

FOOD FOR THOUGHT

ENCOURAGING HEALTHY CHOICES

SO, WE BECAME

POOR DIET IS A MAJOR FACTOR IN AUSTRALIA'S OBESITY EPIDEMIC.

THE FIRST

Victorian health service to exceed benchmarks set by the Government's Healthy Choices Guidelines regarding access to healthy food and drink options.



BUT

CUSTOMERS DIDN'T ALWAYS KNOW WHICH WERE THE HEALTHY CHOICES ...

WHY DON'T WE LABEL THE FOOD?

HMMM, INTERESTING



WE DID A LITTLE EXPERIMENT

1

OVER TWO WEEKS

RESEARCH

Lunchtime food purchases (11.30am–2pm) were observed at **one onsite café** and the traffic light category (i.e. 'green', 'amber' or 'red') of each purchase noted



2

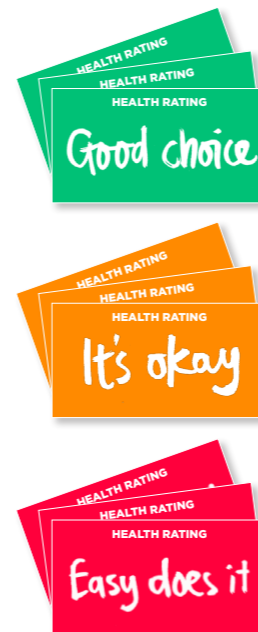
PLANNING & EXECUTION

DIETITIANS DEVELOPED RETAILER RESOURCES SO ALL FOOD AVAILABLE FOR PURCHASE COULD BE ACCURATELY LABELLED ACCORDING TO THE TRAFFIC LIGHT CRITERIA



CARDS

Each food was given a 'green', 'amber' or 'red' label with a 'nudge' statement



POSTERS

Posters were placed around the café to explain the labels and encourage healthy choices



AVAILABILITY

The proportion of 'green', 'amber' and 'red' foods available for purchase remained the **same** throughout the trial



WAIT & WATCH

3



Lunchtime food purchases were again observed, but this time over 4 weeks

On the final day of the trial, customers were also surveyed



3/4 OF CUSTOMERS NOTICED THE TRAFFIC LIGHT LABELS

OF THESE



77% SAID IT INFLUENCED THEIR MEAL CHOICE

&



TOTAL FOOD SALES DID NOT CHANGE, KEEPING OUR RETAILER HAPPY

AND WE FOUND...



CUSTOMERS CONTINUED TO PURCHASE MEALS AT THE SAME RATE, BUT:



GREEN MEALS*



AMBER MEALS



RED MEALS*



AROUND 30,000 FEWER

'RED' LUNCHES EVERY YEAR FOR JUST ONE OF OUR CAFÉS



COMMITTED TO A HEALTHY AUSTRALIA



GREATER COMMUNITY
We're responsible for the health of our staff, our patients and the greater community



PUBLIC HEALTH
Influencing public health in a meaningful way requires continued effort



RETAIL PARTNERSHIPS
Fostering mutually beneficial partnerships with retailers is critical for success

FAST FACTS

- > Over 60% of Australians are currently overweight or obese – this includes 1 in 4 children
- > Between 1995 and 2015, average weights increased by 4.4kg for both men and women

*Statistically significant