AlfredHealth



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



IT WORKED! With point of sale signage, we sell 30,000 fewer 'red' lunches

Then we thought... What would happen if we also rewarded customers for making healthier choices?



THE INITIATIVE

each year.

WE RAN A TRIAL TO EXAMINE THE EFFECT OF A LOYALTY CARD PROGRAM ON FOOD PURCHASES AT AN ONSITE CAFE.

Prior to the trial. we observed food purchases for 2 weeks over the lunch period, noting whether they were 'green', 'amber' or 'red'

Promotional materials were displayed around the café and staff were encouraged to offer the program to customers



We observed food purchases again for 2 weeks

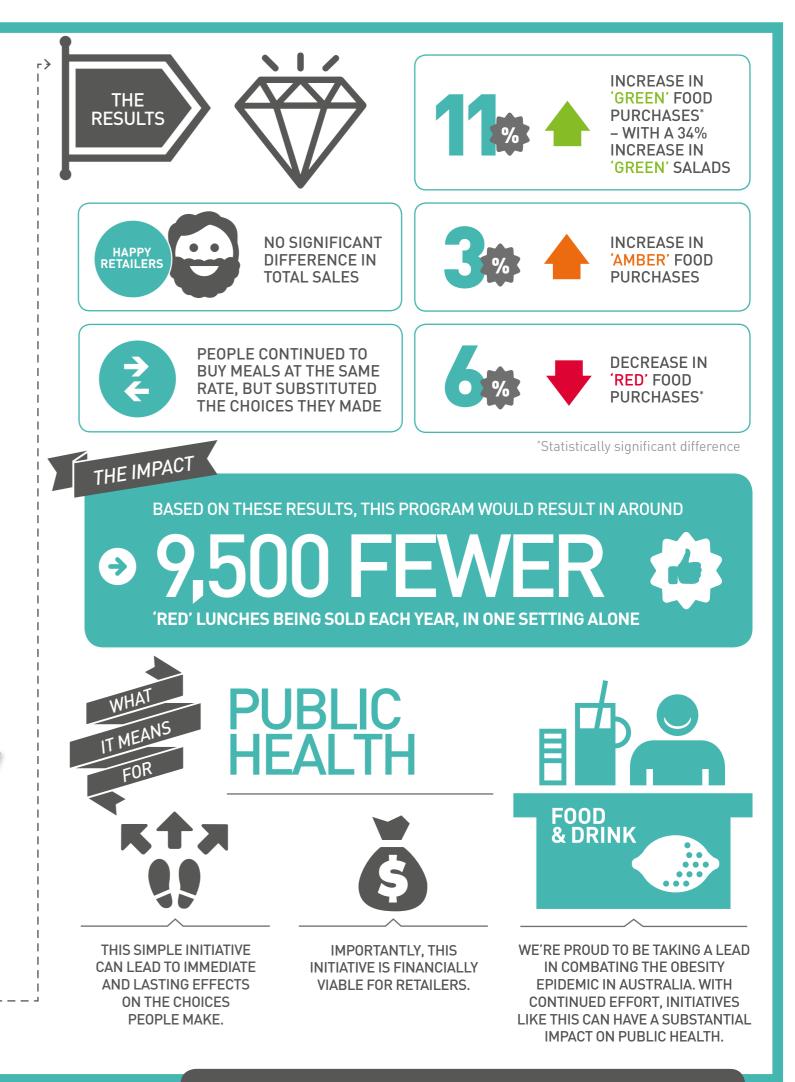
to eat healthy We interviewed customers who had made a food

FREE MEA

another reason

purchase





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