

HEALTHY CHOICES

DISPLAY NUDGE



PROMOTE WATER

WHY

- Encourage people to choose water
- Water is all you need for hydration
- There is no sugar in water
- **RED** drinks are high in sugar

WHAT Prominent display of water using the Traffic Light System

GREEN BEST CHOICES	AMBER CHOOSE CAREFULLY	RED LIMIT
<ul style="list-style-type: none">• Water including tap, still, sparkling and soda• Flavoured water with no added sugar• Reduced fat plain milk• Reduced fat flavoured milk small size up to 250ml• Tea/coffee with no added sugar	<ul style="list-style-type: none">• Full-fat plain milk• Reduced fat/full-flavoured milk medium size 250-500ml• Diet drinks including soft drinks, iced teas up to 375ml• Diet/artificially sweetened sports drinks and energy drinks• 100% fruit juice with no added sugar up to 250ml	<ul style="list-style-type: none">• Soft drinks• Sports and energy drinks• Cordials• Flavoured iced teas, waters and mineral waters with added sugar• Fruit drinks• Fruit juices with added sugar 250ml or more• Large/full-fat flavoured milk 500ml or more

Source: 'Healthychoices: food and drink classification guide – A system for classifying food and drinks' State of Victoria, Department of Health and Human Services

HOW

- Display **GREEN** drinks at eye level.
- Promote water as the beverage of choice, display posters and promote meal deals. *For example: Free bottle of water with every 'Healthy Choice' sandwich.*
- Refer to planogram for suggested fridge display.

NEXT STEPS

- Did the nudge work?
- Did more people choose healthier **GREEN** and **AMBER** options?



- Keep the nudge going!
- Promote positive change to other clubs
- Confident to start new **NUDGE**



- Reasons why?
- Amend nudge to suit environment or
- Change to a new nudge