

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.

Western Leisure Service opened in 2014 with a contractual commitment with Wyndham City Council to making a positive change by adopting the Victorian Government *Healthy Choices Guidelines for sport and recreation centres*.

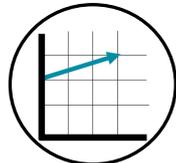
As part of this, they trialled healthier drinks for 3 months by aiming for less than 20% of their fridges with 'red' drinks (like sports drinks and soft drinks) and at least 50% 'green' drinks (like water and small milks). They also switched from offering 'red' milkshakes to 'green' smoothies.

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.

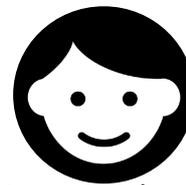
WHAT DID WE DO?



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? : AQUAPULSE (POOL AND GYM)



'Red' drinks dropped from 40% to 27% of available drinks



37% ↓ cold 'red' drink sales



26% ↑ cold 'green' drink sales



3000L less 'red' drinks sold each year

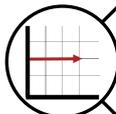


No overall change in drinks revenue

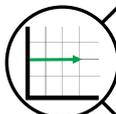
WHAT DID WE FIND? : EAGLE STADIUM



'Red' drinks dropped from 53% to 31% of available drinks



No change cold 'red' drink sales overall, due to increases in 'red' sports drinks sales



No change in cold 'green' or 'amber' drink sales



No overall change in drinks revenue



COUNCIL AND CAFÉ STAFF INTERVIEWS

'We're all about being fit and healthy so obviously exercise is a key component but also nutrition so the two go hand in hand in that respect'

(Stakeholder 1, pre- implementation)

'We're particularly keen to learn more about how that's working and adopt more strategies and more ways of doing business so we can sell more of those green items and moderate amounts of the amber and less of the red.'

(Stakeholder 3, pre- implementation)

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

The sites used a smoothie naming competition to tell customers about the healthy changes they were making

'[The dietitian]'s been a good sounding board and also sourcing suppliers ... and samples.'

(Stakeholder 1, pre- implementation)

'Sales are on par, or if not better, than the milk shakes.'

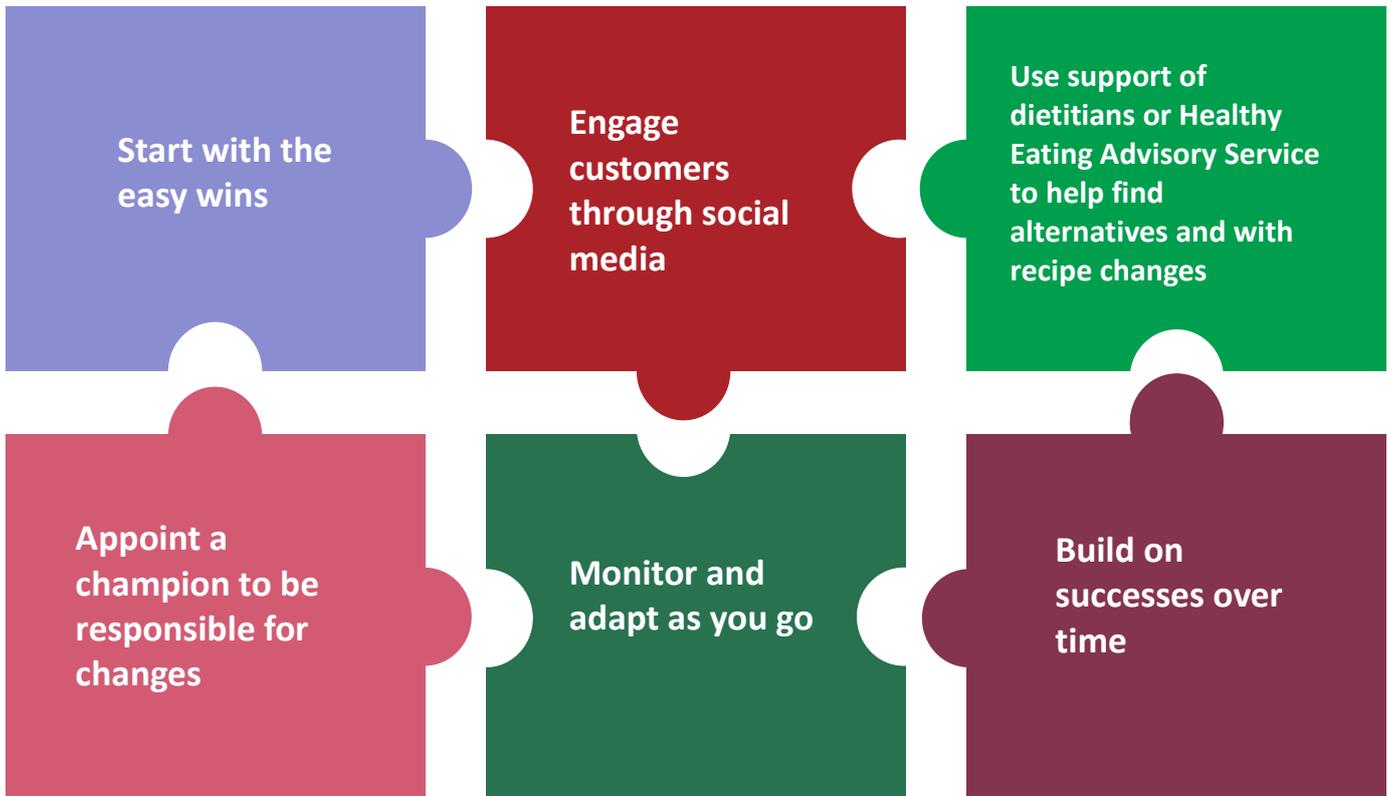
(Stakeholder 1, post- implementation)

Stakeholders considered the trial a success

'The smoothies have been going really well. Initially at the basketball stadium there was a bit of resistance and there was maybe in the first two weeks a fair bit of feedback asking for the milkshakes back but that's since died off.'

(Stakeholder 3, 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/



This program was supported by the Victorian Government, Melton City Council, Wyndham City Council and Deakin University.