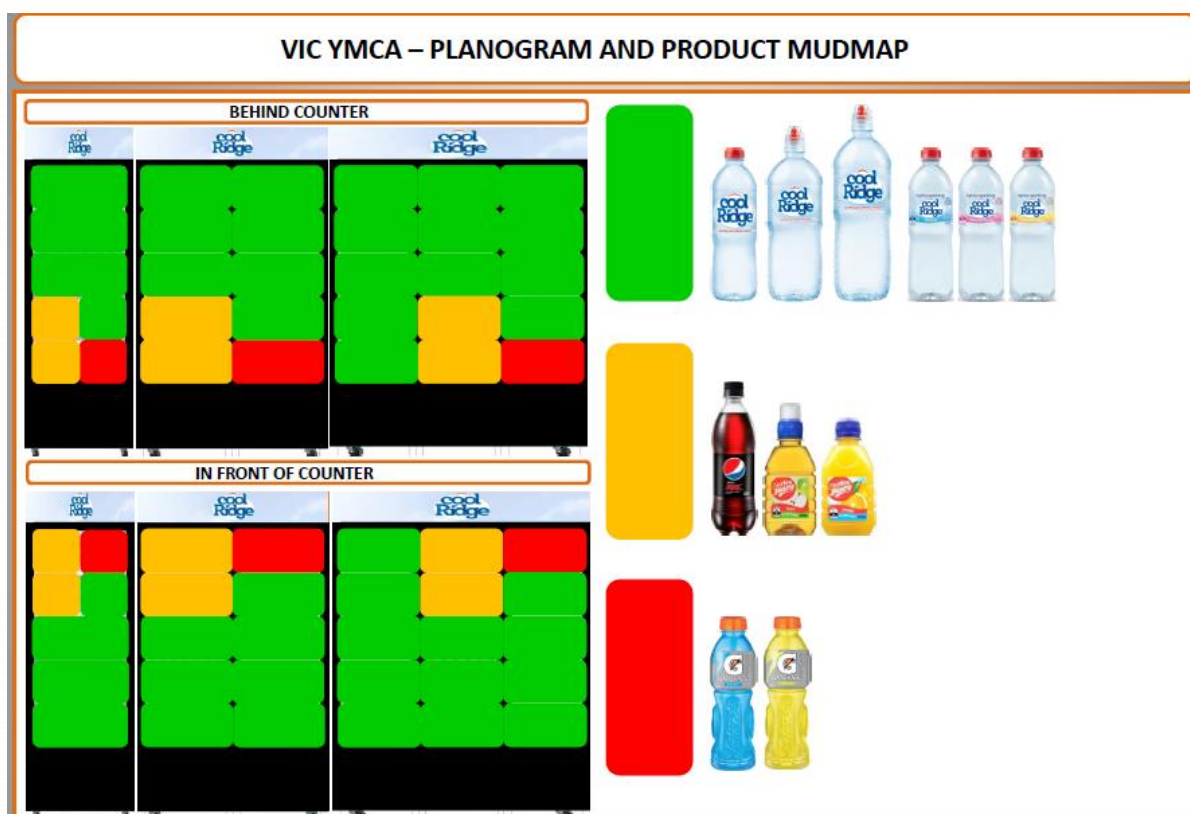


APPROVED PRODUCT RANGE

YMCA Victoria's goals for the 2015/16 summer:

1. Soft drink free
2. Maximum 10% **RED** drinks in the fridge layout
3. No sugary drinks except for Gatorade*
4. No **RED** frozen ice slushie drinks

* This means removing all carbonated fizzy drinks (aka soft drinks) AND non-carbonated sugary drinks such as iced teas, smart waters, sugar sweetened juices and large fruit juices (over 250ml) such as the spring valley juices. The approved Schweppes range and recommended fridge layout is illustrated below and listed on the next page.





Approved Schweppes Drinks Range

The approved range includes all GREEN and AMBER drink options from the Schweppes range + Gatorade:

Brand	Product	Size(s)	HC Classification	Notes
Coolridge	Natural Spring water	600, 750, 1L	GREEN	
Coolridge	Natural Spring water- lightly sparkling	500ml	GREEN	A healthy alternative to soft drinks
Coolridge	Natural Berry - lightly sparkling	500ml	GREEN	A healthy alternative to soft drinks
Coolridge	Natural Citrus - lightly sparkling	500ml	GREEN	A healthy alternative to soft drinks
Pop top	Plain water	250ml	GREEN	
Extra juicy juice	99% fruit juice - apple	250ml	AMBER	Size is important - All pure fruit juices over 250ml are RED
Extra juicy juice	99% fruit juice - orange	250ml	AMBER	Size is important - All pure fruit juices over 250ml are RED
Extra juicy juice	99% fruit juice – apple blackcurrant	250ml	AMBER	Size is important - All pure fruit juices over 250ml are RED
Pepsi Max	(no sugar)	600ml	AMBER	Artificially sweetened drinks are not a healthy choice for children under 16 years.
Gatorade	All flavours	600ml	RED	



Approved ICM8 Frozen Slushie Range

Most ice slushie drinks contain added sugar, which means they fall into the **RED** category. As part of our commitment to remove sugar sweetened drinks, we recommend removing all sugar sweetened frozen slushie drinks you may currently offer.

ICM8 have a healthier choice ice slushie drink range. Some centres already have these drinks; if you're interested in offering an ice slushie drink this summer, we recommend the flavours listed below. These are the only **GREEN** and **AMBER** options in the ICM8 range.

Please note some of the ICM8 slushie flavours have added sugar; please confirm with your Rep you have the 99% juice options. Size is also important when offering pure juice slushies – serve these drinks in 250ml sized cups or smaller to achieve an **AMBER** rating.

For information about setting up an ICM8 account see Appendix 2.

Product	Flavour	Size(s)	HC Classification	Notes
Frappe	Iced Chocolate	250ml or less	GREEN	Add <u>reduced fat milk</u> to premix.
Frappe	Iced Vanilla	250ml or less	GREEN	
Frappe	Iced Coffee	250ml or less	GREEN	
99% pure juice Slushie	Berry	250ml or less	AMBER	Size is important - All pure fruit juice slushies over 250ml are RED
99% pure juice Slushie	Lime	250ml or less	AMBER	
99% pure juice Slushie	Orange mango	250ml or less	AMBER	
99% pure juice Slushie	fruit cola (berry & lime)	250ml or less	AMBER	
99% pure juice Slushie	Lemon	250ml or less	AMBER	
99% pure juice Slushie	Dragonfruit	250ml or less	AMBER	
99% pure juice Slushie	Blood Orange	250ml or less	AMBER	
99% pure juice Slushie	Watermelon	250ml or less	AMBER	

SCHWEPPES FRIDGE PLANOGRAMS

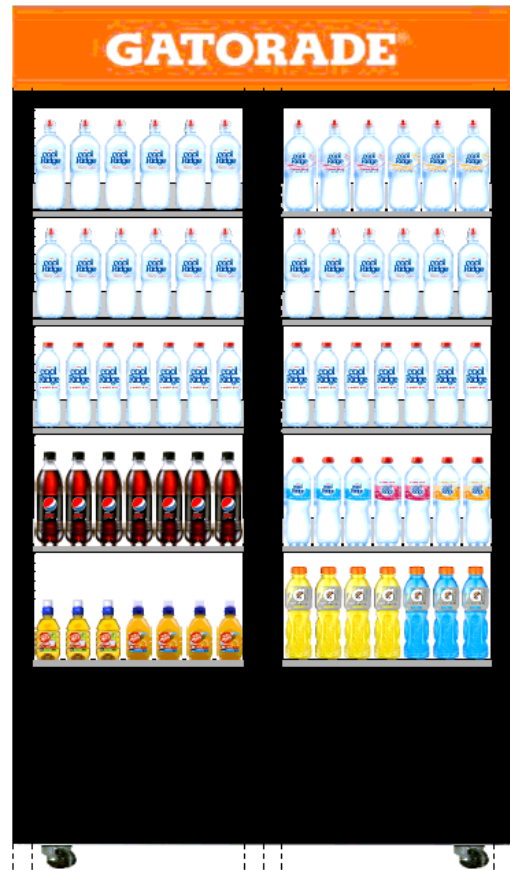


This summer we are reducing sugary drinks to 10% of fridge space. To help you achieve this, Schweppes has developed fridge planograms for one, two and three door vertical drinks fridges. These planograms are available on YNet under the **Health Food at the Y** section, under Sectors/Health Promotion.

Where your drinks fridge is located determines which planogram is best for your Centre. For example for fridges located behind café counters all the **RED** and **AMBER** options should be located at the bottom of the fridge out of the line of sight for children. For fridges located in front of counters choose the planogram, that has the **RED** and **AMBER** options at the top of the fridge.

Please contact the [Advocacy team](#) if your centre has another fridge type and we will work with you to get the best layout for your centre.

Your Schweppes Rep will rearrange your drinks fridge to meet these recommendations. Where you use an intermediary distributor such as AYGEE or SL to supply Schweppes products, you will still be able to order the approved Schweppes range. Please let the Advocacy team know if there are any difficulties with this.



MARKETING & DISPLAY GUIDE



An important part of our commitment to removing sugary drinks is to consider how drinks are promoted and displayed in centres. This means thinking about labelling, placement, and pricing of drinks as well as promotional strategies used.

Use this guide to promote healthier drinks options in your canteen / café / kiosk. This is not a complete list – there are many ways that you can make healthier foods and drinks more appealing for members and customers!

LABELLING

	Tips/ Resources
<p>Clearly label the drinks you offer as:</p> <ul style="list-style-type: none"> • GREEN (best choices), • AMBER (choose carefully) or • RED (limit) 	<ul style="list-style-type: none"> – Use the coloured dot stickers provided in your marketing pack (please use conservatively to save enough for your food display as well). – You can find the traffic light ratings for all drinks in the Schweppes range in this Toolkit. – For queries about how to classify drinks using the Healthy choices traffic light system, please contact the Advocacy team.
<p>Make sure that an explanation of what each colour means is clearly visible.</p>	<ul style="list-style-type: none"> – Display the DL Healthy Choices sticker (flyer size) from your marketing pack on the fridge door at eye level. – Display the YMCA healthy food policy poster from your marketing pack in your canteen/ café/ kiosk.

PLACEMENT

	Tips/ Resources
<p>Place GREEN items in prominent areas, and make sure they are displayed at children's eye level in both fridges and vending machines.</p>	<ul style="list-style-type: none"> – The Schweppes planograms show the recommended fridge layout for drinks fridges: <ul style="list-style-type: none"> ○ GREEN drinks on the higher shelves <u>for fridges behind the café counter.</u> ○ GREEN drinks on the lower shelves <u>for fridges in the café space.</u> – You can find the Schweppes fridge planogram on YNet.
<p>Display AMBER items more prominently than RED choices.</p>	
<p>Avoid placing RED items in prominent areas.</p>	



PRICING

	Tips/ Resources
<ul style="list-style-type: none"> • Try to make sure GREEN and AMBER items are affordable. • If GREEN items are more expensive, consider increasing the price of similar RED items so that the price of the healthier option is comparable. 	<ul style="list-style-type: none"> – We recommend bottled water is priced competitively: e.g. Coolridge 600ml \$2.50 - \$3.00 a bottle. – This can be offset by increasing the price of Gatorade by a small margin.
<ul style="list-style-type: none"> • Make GREEN items a similar price or cheaper than RED products in the same category (e.g. make a bottle of water a similar price or cheaper than a can of soft drink). 	<ul style="list-style-type: none"> – Water should be the cheapest drink option in your drinks fridge. – Tap water should always be available free of charge. Please advise the Advocacy Team if your centre does not have a water fountain.

PROMOTION

	Tips/ Resources
<ul style="list-style-type: none"> • Promote GREEN options in visible areas such as counters, cabinets, fridges, vending machines, menu boards, staff notice boards, in lifts and via promotional stands and product displays. • Present GREEN options attractively. 	<ul style="list-style-type: none"> – Use the coloured dot stickers provided in your marketing pack on your menus to denote the best choices. – Display the large HC Choices poster and the 'Choose Well, Feel Great' poster in your canteen/ café/ kiosk. – Display the YMCA Sugary Drink Posters from your marketing pack in your canteen/ café/ kiosk near your drinks fridge. – Digital versions of the YMCA posters are available on YNet & will be shared via our social media channels.
<ul style="list-style-type: none"> • Include GREEN options in special offers (e.g. 'two for one' offers, loyalty cards). • Avoid marketing RED options, and do not include these in special offers or upsizing promotions. 	<ul style="list-style-type: none"> – No sugary drinks should be promoted or marketed – This includes frozen ice slushie drinks made with sugar. For AMBER slushie options please refer to the Product Range section of this Toolkit.

MARKETING COLLATERAL PACK



To support your café/ kiosk/ canteen to go Soft Drink Free this summer, a marketing collateral pack will be posted to your centre. The pack will include:

1. Four A3 posters to raise awareness about why we're going sugary drink free at Y Vic:

- The amount of sugar in sugary drinks
- The health risks of sugary drink consumption
- Promote water as the best recovery drink
- Healthy food policy poster

We recommend you display these near your drinks fridge/ kiosk/ café to explain to members and customers the changes they will be seeing in your fridges.

2. *Healthy choices* point of sale marketing collateral

The *Healthy Choices* marketing collateral has been developed by the Victorian State Government Department of Health to support organisations that implement the *Healthy Choices* framework. The *Healthy Choices* framework, which includes the traffic light system used in this Toolkit, underpins the Y's *healthy food policy*. For more information about the *Healthy Choices* traffic light system, please see Appendix 1.

To use the *Healthy Choices* marketing collateral, all organisations, including YMCA Victoria, must meet specific requirements around the food and drinks they offer – please see over page for how your centre can achieve this. There are four items in the *Healthy Choices* marketing collateral pack:

Item	Recommended Use	Notes
Large <i>Healthy choices</i> poster	<ul style="list-style-type: none"> • Display near your kiosk/ café. 	This poster is re-usable (up to 20 times approx.)
DL size <i>Healthy choices</i> sticker	<ul style="list-style-type: none"> • Display at eye level on your drinks fridge door • If your drinks fridge is behind the counter, please display somewhere customers can easily read when they are deciding what drinks to order. 	Not re-usable.
Traffic light dot stickers	<ul style="list-style-type: none"> • Menus/ price lists • Point-of-sale price labels • Drinks fridge shelves 	Not re-usable. If you're unsure whether food/ drinks you offer are green, amber or red, please contact the Advocacy team.
"Choose well" sticker	<ul style="list-style-type: none"> • Display near your kiosk/ café 	Not re-usable.



For more tips on how to use the marketing collateral pack, please also see the “Marketing and Display Guide” above.

IMPORTANT: As per our agreement with the Department of Health, there are eight requirements that must be met by each centre before the *Healthy Choices* marketing collateral can be used:

- Drink fridge(s) have less than 20% **RED** drinks and more than 50% **GREEN** drinks
- **GREEN** drinks are displayed in the most prominent position in fridges
- No upsizing or upselling of **RED** foods and drinks conducted
- **RED** foods or drinks are not included in meal deal specials
- **RED** foods or drinks are not displayed in the most prominent position in fridges and cabinets (e.g. at eye level)
- Free refills of sugar sweetened beverages are not available or promoted
- **GREEN** foods and drinks are available during all trading hours
- Promotional material featuring **RED** foods and drinks, or brands that are strongly associated with **RED** foods and drinks are not visible to customers.

Meeting these requirements in your centre:

- The drinks fridge planogram in the toolkit will help with requirements 1 and 2.
- Requirement 7 is a work in progress for YMCA Victoria; particularly for centres selling only packaged snacks and drinks. The Advocacy team will be contacting all centres that currently sell **RED** snacks only and providing details about a healthier range of **GREEN** and **AMBER** snacks.
- The remaining requirements (3, 4, 5, 6, 8) are around the promotion and display of food and drinks in your centre. See the marketing and display guide above for tips on how to meet these requirements.





COMMUNICATIONS RESOURCES

A range of communications resources are available on YNet for you to use in promoting our work to create a healthy eating environment in our Centres and our push to remove sugary drinks by 2017, including:

- Web content
- Social media pieces
- Local media release

Check out the **Communicating with your Council, Customers and Community** pack.

Letter for Council Partners - A letter has also been drafted for you to share with your Council partners

YMCA VICTORIA'S ADVOCACY WORK - 'RETHINK SUGARY DRINKS'

As a large community based organisation the Y is leading the way in its quest to remove all sugary drinks from our operations. We have set a precedent through our Healthy Food policy and attracted a lot of attention and praise from all levels of government and community and health agencies. We have been sharing our story by presenting at conferences and workshops and encourage others to change too.

The YMCA is a part of the [Rethink Sugary Drinks](#) - a partnership between the 12 health and community organisations including Cancer Council, Heart Foundation, Diabetes Australia and Nutrition Australia.

Rethink Sugary Drinks is concerned about the amount of sugar in soft drinks, sugary drink consumption in Australia and the associated increased energy intake and in turn, weight gain and obesity. It is well established that obesity is a leading risk factor for type 2 diabetes, cardiovascular disease and some cancers. By highlighting the amount of sugar in sweetened beverages such as soft drink, energy drinks and sports drinks, we're hoping to encourage Australians to rethink their sugary drink consumption and switch to water, reduced-fat milk or unsweetened options.

A key focus of the Y's advocacy work is to encourage our Council partners and all other LGAs across the state to commit to rethink sugary drinks in their communities by removing them from all Local Government funded, managed, and operated facilities and events.

SOFT DRINK FREE TOOLS AND RESOURCES AVAILABLE



Keep an eye out for this Hot Button on YNet, which will link you to a range of tools and resources to help your Centre go soft drink free, including:

- Communications resources
- Staff and Volunteer FAQ's
- Facts about sugary drinks Infosheet
- Healthy Choices traffic light system explained



APPENDIX 1: The healthy choices traffic light system explained



Choose well, feel great

Eating well, like being active, is important for a healthy lifestyle and plays a key role in preventing disease, maintaining a healthy weight and supporting children's growth and development. As part of our commitment to improving the health and happiness of all Victorians, YMCA Victoria is improving the availability of healthy food and drinks choices in all our Centres. And to help you make healthier choices, we're using a traffic light classification system, which categorises foods and drinks as **GREEN**, **AMBER** or **RED** based on their nutritional value.

GREEN - best choice

Choose **GREEN** food and drinks as often as possible. They are the healthiest choices and are usually:

- Good sources of important nutrients
- Lower in saturated fat, added sugar and/or salt
- Lower in energy
- Higher in fibre

AMBER - choose carefully

Choose **AMBER** food and drinks sometimes. They are less healthy and should be consumed in moderation. They have:

- Some valuable nutrients
- Can contribute to excess energy intake (kilojoules/ calories)
- Can contain moderate amounts of saturated fat and/or added sugar and/or added salt.

RED – limit

To look after your health, choose **RED** food and drinks rarely and in small amounts.

In general **RED** choices are:

- High in energy (kilojoules/ calories)
- High in saturated fat, added fats, added sugar and/or added salt
- Lacking important nutrients such as fibre

APPENDIX 2 – Setting up an ICM8 account



1. For more information about the ICM8 range and costs associated, please see the ICM8 Nutrition and Information pack on YNet.
2. To set up an account, send an official order by email to: Sue Rosenbery – Business Manager (sue@icm8.com.au).
3. ICM8 will respond with a return email sending an invoice.
4. Once payment is received for the initial package, ICM8 will fully prepare and ‘commission’ the brand new machine in order that it will be ready to use for when it is delivered to the centre.

In addition, ICM8 provide for each order free cups and straws, point of sale material and their own easy laminated simplified instruction guide which includes troubleshooting section too.