



# FRIED and TESTED

TRIALLING THE IMPACT OF TAKING FRIED FOOD OFF DISPLAY

**POOR DIET** is a major factor in Australia's obesity epidemic. Fried foods are a contributor to this problem. When consumed on a regular basis, they can contribute to weight gain.



**FRIED FOODS** are energy dense, high in fat and usually offer little nutritional value. For this reason, all fried foods are labelled as 'red' according to the Victorian Healthy Choices Guidelines.

GREEN



AMBER



RED



## THE INITIATIVE

ALTHOUGH WE HAVE MINIMISED THE AVAILABILITY OF 'RED' FOODS AT ALFRED HEALTH, FRIED FOOD REMAINS POPULAR.

For example, about 6,000 potato cakes are sold each month.



SO WE DECIDED TO DO SOMETHING ABOUT IT.

We ran a trial to examine the effect of hiding fried foods from display at an onsite cafe.

- 1 Prior to the trial, we **observed food purchases** for 10 days over the lunch period, noting whether they were 'green', 'amber' or 'red'
- 2 We then **covered the fried food bain marie** with 'Healthy Choices' posters
- 3 We **observed food purchases again** for 6 weekdays
- 4 We **interviewed customers** who had made a food purchase



NOTE: The amount of 'green', 'amber' and 'red' food on display did not vary during the trial.

## THE RESULTS



↓ **20%** decrease in 'red' food purchases\*

**90%** of interviewed customers agreed that the majority of foods sold at Alfred Health should be healthy choices

↓ **38%** decrease in fried food purchases\*

**42%** of interviewed customers said the signage deterred them from buying fried food

↓ **8%** reduction in overall sales, suggesting that with fried food not visible, some customers opted not to make a purchase

No significant difference in the number of 'green' or 'amber' foods items purchased



\*Statistically significant difference

## THE IMPACT

BASED ON THESE RESULTS, THIS SIMPLE CHANGE WOULD RESULT IN AROUND

→ **23,000 FEWER** FRIED FOODS BEING SOLD EACH YEAR, IN ONE SETTING ALONE



## WHAT PEOPLE SAID

"THERE IS NO NEED FOR THIS TYPE OF FOOD TO BE SOLD ANYWHERE, LET ALONE A HOSPITAL"

"HOSPITALS SHOULD GUIDE PEOPLE TO MAKE HEALTHY CHOICES"

"IF THE OPTION IS NOT THERE, PEOPLE WON'T EAT IT"

## WHAT IT MEANS FOR

## PUBLIC HEALTH



We're proud to be taking a lead in combating the obesity epidemic in Australia. With continued effort, initiatives like this can have a substantial impact on public health.

