

Healthy food + sport = a win-win for Wyndham

When Wyndham City Council and Western Leisure Services saw the stats, they knew things had to change. In Wyndham^:



of adults eat enough vegetables, compared to **7% across Victoria**



of adults drink sugary drinks daily, compared to **11% across Victoria**



of adults are obese, compared to **19% across Victoria**

They took action and met the Victorian government's Healthy Choices guidelines in the cafés and vending machines at AquaPulse and Eagle Stadium



GREEN
Best choice

AMBER
Choose carefully

RED
Limit consumption



Now only 19% of options are **RED** and 62% are **GREEN**. That's a 63% reduction in **RED** and a 163% increase in **GREEN**!



They made **RED** options more expensive



And empowered customers to make healthier purchases

Results were impressive and it was financially viable



RED sales dropped by 17% and **GREEN** sales rose by 22%*



There was no change in overall café profit and loss



of customers supported the healthy changes

What they learned

- Healthy food supports the vision to build a healthier community
- Lead the change for better health – the community will get on board
- Treat Healthy Choices like its own commercial operation. Consider planning, resourcing and margin control
- Tap into resources like the Healthy Eating Advisory Service and FoodChecker
- Gain council and operator commitment through a dedicated champion to lead the change

To learn about making a healthy change in your organisation, and for stories about other organisations making the healthy choice the easy choice visit www.heas.health.vic.gov.au

For more information about the evaluation of Healthy Choices at AquaPulse and Eagle Stadium go to www.globalobesity.com.au/reports

This project was supported by the Victorian government, in partnership with Wyndham City Council and the Deakin University Global Obesity Centre

^ Department of Health and Human Services 2016, *Victorian Population Health Survey 2014: Modifiable risk factors contributing to chronic disease*, State Government of Victoria, Melbourne

* Change in raw mean weekly sales from Aug 2015 (prior to Healthy Choices changes) to Aug 2017 (after Healthy Choices changes)