REDUCING THE APPEAL OF SUGAR-SWEETENED DRINKS

We know that sugar-sweetened beverages are associated with an increase in body weight and obesity, so we thought this was a good place to start.

IN PARTNERSHIP WITH OUR KEY RETAILERS

WE WENT ABOUT IMPLEMENTING THE FOLLOWING

GREEN

BEST CHOICE

AMBER

CHOOSE CAREFULLY

RED

LIMIT CONSUMPTION

HOW WE DID IT

WE REMOVED ‘RED’ DRINKS FROM DISPLAY AT THE MAIN FULLY-SERVICED CAFÉ

(consumers could only see the ‘green’ and ‘amber’ drinks. The ‘red’ drinks were concealed behind the counter)

28% DECREASE IN PROPORTION OF ‘RED’ DRINKS SOLD

22% INCREASE IN THE PROPORTION OF ‘AMBER’ DRINKS SOLD

19% INCREASE IN THE PROPORTION OF ‘GREEN’ DRINKS SOLD

WE REMOVED ‘RED’ DRINKS FROM SELF-SERVICE REFRIGERATORS AT ANOTHER ONSITE CAFE

(consumers could only see and grasp for ‘green’ and ‘amber’ drinks. The ‘red’ drinks were concealed behind the counter)

71% DECREASE IN PROPORTION OF ‘RED’ DRINKS SOLD

49% INCREASE IN THE PROPORTION OF ‘AMBER’ DRINKS SOLD

19% INCREASE IN THE PROPORTION OF ‘GREEN’ DRINKS SOLD

WE INCREASED THE PRICE OF ‘RED’ DRINKS BY 20% AT THE ONSITE CONVENIENCE STORE

(but kept ‘green’ and ‘amber’ drinks the same price)

10% DECREASE IN THE PROPORTION OF ‘RED’ DRINKS SOLD

10% DECREASE IN THE PROPORTION OF ‘AMBER’ DRINKS SOLD

36% INCREASE IN THE PROPORTION OF ‘GREEN’ DRINKS SOLD

WE INCREASED THE PRICE OF ‘RED’ DRINKS BY 20% IN OUR VENDING MACHINES

(in a randomised controlled trial but kept ‘green’ and ‘amber’ drinks the same price)

12% DECREASE IN THE PROPORTION OF ‘RED’ DRINKS SOLD

13% INCREASE IN THE PROPORTION OF ‘AMBER’ DRINKS SOLD

19% INCREASE IN THE PROPORTION OF ‘GREEN’ DRINKS SOLD

THE RESULT

AND AROUND 36,500 FEWER ‘RED’ DRINKS SOLD AT THE ALFRED EACH YEAR

What it means for public health

FAIRLY SIMPLE CHANGES TO THE RETAIL ENVIRONMENT CAN LEAD TO IMMEDIATE AND LASTING IMPACTS ON THE CHOICES PEOPLE MAKE

IMPORTANTLY, THESE CHANGES ARE FINANCIALLY Viable FOR THE RETAILER

FUNNELY ENOUGH, MOST PEOPLE DIDN’T EVEN NOTICE THE CHANGES!

NO SIGNIFICANT DIFFERENCE IN TOTAL DRINK SALES

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