

# HEALTHY CHOICES

GREEN LIGHT FOR HEALTHY  
CONSUMPTION



## MAKING THE HEALTHY CHOICE THE EASY CHOICE TOUCH FOOTBALL VICTORIA BEST PRACTICE DRINK SALE GUIDELINES

### WHY?

Touch Football clubs across Victoria play a vital role in helping people lead healthy and active lives. However, the influence over people's health extends beyond just ensuring safe competition to participate.

With the support of VicHealth and Vicsport, Touch Football has the chance to be a leader amongst the sporting community, directly influencing the types of drinks that are sold and consumed at your weekly competitions.

### HOW?

Touch Football Victoria has taken the lead by implementing change at all TFV run competitions.

This change has been subtle and slight, which you may not have even noticed. These changes are referred to as 'nudge' techniques. A 'nudge' technique works on the basis that positive reinforcement and indirect suggestions achieve non forced change and influence the decisions of individuals.

Simply put, small change can make a big difference.

### WHAT?

TFV is asking affiliates to implement the following two simple 'nudge techniques' at your affiliate:

- Rearrange your fridges or eskys ensuring the 'sugary drinks' are out of sight from eye level.
  - This means any full sugar drinks are either at the top or bottom of the fridge, water and low sugar drinks are prominently displayed at eye level (which as they say, is 'Buy Level'!).
  - This policy does not exclude selling sugary drinks, but we are trying to keep them out of view to minimize their sales!
- Price differentiation between 'sugary drinks' and water (at least \$1.50 difference)
  - This is designed to encourage individuals to make the healthy choice.