A GREEN LIGHT FOR HEALTHIER CHOICES

CREATING A CULTURE OF HEALTHY EATING

We voluntarily adopted guidelines from the Victorian Government – the Healthy Choices program uses a traffic light system to classify nutritional value and portion size.

GREEN
BEST CHOICE

AMBER
CHOOSE CAREFULLY

RED
LIMIT CONSUMPTION

THE TARGET

ONLINE RETAIL SALES
WHAT WORKED FOR US

ON SITE RETAIL SALES

PROPORTION OF TOTAL SALES

CREATING A CULTURE OF HEALTHY EATING

VENDING MACHINES

HOW WE DID IT
We worked with our supplier to adjust contractual obligations and meet the targets.

GREEN/AMBER FOOD/DINK AVAILABLE FOR PURCHASE

RED FOOD/DINK FOR PURCHASE

WHAT WE'RE DOING

WE'RE PROUD THAT WE'VE BEEN ABLE TO TEAM UP WITH OUR RETAILERS TO TAKE A STANCE AGAINST THE OBESITY EPIDEMIC. WE EVEN RECEIVED A PRESTIGIOUS AWARD FROM VICTORIAN HEALTH ALONG THE WAY. HOWEVER, OUR WORK CONTINUES.

36,500 FEWER 'RED' DRINKS SOLD AT THE ALFRED EACH YEAR

FOR MORE INFORMATION CONTACT ALFRED HEALTH AT PREVENTION@ALFRED.ORG.AU