

A GREEN LIGHT FOR HEALTHY CONSUMPTION

Making healthier drink choices





Back in 2010, we launched **Healthy Choices** – a program to encourage people to choose healthier food and drinks at Alfred Health sites.

WE DECIDED

to find out

SO WE DID AN EXPERIMENT



WHAT

TOGETHER WITH OUR LARGEST FOOD RETAILER, WE CHANGED THE WAY THAT PACKAGED DRINKS WERE DISPLAYED, BASED ON THE 'TRAFFIC LIGHT' SYSTEM.

(Just quietly, the retailer was sceptical – but he went along with it in the hope that it might promote a healthier hospital culture.)



WHEN

OVER TWO WEEKS IN SEPTEMBER 2014



HOW

WE REMOVED 'RED' DRINKS FROM DISPLAY AND PUT THEM BENEATH THE COUNTER (OUT OF SIGHT).



WHERE

THE ALFRED

Now, promoting healthy choices is great in theory. But does it actually work?

Do people make healthier choices as a result?

Or do they just buy less (meaning that retailers lose sales)?



THE TRAFFIC LIGHT SYSTEM

THE TRAFFIC LIGHT SYSTEM IS A WAY OF CLASSIFYING DRINKS ACCORDING TO THEIR NUTRITIONAL VALUE AND SIZES

GREEN

BEST CHOICES

Includes water, carbonated water, flavoured mineral waters with no added sugar and reduced-fat milk drinks (up to 300mL).



AMBER

CHOOSE CAREFULLY

Includes artificially sweetened or 'diet' drinks (soft drinks, iced teas and sports drinks), juices with at least 97% fruit (up to 300 mL) and full-fat milk-based drinks (up to 300 mL).



RED

LIMIT CONSUMPTION

Includes sugar-sweetened drinks (soft drinks, iced teas and sports drinks), juices with less than 96% fruit, all juices greater than 300 mL, energy drinks, flavoured mineral waters and all milk-based drinks greater than 300 mL.



Source: Healthy Choices: food and drink guidelines for Victorian public hospitals (2010). Victorian Government, Department of Health



THE SMALL PRINT:

Why packaged drinks?

For this intervention, we focused on packaged drinks only. We did this because there is evidence to show that a high consumption of sugar-sweetened drinks is associated with obesity and other health issues.

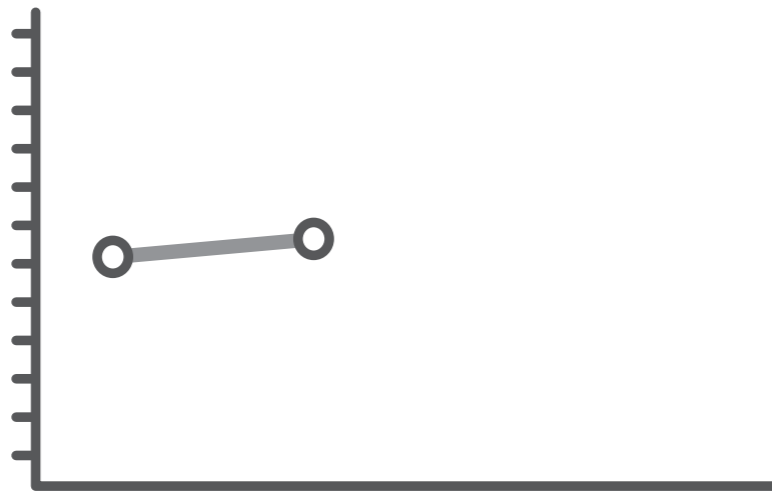
So what happened?



THE
IMMEDIATE
IMPACT

SALES REMAINED STEADY

Number of drinks sold



OUR RETAILER

(YES, THE SCEPTICAL ONE) WAS PLEASANTLY SURPRISED AND SAW THAT HE COULD HELP HIS CUSTOMERS TO MAKE HEALTHY CHOICES.

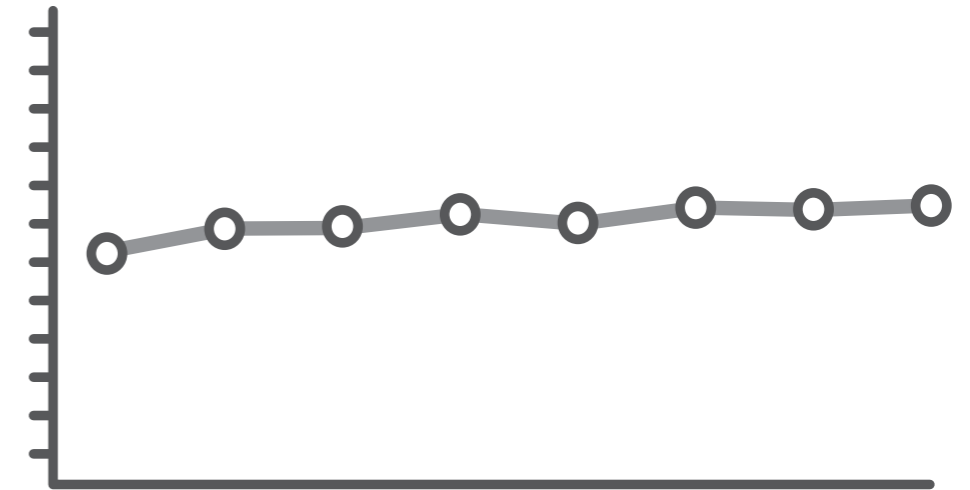
He even decided to continue with the changes after the intervention period.



6
MONTHS
LATER

SALES STILL REMAINED STEADY

Number of drinks sold



WELL, THAT DID IT – OUR RETAILER WAS CONVINCED

So convinced, in fact, that he still has the changes in place now.

'RED' DRINKS STILL REMOVED FROM DISPLAY (OUT OF SIGHT)

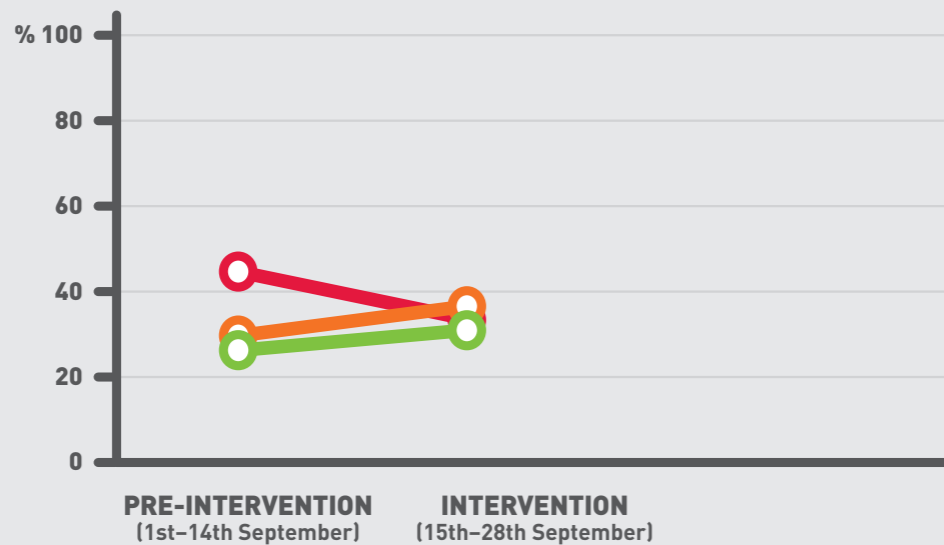




Consumer choices

PEOPLE MADE HEALTHIER CHOICES

Proportion of drinks sold



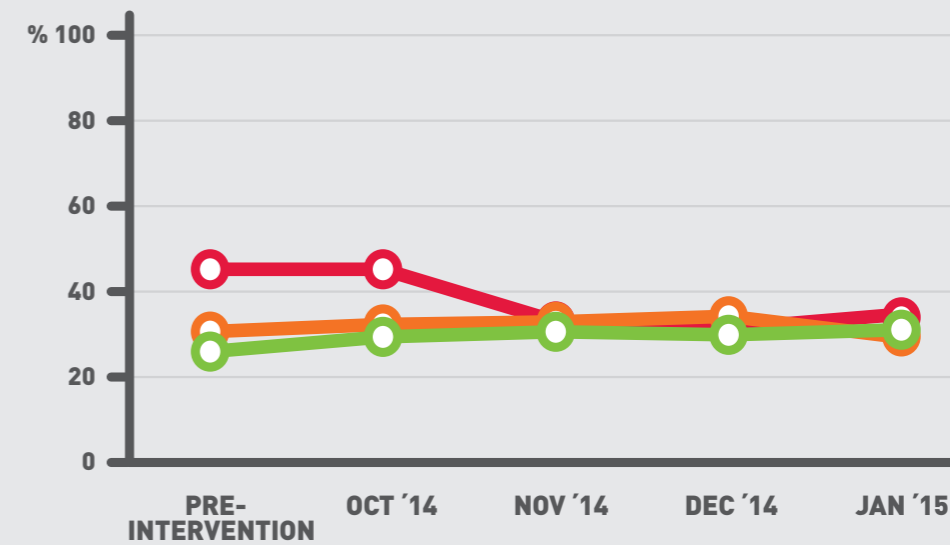
THE STORY THUS FAR

It was the same story after 6 months. People continued to choose more 'green' and 'amber' drinks. What's more, most people didn't even notice that 'red' drinks had been removed from display.



PEOPLE STILL MADE HEALTHIER CHOICES

Proportion of drinks sold



PEOPLE CHOSE MORE 'GREEN' AND 'AMBER' DRINKS THAN BEFORE THE INTERVENTION.



AND ALL THE WHILE, SALES REMAINED STEADY. ➔

A GREEN LIGHT FOR BROADER CHANGE



IN SUMMARY, OUR EXPERIMENT WORKED.



RETAIL SALES REMAINED STEADY.



PEOPLE MADE HEALTHIER CHOICES.



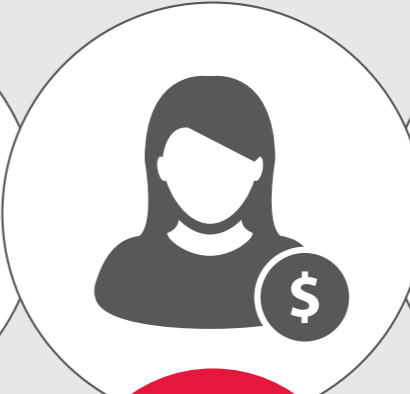
AND THE CHANGES WERE RELATIVELY EASY TO MAKE, EVEN IN A LARGE ORGANISATION LIKE OURS.



THROUGH THIS PROGRAM, WE ARE:



LEADING BY EXAMPLE



SUPPORTING THE SUSTAINABILITY OF OUR RETAILERS



DIRECTLY INFLUENCING PUBLIC HEALTH



ABOUT ALFRED HEALTH

A LEADER

A LEADING MAJOR METROPOLITAN HEALTH SERVICE, SERVING MORE THAN 680,000 PEOPLE LIVING IN MELBOURNE'S BAYSIDE AND INNER SOUTHEAST AREAS

THREE HOSPITALS

THREE HOSPITAL CAMPUSES - THE ALFRED, CAULFIELD HOSPITAL AND SANDRINGHAM HOSPITAL - AS WELL AS CLINICS AND COMMUNITY-BASED SERVICES

PROGRESSIVE

CONSISTENTLY LINKED TO PROGRESSIVE DEVELOPMENTS IN HEALTHCARE SERVICES, MEDICAL RESEARCH AND HEALTHCARE TEACHING

MORE INFORMATION

FOR MORE INFORMATION, GO TO [HTTP://WWW.ALFREDHEALTH.ORG.AU/ABOUTALFRED_HEALTH/](http://www.alfredhealth.org.au/aboutalfred_health/)

IF WE CAN DO IT,
SO CAN YOU.
READY?



If you want to know more, or to tell us what you think,
contact Kirstan Corben, Lead for Population Health
and Health Promotion at Alfred Health

Email: k.corben@alfred.org.au

Phone: 03 9076 5318

AlfredHealth