

HEALTHY SPORTS AND RECREATION CENTRE CAFÉS

Sports and recreation settings offer an opportunity to have a positive impact on community health, not only through the chance to be physically active but also through the food and drinks available and promoted to customers.

Melton City Council committed to making a positive change by adopting the Victorian Government *Healthy Choices Guidelines for sport and recreation centres*.

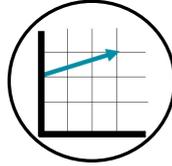
As part of this, they trialled healthier drinks for 3 months by aiming for less than 20% of their fridges with 'red' drinks (like sports drinks and soft drinks) and at least 50% 'green' drinks (like water and small milks). They also switched from offering 'red' milkshakes to 'green' smoothies.

We conducted an evaluation to see what the effect of making these changes was for the healthiness of customer purchases, drinks revenue (dollar sales) and retailer and consumer satisfaction with changes.

WHAT DID WE DO?



We tracked changes in the display of 'red', 'amber' and 'green' drinks over trial period.



We monitored changes in volume of drinks sold and dollar (revenue) sales before and after the trial, taking account of seasonal trends.



We interviewed council and café staff before and after the trial to find out about the benefits and challenges of healthy food and beverage changes in community settings, and how opinions changed during the trial.

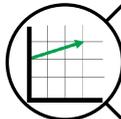
WHAT DID WE FIND?



'Red' drinks dropped from 74% to 37% of available drinks



76% ↓ cold 'red' drink sales



Cold 'green' and 'amber' drink sales nearly tripled



5800L less 'red' drinks sold each year



No overall change in cold drinks revenue



COUNCIL AND CAFÉ STAFF INTERVIEWS

'It came in from a holistic global view of healthy food choice across council and promoting healthy food choices, 100% support that'

(Stakeholder 2, pre-implementation)

'It shows that council are doing what we can to encourage a healthier community...one of our key objectives is getting people more active...But you know, we're still selling crap food, so we're hypocritical.'

(Stakeholder 6, pre-implementation)

Stakeholders were generally in support of improving the healthiness of centre food and drink offerings

The sites used smoothie tastings to get staff on board

'We did some demonstrations and trials on how to make the smoothies...So rather than saying, "This is how it is going to be, this is how you're going to do it," we introduced them to the process.'

(Stakeholder 6, post-implementation)

'[It] hasn't impacted the revenue stream in a negative way'

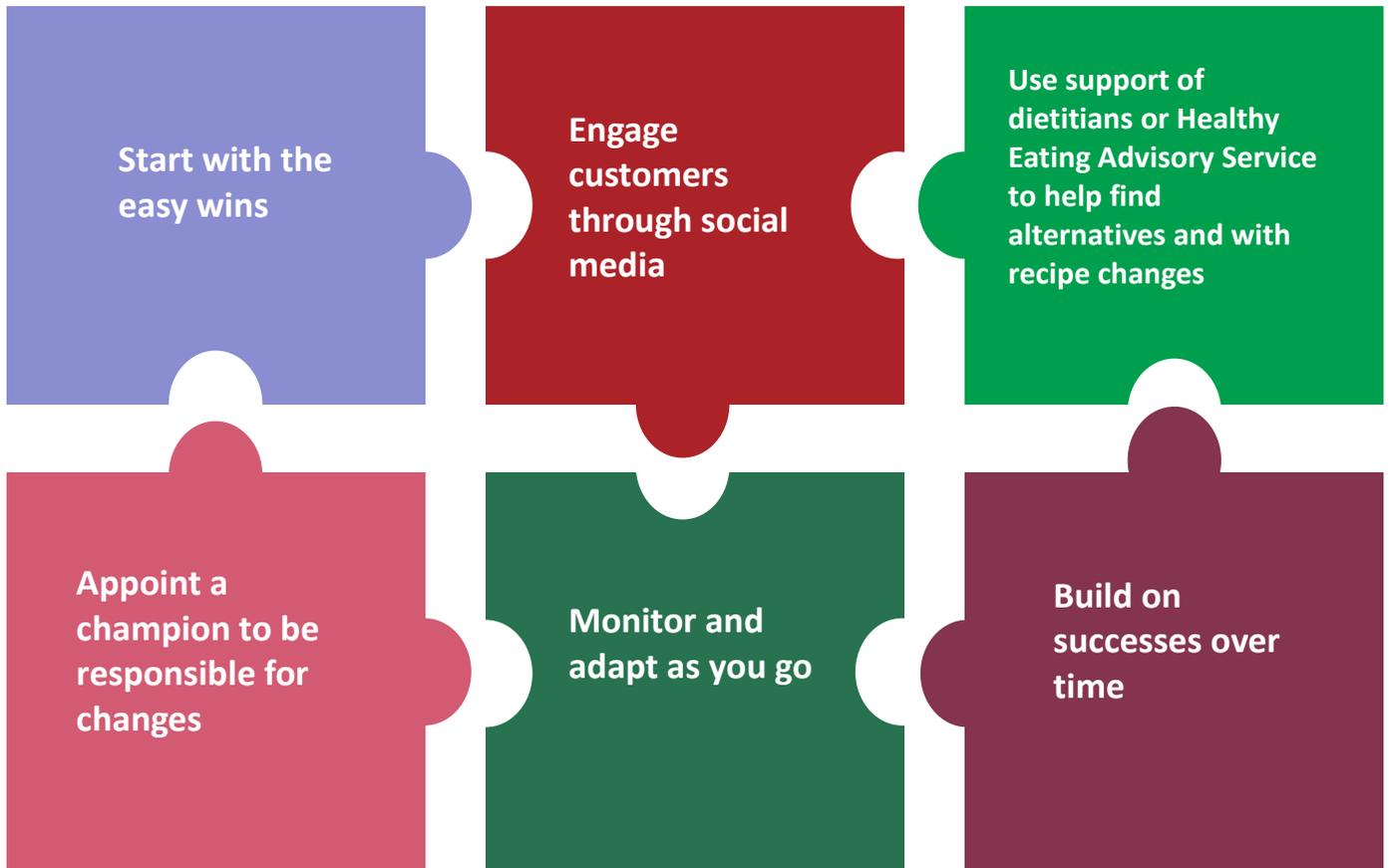
(Stakeholder 5, post-implementation)

Stakeholders considered the trial a success while acknowledging the process was ongoing

'We've still got a little bit transition with the local school kids and they want certain things and they're missing the milkshakes, but other than that, generally positive feedback from staff and customers.'

(Stakeholder 2, post-implementation)

WHAT DID WE LEARN?



FEELING INSPIRED? START HERE:

For more information on how to make a healthy change in your organisation contact the Healthy Eating Advisory Service heas.health.vic.gov.au/



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