

Water – the beverage of choice in community settings



Workshop Outline



Welcome and Introduction

Overview of VicHealth's strategic focus in healthy eating

Group activity - Why is water important for our health?

Sharing of VicHealth learnings – initiatives to make water the beverage of choice

Workshop discussion – What are the local opportunities to make water the beverage of choice?



VicHealth strategic imperative

Promote healthy eating

3
YEAR

PRIORITY

More people choosing water and healthy food options

10
YEAR

GOAL

200,000 more Victorians adopt a healthier diet



Why does VicHealth focus on healthy eating?



- The greatest cumulative impact on our health comes from poor diet¹
- An unhealthy diet is:
 - > Not enough fruit, vegetables, whole grains, nuts and seeds, and/or milk
 - > eating too much processed meat, added sugars (sugar sweetened beverages), salt (sodium) and trans fats.
- A key risk factor for overweight and obesity, CVD, type 2 diabetes, some forms of cancer and dental caries
- A major cause of death and disability among Australians

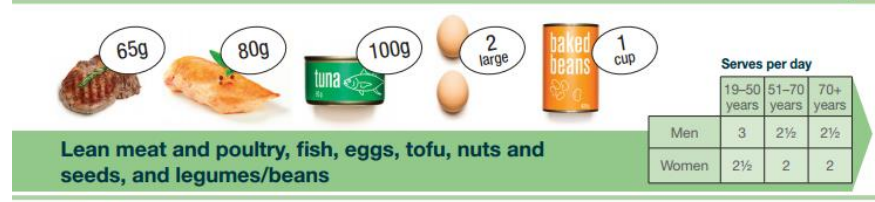
Why does VicHealth focus on healthy eating?

- In Australia overweight and obesity affects

2 in 3 adults **1 in 4** children²

- **40%** increased in Adult obesity over the past two decades
- **2 million** Victorians now overweight or obese
- **73%** of Australian adults predicted will be overweight or obese by 2025³

Australian Guide to Healthy Eating

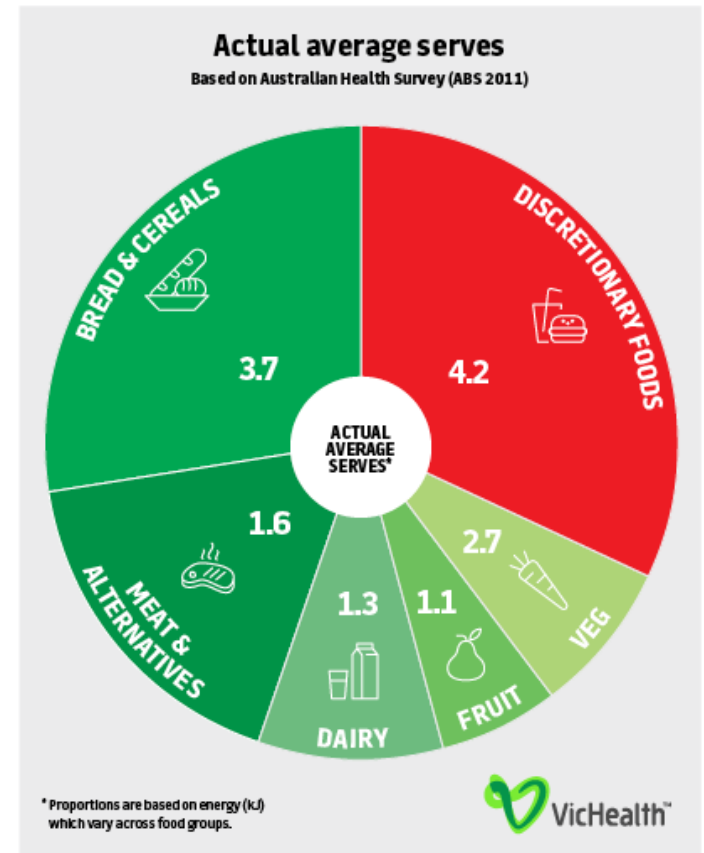
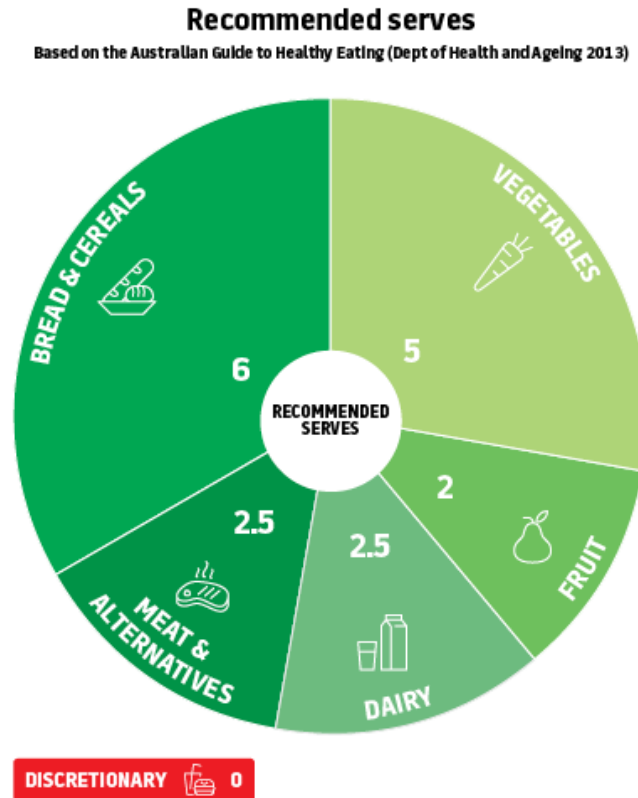


National Health and Medical Research Council (NHMRC)
www.eatforhealth.gov.au

What Australians are *actually* eating

Women aged 19 – 50 years

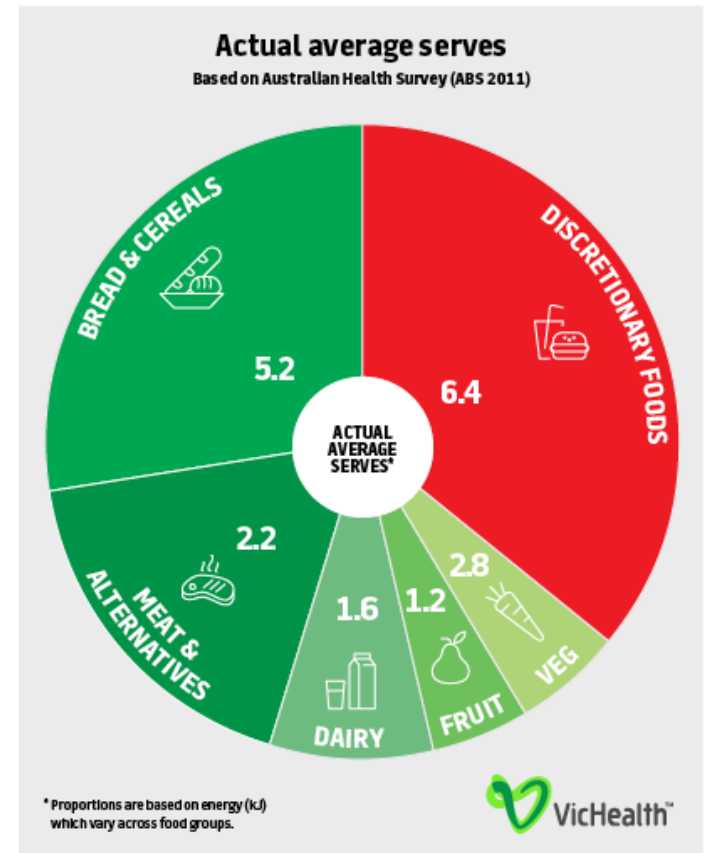
Recommended vs actual food group serves for Australian females aged 19–50 years



What Australians are *actually* eating

Men aged 19 – 51 years

Recommended vs actual food group serves for Australian males aged 19–50 years



Drinking water instead of sugar sweetened beverages (SSB's)



What we know: sugar-sweetened beverages (SSB's)



- The Australian Dietary Guidelines recommend to drink plenty of water and limit sugar-sweetened beverages (SSBs).
- Sugary drinks (or sugar-sweetened beverages) include soft drinks, fruit drinks, sports drinks, energy drinks, cordials, flavoured waters and ready-to-drink iced teas that are sweetened with sugar
- Australians consume high levels of Sugar Sweetened Beverages (SSBs)
- In Victoria, the highest consumers of SSB's among adults are men aged 18- 24 years

Health risks of sugar-sweetened beverages



- Increased risk of dental erosion, enamel erosion
- Largest source of added sugars in the Australian diet, and contribute directly to risk of weight gain
- Little if any nutritional benefit from consumption of SSBs
- VicHealth promotes drinking water instead of SSBs
 - > Water is the best drink for hydration
 - > No sugar

Inequities in diet quality and health outcomes



Like many health issues, healthy eating follows a social gradient

- The harms that occur as a result of poor nutrition are more greatly borne by:
 - > Indigenous Australians
 - > Minority cultural groups
 - > People living with disabilities
 - > People living in remote and/or socio-economically disadvantaged areas

Applying an equity lens to healthy eating



- Daily social experiences, physical environments, financial resources and material living conditions should be considered when addressing inequities in healthy eating
- Dietary practices, the food environment and conditions of daily living are shaped by deeper social contexts, including economic, social and health policies and priorities
- Eating a healthy diet is influenced by a combination of factors including environmental, socioeconomic and lifestyle elements across the whole food system
- A healthy food supply which is available, accessible and affordable

Group activity

Water Warriors:

A VicHealth train-the trainer package for community presentations

Sharing of VicHealth learnings:

Tools and initiatives to make water the beverage of choice

Collective work on sugary drinks

Take the H₃O Challenge
Switch sugary drinks for water for 30 days

Soft drink warning: VicHealth urges people to take up the sugar-free challenge
LUCIE VAN DEN BERG HERALD SUN DECEMBER 30, 2014 11:01AM

BE SMART CHOOSE TAP

AM Alert: Chef Jamie Oliver launches clean water initiative
BY ALEXEI KOSEFF - AKOSEFF@SACBEE.COM
01/06/2015 10:00 PM | Updated: 01/07/2015 8:07 AM

rethink sugary drink

You wouldn't eat 16 teaspoons of sugar, so why drink it?

LIVELIGHTER SUGARY DRINKS CALCULATOR
Get started now!

Have you ever wondered how much sugar and energy you consume from drinks? Enter your details to find out.

Gender (please select) Female Male

Age (years) Height (cm) Weight (kg)

NEXT

Take the H₃O Challenge
Switch sugary drinks for water for 30 days

STARBUCKS

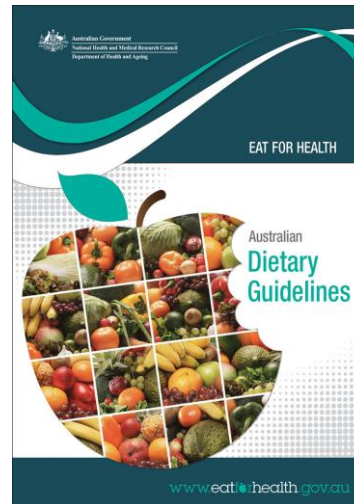
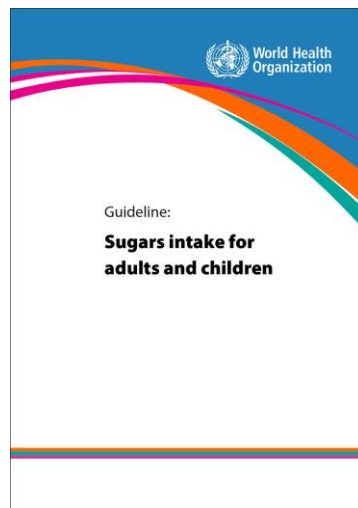
vichealth

3AW

dick smith

Policy and guidelines support a focus on water and sugary drinks

- World Health Organization sugar guidelines
- Australian Dietary Guidelines
- Victorian Healthy Choices: policy guidelines



VicHealth strategic water initiative

The initiative goal is:

- More Victorians choosing water instead of drinks with added sugar (SSB's)

The initiative objectives are to increase:

- knowledge of the benefits of drinking water instead of drinks with added sugar.
- positive attitudes towards choosing water instead of drinks with added sugar.
- the supply of accessible and acceptable free drinking water
- the adoption of evidence-based approaches to the supply of water in specific settings for health promoting reasons.



Targeted water activities

The VicHealth water initiative is delivering a range of activities:

1. VicHealth's H3O Challenge
h30challenge.com.au
2. Installing, monitoring and promoting drinking water fountains with water bottle refills in public places
 - VicHealth's Drinking water fountain guidelines for local government
3. Water the beverage of choice through community sport and sporting stadiums
4. Evaluating the business case for healthy food and drinks in retail settings by Deakin University – leading examples from Alfred Health, YMCA Victorian and City of Melbourne

1. VicHealth's H3O Challenge



Encourages people to switch from sugary drinks to water for 30 days

- Sign up at – <http://h30challenge.com.au>
- H3O Challenge can be taken at any time
- H3O Challenge can be promoted to local communities

Local government grants of **\$10,000 open 28 November 2016**

- Grants for selected local government areas to promote the H3O Challenge to local communities
- Details: www.vichealth.vic.gov.au



2. Drinking water fountains with water bottle refills in public settings



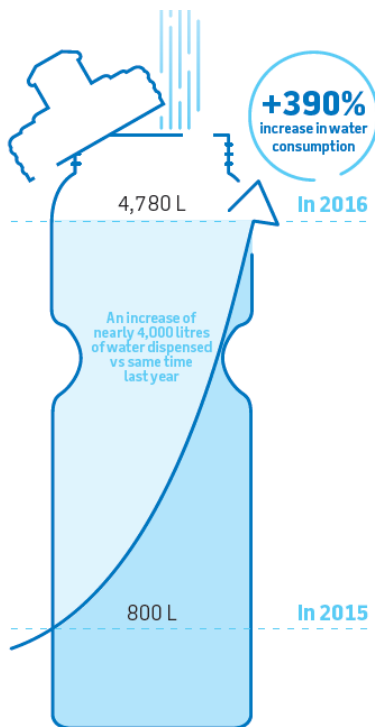
Install, monitor and promote 60+ drinking fountains with water bottle refill taps in the City of Melbourne:

- Drinking fountains with a water bottle refill tap dispense comparatively higher volumes of water

Install, monitor and promote drinking water fountains with water bottle refills in sporting facilities:

- Etihad stadium – 4000+ litres dispensed 2016 vs 2015

New grants for community sporting clubs in selected local government areas to install water fountains - **open 28 November 2016** Details: www.vichealth.vic.gov.au



Provision of drinking water fountains in public areas



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 2014). 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.



- Guide for councils to enhance public drinking water facilities through supply, access to and promotion of water fountains
- Support sports and recreation centres, walking trails, schools, workplaces, open spaces and transport hubs.
- Inform best practice principles for installation, maintenance and promotion (includes checklist)
- Provide information on water refill station options and benefits

<https://www.vichealth.vic.gov.au>

3. Making water the beverage of choice for healthy sporting environments

State and Regional Sport programs:

- 5 x State Sporting Associations
- **9 x Regional Sports Assemblies**
- Strengthening policies and practices around healthy eating and drinking water through clubs, centres and facilities.

**HEALTHY CHOICE
THE EASY CHOICE**

An initiative of

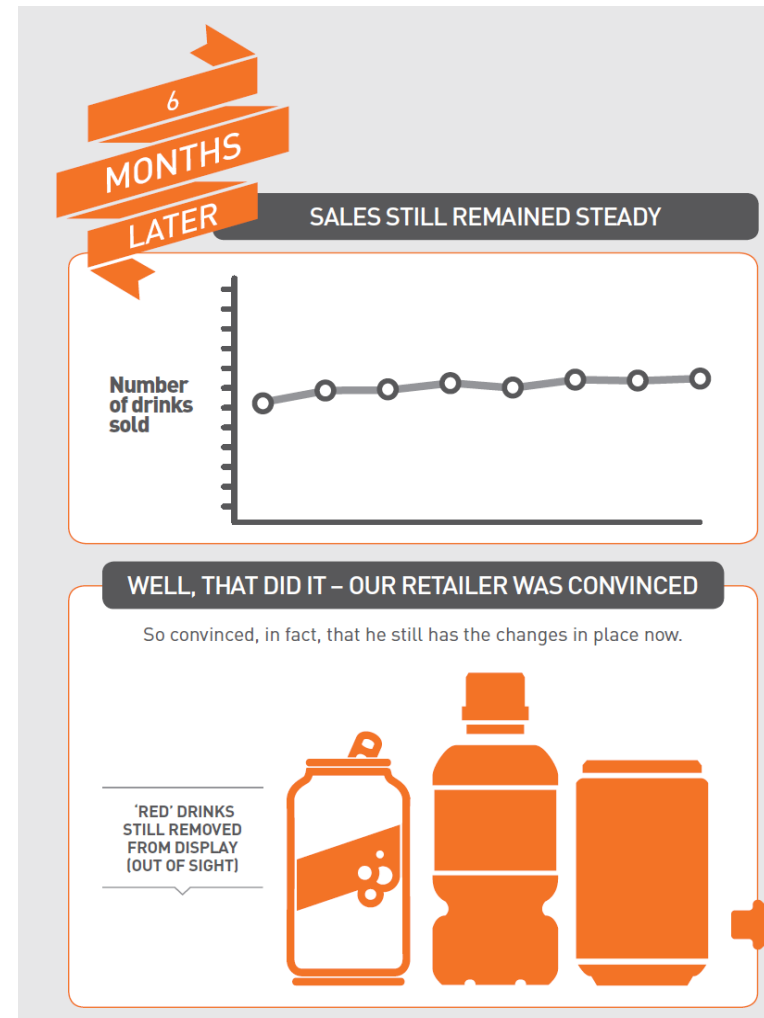


Expanding pilot grants to State Sporting Associations **open 28 November 2016**

- To conduct 'nudge' trials to make water the drink of choice

<https://www.vichealth.vic.gov.au>

4 – Partner projects: Alfred Health



Encouraging water as the beverage of choice in sporting facilities

- **Grants for selected local government areas to prioritise the sale and promotion of water instead of SSBs in local government owned recreation and sporting facilities**
- **Local government grants of \$5,000 open 28 November 2016**

<https://www.vichealth.vic.gov.au>

Workshop discussion:

What are the local opportunities to make water the beverage of choice?

Summary of Tools / Initiatives

- **Water Warriors community presentation**
- **Guidelines for the provision of drinking water fountains in public settings**
- **VicHealth's H30 Challenge**
- **New grants for Community Sporting Clubs (TBA 22 Nov)**
 - Installation of water fountains
- **Expanded grants for local government**
 - H30 Challenge local marketing grants
 - 'Nudge' trials in LGA-owned sport and recreation facilities
- **Expanded grants for State Sporting Associations**
 - 'Nudge' trials to promote water instead of SSB's

Thank you

**More information:
www.vichealth.vic.gov.au**