

**STRATEGIES
TO INFLUENCE**

HEALTHY PRACTICES IN COMMUNITY SPORT SETTINGS



Making water the beverage of choice in regional sporting clubs, leagues and facilities

VICSPORT



Published by

Vicsport
Level 3 Sports House
375 Albert Rd
South Melbourne VIC 3205 Telephone: (03) 9926 1376 Website: www.vicsport.com.au

© Vicsport 2015

Acknowledgements

Vicsport acknowledges the contribution of the following individuals in the development of this document:

- Kate Green
- Damian Green

Ownership of intellectual property rights in this publication

Unless otherwise noted, copyright (and any other intellectual property rights, if any) in this publication is owned by Vicsport.

Creative Commons Licence

This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/>.

The Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License is a standard form license agreement that allows you to copy, distribute and transmit this publication in its current form for non-commercial purposes, provided that you attribute the work and comply with the other licence terms.

Vicsport's preference is that you attribute this publication (and any material sourced from it) using the following wording — Source: Licensed from Vicsport under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

This publication is also available in PDF format via www.vicsport.com.au



Table of Contents

Table of Contents	2
Introduction	3
Progressing towards Healthy Choices	3
Preparing for Change Checklist	4
Examples of Key Messages for Promotional Material	5
Key Messages	5
Definitions Associated with Key Messages	7
Strategies to Influence Healthy Practices in Community Sport Settings	8
1. Provision	8
1.1 Reduce the number of Sugar Sweetened Beverages (SSBs) and increase number of green choices available	8
1.2 Ensure clean, safe and appealing tap water is available free of charge (e.g. from water fountains and/or food outlets) in high traffic areas	9
2. Pricing	10
2.1 Graduated increase of prices from green, amber to red drinks	10
3. Display	11
3.1 Water (and other green drinks) prominently displayed with red drinks removed from display	11
4. Promotion	12
4.1 Incorporate green drinks into canteen specials and meal deals	12
4.2 Use key messages and traffic light colour coding at point of sale	12
5. Education	13
5.1 Provide water and SSB education, resources and key messages regularly in club communication channels	13
5.2 Provide coach specific training and resources around hydration for junior sport and include in coach education material where available	14
6. Sponsorship	15
6.1 Encourage existing sponsors to implement healthy changes and ensure future sponsorship agreements align with healthy choices	15
7. Fundraising activities, giveaways and player awards	17
7.1 Identify club fundraising activities, giveaways and player awards that are healthier options or non-food related with no red foods and drinks supplied to children and youth	17
Resources	18

Introduction

Sport, physical activity and nutrition go hand in hand, so community sporting clubs play a vital role in helping people lead healthy and active lives. With 60% of adults and 25% of children and adolescents in Australia are now classed as overweight or obese¹, it has never been more important to make sporting clubs part of the solution.

Through the State and Regional Sport program, VicHealth is providing assistance to sporting clubs to implement a range of strategies to *make the healthy choice the easy choice* in community sport.

This resource, *Strategies to Influence Healthy Practices in Community Sport Settings*, provides a range of strategies that are evidence based, practical and have been designed to be implemented by volunteers and staff working in a community sporting club setting.

Throughout the clubs and associations in Victoria the settings and provision of food and drinks vary greatly. The following strategies are designed to be flexible and adapted to suit your club's needs. Consideration has been given to challenges regularly faced by not-for-profit clubs and associations including staff and volunteer capacity, cost, facilities, equipment, attitudes and club culture.

Remember, even if you start at a basic level with just one practical strategy for implementation that requires only a small adjustment, the cumulative effect of small marginal gains will lead to significant and sustainable outcomes. So without placing additional burden on your club or its volunteers you can make a significant impact with just one small change, followed by another.

Progressing towards Healthy Choices

The Victorian Department of Health have developed *Healthy Choices: Policy Guidelines for Sport and Recreation Centres*². *Healthy Choices* is a framework for improving availability and promotion of healthier foods and drinks in community settings. Using the Healthy Choices framework, sport and recreation centres can provide consistent health-promoting messages whereby the foods and drinks available through sporting environments reinforce positive messaging about the importance of physical activity for good health.

The *Healthy Choices: Policy Guidelines for Sport and Recreation Centres*³ resource is not developed specifically for not-for-profit community sporting clubs however it provides a set of standards that clubs should work towards as part of providing a healthy sporting environment.

¹ Australian Bureau of Statistics (2011-12) *Australian Health Survey*,
<http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/33C64022ABB5ECD5CA257B8200179437?opendocument>

² Healthy Together Victoria (2014) *Healthy Choices: policy guidelines for sport and recreation centres*, State of Victoria, Department of Health,
[http://docs2.health.vic.gov.au/docs/doc/EC38BAD2C65DAD17CA257D500081EABC/\\$FILE/1408039%20HC%20policy%20guidelines%20for%20sport%20and%20recreation%20centres_WEB.pdf](http://docs2.health.vic.gov.au/docs/doc/EC38BAD2C65DAD17CA257D500081EABC/$FILE/1408039%20HC%20policy%20guidelines%20for%20sport%20and%20recreation%20centres_WEB.pdf)

³ Healthy Together Victoria (2014) *Healthy Choices: policy guidelines for sport and recreation centres*, State of Victoria, Department of Health,
[http://docs2.health.vic.gov.au/docs/doc/EC38BAD2C65DAD17CA257D500081EABC/\\$FILE/1408039%20HC%20policy%20guidelines%20for%20sport%20and%20recreation%20centres_WEB.pdf](http://docs2.health.vic.gov.au/docs/doc/EC38BAD2C65DAD17CA257D500081EABC/$FILE/1408039%20HC%20policy%20guidelines%20for%20sport%20and%20recreation%20centres_WEB.pdf)

The following strategies have been developed for the VicHealth State and Regional Sport Programs to act as a progression towards Healthy Choices and in some cases this may be the first step. It is recognised that the majority of not-for-profit clubs and associations are operated by volunteers and can face a range of unique challenges. These strategies provide solutions to these challenges and a clear path to help clubs provide and promote healthy food and drink choices at their canteens, functions and events.

All menu items in this resource have been assessed by a dietitian using the *Healthy Choices food and drink classification guide*⁴. These guidelines use a 'traffic light' rating system and only menu items with a **green** (e.g. water, fresh fruit, lean meat and vegetable wrap) or **amber** (e.g. diet soft drinks, dried fruit, focaccia) ratings have been included in this resource.

All 'traffic light' criteria within this resource were correct at the time of printing as per the *Healthy Choices food and drink classification guide* (December 2015). Food composition and availability of products are subject to change. For the latest information on food composition of specific items please contact the supplier directly. For additional information on the Healthy Choices Framework contact the Healthy Together Healthy Eating Advisory Service on 1300 22 52 88 or visit www.heas.healthytogether.vic.gov.au.

Preparing for Change Checklist

Prior to implementing strategies to influence healthy practices the following factors should be considered to support and prepare for successful and sustainable change in your sporting club or association:

- ☐ Establish clear goals and objectives.
- ☐ Adopt policies and guidelines to underpin and support the implementation of healthy choice strategies.
- ☐ Refer to the Healthy Choices Sample Policy here:
https://www2.health.vic.gov.au/getfile/?sc_itemid=%7BF42B7919-1210-4DCF-9232-51DABF55683E%7D&title=Healthy%20choices%20policy%20guidelines%20for%20sport%20and%20recreation%20centres
- ☐ Identify and build relationships with potential partners, stakeholders and sponsors to support for your initiatives; for example, Local Government Authorities, water authorities, suppliers and sponsors.
- ☐ Engage and consult with club or association representatives, including food service staff, to ensure changes are realistic, achievable and sustainable.
- ☐ Assess the current circumstances which may include a menu and sales audit as well as an assessment of facilities and operations. This can be used to inform the selection of appropriate strategies and allow for monitoring and measuring success.

⁴ Healthy Together Victoria (2014) *Healthy choices: food and drink classification guide*, State of Victoria, Department of Health and Human Services, https://www2.health.vic.gov.au/getfile/?sc_itemid=%7B68647AE7-A36C-4533-8FE2-DEDD1C6BECA9%7D&title=Healthy%20choices%20food%20and%20drink%20classification%20guide

Examples of Key Messages for Promotional Material

Below are examples of key messages that you could integrate into your marketing and communication material. Key messages should not be adjusted as they provide consistent messaging for the State and Regional Sport Program.

You may wish to develop your own slogans to accompany these key messages that suit your specific sport or community, for example:

Slogan: Water: the clear winner for hydration on the football field

Key Message: Dehydration affects concentration and coordination

Key Messages

- Diets high in added sugar can lead to weight gain and obesity, increasing the risk of diseases like type 2 diabetes, cardiovascular disease and cancer in the future⁵⁶⁷.
- 60% of adults and 25% of children and adolescents in Australia are classed as overweight or obese⁸.
- The 2007 Australian National Children's Nutrition and Physical Activity Survey found that 47% of children (2 to 16 years of age) consumed sugary drinks (including energy drinks) every day⁹.
- Water is the best choice for hydration when exercising for under an hour and the only drink required for junior sport.
- For the active adolescent, the use of sports drinks in place of water on the sports field or as a general beverage is not necessary and may lead to excessive caloric consumption¹⁰.
- Sugary drinks contribute to significant levels of tooth decay and erosion¹¹¹².
- Drinking one can of sugary drink a day can lead to 6.5kgs weight gain in a year¹³.

⁵ World Health Organisation (2015) *Guideline: Sugars intake for adults and children*, Geneva
http://apps.who.int/iris/bitstream/10665/149782/1/9789241549028_eng.pdf?ua=1

⁶ Malik VS, et al (2013) *Sugar-sweetened beverages and weight gain in children and adults: a systematic review and meta-analysis*, *Am J Clin Nutr*, 2013 Oct;98(4):1084-102. doi: 10.3945/ajcn.113.058362. Epub 2013, Aug 21.

⁷ National Health and Medical Research Council (2013) *Australian Dietary Guidelines*, Canberra: National Health and Medical Research Council, https://www.eatforhealth.gov.au/sites/default/files/files/the_guidelines/n55_australian_dietary_guidelines.pdf

⁸ Australian Bureau of Statistics (2011-12) *Australian Health Survey*,
<http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/33C64022ABB5ECD5CA257B8200179437?opendocument>

⁹ Clifton PM, Chan L, Moss CL, Miller MD, Cobiack L (2011) *Beverage intake and obesity in Australian children*, *Nutr Metab (Lond)* 2011; 8: 87

¹⁰ Sports Dietitians Australia (2014) *Position statement : sports nutrition for the adolescent athlete*, *Int J Sport Nutr Exerc Metab* 2014 Oct 25;24(5):570-84. Epub 2014 Mar 25.

¹¹ Tahmassebi JF, Duggal MS, Malik-Kotru G, Curzon ME (2006) *Soft drinks and dental health: a review of the current literature*, *J Dent* 2006; 34(1): 2-11.

¹² World Health Organisation (2003) *Diet, Nutrition and the Prevention of Chronic Diseases*, WHO Technical Report Series 916, Geneva

- Sugary drinks can deliver more than the ideal recommended daily sugar intake in one hit. A 375ml can of soft drink on average has 40 grams (10 teaspoons) of sugar. The *WHO guidelines* recommend adults and children reduce their daily intake of free sugars to less than 10% of their total energy intake. A further reduction below 5% or roughly 25 grams (6 teaspoons) per day would provide additional health benefits¹⁴.
- Drinking tap water instead of a daily 600mL soft drink could save you \$1460 every year¹⁵.
- Dehydration affects concentration and coordination¹⁶.
- Children participating in sport with poor meal and snack choices may become tired, irritable and lethargic, and may even struggle to maintain interest and enjoyment in sport¹⁷.
- Don't let dehydration spoil your performance
- Arrive hydrated - Drink water regularly throughout the day
- Perform better - Drink small amounts regularly during exercise
- Recover like a champion - Drink water with Healthy Choices meals after exercise
- Diets high in sugar can lead to weight gain and obesity
 - 600ml Sports Drinks = 9-13 teaspoons of sugar
 - 600ml Regular Soft Drink = 16 teaspoons of sugar
 - 600ml Water = No sugar
- Clubs and associations reach a substantial proportion of the population (through participants, spectators, supporters, volunteers, sponsors) and are well placed to be leaders in establishing health-promoting environments and support individuals who are seeking a healthier way of living.
- Coaches play a key role in influencing nutrition and hydration practices junior sports participants. As role models and club authorities, coaches are well positioned to reinforce positive messages regarding the beneficial role of nutrition and hydration in health and in sport.
- Fundraising activities, giveaways and player awards increases children's familiarity with food and drink brands¹⁸¹⁹.

¹³ Apovian - Apovian CM (2004) *Sugar-sweetened soft drinks, obesity, and type 2 diabetes*, Journal of the American Medical Association, 292(8): 978-9.

¹⁴ World Health Organisation (2015) *Guideline: Sugars intake for adults and children*, Geneva
http://apps.who.int/iris/bitstream/10665/149782/1/9789241549028_eng.pdf?ua=1

¹⁵ World Health Organisation (2015) *Guideline: Sugars intake for adults and children*, Geneva
http://apps.who.int/iris/bitstream/10665/149782/1/9789241549028_eng.pdf?ua=1

¹⁶ Maughan RJ, (2003) *Impact of mild dehydration on wellness and on exercise performance*, European Journal of Clinical Nutrition, 57, Suppl 2, S19–S23. doi:10.1038/sj.ejcn.1601897

¹⁷ Sports Dietitians Australia (2013) *Fuelling Active Kids: Junior Athlete - A Guide for parents, coaches and team managers*,
https://www.sportsdietitians.com.au/wp-content/uploads/2015/04/SDA_Junior-Athlete_FINAL.pdf

¹⁸ Obesity Policy Coalition (2014) Obesity Policy Coalition's Policy Brief: The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action, <http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

¹⁹ Obesity Policy Coalition (2014) Obesity Policy Coalition's Policy Brief: The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action, <http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

- Junk food promotion associates particular foods and drinks with an activity children enjoy and therefore generates a positive association²⁰.
- The influence of junk food marketing has contributed to 1 in 4 Australian children being overweight or obese²¹.
- Junk food promotion increases children's familiarity with food and drink brands²².

Definitions Associated with Key Messages

Added Sugars

Added sugars have been refined from plants such as sugar cane. They can be added to food or drink in large amounts to make items such as cakes, biscuits, chocolate, ice cream, lollies, soft drinks, sports drinks, cordials, sweetened juice. Added sugars should not be mistaken for naturally occurring sugars in foods such as those found in milk, fruit, vegetables and legumes. Foods containing naturally occurring sugars also provide many important nutrients and should be included as part of a well-balanced diet.

Sugary Drinks

The term sugary drinks is used in key messages for simplified language targeting the end consumer. Throughout the strategies these sugary drinks will be referred to as the more technically accurate term - Sugar-Sweetened Beverages (SSBs). SSBs include all non-alcoholic water-based beverages with added sugar such as non-diet soft drinks, energy drinks, fruit drinks, sports drinks and cordial.

Junior

Junior refers to boys and girls aged 5-11 years²³.

Adolescent

Active adolescents are those aged 12-18 years who have involvement with organised recreational training and competition²⁴.

The key messages remain relevant for competitive adolescent athletes (those with higher training volumes) also. Elite adolescent athletes would benefit from the guidance of an Accredited Sports Dietitian for individualised nutrition and hydration advice to meet health, growth and sports nutrition requirements.

²⁰ Obesity Policy Coalition (2014) Obesity Policy Coalition's Policy Brief: The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action, <http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

²¹ The Parents' Voice, <https://www.parentsvoice.org.au>

²² The Parents' Voice, <https://www.parentsvoice.org.au>

²³ Sports Dietitians Australia (2014) *Position statement : sports nutrition for the adolescent athlete*, Int J Sport Nutr Exerc Metab 2014 Oct 25;24(5):570-84. Epub 2014 Mar 25.

²⁴ Sports Dietitians Australia (2014) *Position statement : sports nutrition for the adolescent athlete*, Int J Sport Nutr Exerc Metab 2014 Oct 25;24(5):570-84. Epub 2014 Mar 25.

Strategies to Influence Healthy Practices in Community Sport Settings

1. Provision

1.1 Reduce the number of Sugar Sweetened Beverages (SSBs) and increase number of green choices available

Intended Outcome

- Reduce the consumption of SSBs and increase consumption of water and other green and amber beverage choices.
- Increased access to a greater percentage of healthier options for consumers to choose from.

Facts

- Increasing the number of green choices and decreasing the number of SSBs (combined with other strategies) has the potential to shift consumers consumption patterns to healthier choices²⁵. Review the Alfred Health case study here:

<http://heas.healthytogether.vic.gov.au/sites/default/files/Alfred%20Health%20-%20red%20drinks%20off%20display%20FINAL.pdf>

Key Message Examples

- Diets high in added sugar can lead to weight gain and obesity:
 - 600ml Sports Drinks = 9-13 teaspoons of sugar
 - 600ml Regular Soft Drink = 16 teaspoons of sugar
 - 600ml Water = No sugar

Tips

- Provide water and a range of other green drink choices.
- Use the fridge display resource to modify your fridge structure.
- Use small serve sizes for amber and red drinks as portion size effects overall consumption.
- Use larger portion sizes of green drink choices (relative to amber AND red), priced attractively, to increase consumption of healthier drink choices.
- Engage with existing suppliers and/or explore new suppliers to decrease portions of red options and substitute red options for amber or green where possible.

²⁵ Alfred Health, *A Green Light For Healthy Consumption – Making Healthier Drink Choices*, <http://heas.healthytogether.vic.gov.au/sites/default/files/Alfred%20Health%20-%20red%20drinks%20off%20display%20FINAL.pdf>

1.2 Ensure clean, safe and appealing tap water is available free of charge (e.g. from water fountains and/or food outlets) in high traffic areas

Intended Outcome

- Improve access to drinking water in community sporting clubs.
- Increase the incidence of enabling behaviours that will increase the likelihood of choosing water instead of sugary drinks.
- Promote the benefits of drinking tap water as part of a healthy lifestyle and as a positive alternative to bottled water.

Facts

- Plain tap water is the best drink choice. It's cheap, quenches your thirst and has no kilojoules.²⁶

Key Message Examples

- Drinking tap water instead of a daily 600mL soft drink could save you \$1460 every year.²⁷

Tips

- Start the conversation and create partnerships with local councils and water authorities to establish permanent fixture water refill stations in community recreation areas and sporting grounds.
- Make re-filling water bottles easy - provide a large container with tap where fountains not available or an eski with ice to store water bottles, especially for summer sports.
- Consider club branded water bottles for fundraising activities, giveaways and player awards to encourage club members to drink tap water.
- Promote the availability of free drinking water around your club.

Resources

Good Sports – Water is a winner: Advocating *Choose Tap* to junior athletes and their families encourages healthy choices and helps to prevent obesity in the future:

<http://goodsports.com.au/site/wp-content/uploads/ADF121-Free-Drinking-Water-WEB.pdf>

Choose Tap - It doesn't make sense to buy bottled water:

<http://www.yvw.com.au/Home/Inyourcommunity/ChooseTap/index.htm>

Sam Mitchell on why you should choose tap:

<https://youtu.be/gNO5cSuyILE>

²⁶ Live Lighter, *Avoid Sugary Drinks*, <https://livelighter.com.au/top-tips/avoid-sugary-drinks>

²⁷ Vichealth (2015) *H30 Challenge*, <http://www.h30challenge.com.au/>

H3O Challenge - Encourage club members to take the H₃O Challenge (switch your sugary drinks for water for 30 days) to help establish healthier habits, with water becoming the main choice of beverage in the long-term for your sporting club.

<http://h30challenge.com.au/>

- Make tap water appealing and palatable:
 - Tap water tastes perfectly refreshing when it is nice and cold. Keep bottles in the fridge where possible or add ice.
 - Make water more exciting and enjoyable by adding healthy flavours. Put a call out to your members to donate mint to the club canteen and simply add a few leaves for some added colour and flavour. Remember that sugar sweetened cordial is also high in sugar so avoid using this to flavour your water.

2. Pricing

2.1 Graduated increase of prices from green, amber to red drinks

Intended Outcome:

- Reduction in the consumption of Sugar Sweetened Beverages (SSBs).
- Increase in consumption of water and other green choices.
- A switch from red to amber choices for consumers not considering green choices.

Facts

- Price and perceived value can significantly influence purchasing behaviour.²⁸
- Attractively pricing green drinks and raising the price of red drinks can shift purchases towards healthier choices.²⁹

Key Message Examples

- Drinking just one can of sugary drink per day can lead to a 6.5kg weight gain in a year.³⁰

Tips

- Consider a graduated price increase combined with increasing perceived value of green drinks, for example:
 - Use larger serve sizes (~ 450ml-600ml) and attractive pricing for green choices.
 - Use smallest serve sizes practical (~200-375ml) for amber choices with 10% higher price point than current retail pricing.
 - Use smallest serve sizes practical (~200-375ml) for red choices with 20% higher price point than current retail pricing.

²⁸ French, SA (2003), *Pricing Effects on Food Choices*, The Journal of Nutrition, vol. 133, no. 3 pp.841-843.

²⁹ French, SA (2003), *Pricing Effects on Food Choices*, The Journal of Nutrition, vol. 133, no. 3 pp.841-843.

³⁰ Apovian - Apovian CM (2004) *Sugar-sweetened soft drinks, obesity, and type 2 diabetes*, Journal of the American Medical Association, 292(8): 978-9.

- Examples
 - **Green** \$2.00
 - **Amber** \$2.50 up to \$2.75
 - **Red** \$2.50 up to \$3.00

3. Display

3.1 Water (and other green drinks) prominently displayed with red drinks removed from display

Intended Outcome

- Reduce the consumption of SSBs.
- Prominent, eye level display, of water to influence purchasing choice.
- Increase in consumption of water and other **green** choices.
- A switch from **red** to **amber** choices for consumers not considering **green** choices.

Facts

- The layout of the food environment influences consumer purchasing behaviour³¹.
- Accessibility to food and drinks shape consumption patterns³².
- Removing SSBs from display and providing a variety of healthier drink choices can be done effectively without effecting bottom line - out of sight out of mind!³³

Key Message Examples

- Water is the best choice for hydration when exercising for under an hour and is the only beverage required for junior sport.

Tips

- Review the Alfred Health Case Study demonstrating effective removal of SSBs from display.
- Encourage club to consider trial period where sales are monitored.
- Use key messaging in marketing, club communication material and point of sale messaging.

³¹ Rozin, P Scott, S Dingley, M Urbanek, JK & Jiang, H (2011), 'Nudge to nobesity I: Minor changes in accessibility decrease food intake', *Judgement and Decision Making*, vol. 6, no. 4, pp. 323-332

³² Rozin, P Scott, S Dingley, M Urbanek, JK & Jiang, H (2011), 'Nudge to nobesity I: Minor changes in accessibility decrease food intake', *Judgement and Decision Making*, vol. 6, no. 4, pp. 323-332

³³ Rozin, P Scott, S Dingley, M Urbanek, JK & Jiang, H (2011), 'Nudge to nobesity I: Minor changes in accessibility decrease food intake', *Judgement and Decision Making*, vol. 6, no. 4, pp. 323-332

4. Promotion

4.1 Incorporate green drinks into canteen specials and meal deals

Intended Outcome:

- Displacement of unhealthy food and SSB consumption by attractive promotion and pricing of healthy choice meal deals.
- Reduce the incidence of unhealthy food and drink consumption.

Facts

- Price and perceived value can significantly influence purchasing behaviour.³⁴
- Attractively promoting green food drinks in specials and Healthy Choices Meal Deals can shift purchases towards healthier choices and be a viable profitable strategy for the food outlet.³⁵

Key Message Examples

- Don't let dehydration spoil game day.
- Arrive Hydrated - Drink water regularly throughout the day.
- Perform better - Drink small amounts regularly during exercise.
- Recover like a champion - Drink water with Healthy Choices meals after exercise.

Tips

- Using catchy descriptions for Healthy Choices such as 'Fresh and Tasty Meal Deals'.
- List 'Healthy Choices Meal Deals' at the top and bottom of menus as items in these spaces have a higher popularity than items listed in the middle of a menu.
- Consider loyalty cards for Healthy Choices meal deals.
- Consider add on sales, e.g. water for \$1 with every green food purchase.
- Pre-ordering Healthy Choices post-game recovery meals may be suitable in some circumstances.
- Promote Healthy Choices Meal Deals in marketing, club communication material and point of sale messaging.
- Use coloured special tags to attract attention and guide purchase of green choices.

4.2 Use key messages and traffic light colour coding at point of sale

Intended Outcome

- To increase awareness of the benefits of healthy choices and potential health risks associated with consumption of unhealthy food and SSB's.

³⁴ French, SA (2003), *Pricing Effects on Food Choices*, The Journal of Nutrition, vol. 133, no. 3 pp.841-843

³⁵ French, SA (2003), *Pricing Effects on Food Choices*, The Journal of Nutrition, vol. 133, no. 3 pp.841-843

- Influence the purchasing decision of the contemplating consumer who is likely to be persuaded to try a healthier option and purchase water.

Facts

- Including traffic light colour coding and point of sale key messaging as components of a broader strategy can shift purchases towards healthier choices.³⁶
- A food item at the beginning and end of a menu increases its popularity by 20% compared to placing it in the middle.³⁷³⁸

Key Message Examples

- Diets high in added sugar can lead to weight gain and obesity:
 - 600ml Sports Drinks = 9-13 teaspoons of sugar
 - 600ml Regular Soft Drink = 16 teaspoons of sugar
 - 600ml Water = No sugar

Tips

- Traffic light colour coding and point of sale key messaging should be combined with other strategies to influence customers behaviours and selection of healthier choices.
- Place **green** food and water at eye level.
- Use colour-coded labels and pricing.
- Use *Key Messages* for point of sale consumer awareness material.

5. Education

5.1 Provide water and SSB education, resources and key messages regularly in club communication channels

Intended Outcome

- To increase awareness of the benefits of water and potential health risks associated with consumption of SSB's.
- Influence the purchasing decision of the contemplating consumer who is likely to be persuaded to try a healthier option.

Facts

- Diets high in added sugar can lead to weight gain and obesity.³⁹⁴⁰⁴¹

³⁶ MacVean, M, (2014), *Traffic light' food labels changed buying habits, study finds*, Los Angeles Times.

³⁷ Dayan, E & Bar-Hillel, M, *Nudge to nobesity II: Menu positions influence food orders*, Judgement and Decision Making, vol. 6, no. 4, pp. 333-342

³⁸ *Bump the Junk*,

http://hchf.com.au/system/resources/resource_assets/000/000/005/original/0658_AW_Bump_the_Junk_Brochure_C6.pdf?1396836265

³⁹ Healthy Together Victoria (2014) *Healthy Choices: policy guidelines for sport and recreation centres*, State of Victoria, Department of Health,

- In Australia 1 in 4 children are overweight or obese.⁴²
- Being overweight or obese puts kids at risk of diseases like type 2 diabetes and cancer in the future.⁴³⁴⁴
- In Australia, 47% of children aged 5- 17 years consume SSBs every day.⁴⁵

Key Message Examples

- Clubs and associations reach a substantial proportion of the population (through participants, spectators, supporters, volunteers, sponsors) and are well placed to be leaders in establishing health-promoting environments and support individuals who are seeking a healthier way of living.
- Facts as listed above.

Tips

- Utilise education material to provide consistent, accurate advice to your sporting community.
- Plan an education calendar, regularly releasing interesting and relevant information to your community through a variety of channels; for example, web site, social media, newsletters, posters.

5.2 Provide coach specific training and resources around hydration for junior sport and include in coach education material where available

Intended Outcome

- To educate and up skill coaches on hydration for junior sport.
- To eliminate confusion about SSBs and provide accurate/evidence based information about hydration requirements.
- To increase the capacity of coaches as leaders to educate junior athletes on hydration.
- To influence the behaviours of junior athletes to make healthier drink choices.

[http://docs2.health.vic.gov.au/docs/doc/EC38BAD2C65DAD17CA257D500081EABC/\\$FILE/1408039%20HC%20policy%20guidelines%20for%20sport%20and%20recreation%20centres_WEB.pdf](http://docs2.health.vic.gov.au/docs/doc/EC38BAD2C65DAD17CA257D500081EABC/$FILE/1408039%20HC%20policy%20guidelines%20for%20sport%20and%20recreation%20centres_WEB.pdf)

⁴⁰ Healthy Together Victoria (2014) *Healthy choices: food and drink classification guide*, State of Victoria, Department of Health and Human Services, https://www2.health.vic.gov.au/getfile/?sc_itemid=%7B68647AE7-A36C-4533-8FE2-DEDD1C6BECA9%7D&title=Healthy%20choices%20food%20and%20drink%20classification%20guide

⁴¹ World Health Organisation (2015) *Guideline: Sugars intake for adults and children*, Geneva http://apps.who.int/iris/bitstream/10665/149782/1/9789241549028_eng.pdf?ua=1

⁴² Malik VS, et al (2013) *Sugar-sweetened beverages and weight gain in children and adults: a systematic review and meta-analysis*, *Am J Clin Nutr*. 2013 Oct;98(4):1084-102. doi: 10.3945/ajcn.113.058362. Epub 2013, Aug 21.

⁴³ Healthy Together Victoria (2014) *Healthy Choices: policy guidelines for sport and recreation centres*, State of Victoria, Department of Health, [http://docs2.health.vic.gov.au/docs/doc/EC38BAD2C65DAD17CA257D500081EABC/\\$FILE/1408039%20HC%20policy%20guidelines%20for%20sport%20and%20recreation%20centres_WEB.pdf](http://docs2.health.vic.gov.au/docs/doc/EC38BAD2C65DAD17CA257D500081EABC/$FILE/1408039%20HC%20policy%20guidelines%20for%20sport%20and%20recreation%20centres_WEB.pdf)

⁴⁴ World Health Organisation (2015) *Guideline: Sugars intake for adults and children*, Geneva http://apps.who.int/iris/bitstream/10665/149782/1/9789241549028_eng.pdf?ua=1

⁴⁵ National Health and Medical Research Council (2013) *Australian Dietary Guidelines*, Canberra: National Health and Medical Research Council, https://www.eatforhealth.gov.au/sites/default/files/files/the_guidelines/n55_australian_dietary_guidelines.pdf

Facts

- Many sports have no formalised education modules or require an update to their training manuals on hydration principles for junior sport.
- Across many sports there is a culture of consuming SSB's.
- Misconceptions exist in coaches, player and parents that sports drinks are needed for junior sports performance.

Key Message Examples

- Coaches play a key role in influencing nutrition and hydration practices junior sports participants. As role models and club authorities, coaches are well positioned to reinforce positive messages regarding the beneficial role of water in health and in sport.

Tips

- Utilise the education material in this resource to provide consistent, accurate advice to your sporting community.
- Consider a formal review, update or addition of nutrition and hydration principles for junior sport to relevant coach training modules.

6. Sponsorship

6.1 Encourage existing sponsors to implement healthy changes and ensure future sponsorship agreements align with healthy choices

Intended Outcome

- Increase availability and promotion of healthier food and drink choices.
- Decrease the availability and promotion of unhealthy food and drink choices.
- Create a culture and environment which supports healthy food and drink choices.

Facts

- Sports sponsorship is unique in its ability to generate excitement and emotional attachment among consumers.⁴⁶
- Companies use sponsorship to project the company as a caring organisation involved with its community.⁴⁷
- The likelihood of boys choosing an unhealthy food was 65% higher when it featured a sports celebrity endorsement⁴⁸.

⁴⁶ Obesity Policy Coalition (2014) Obesity Policy Coalition's Policy Brief: The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action, p2. <http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

⁴⁷ Obesity Policy Coalition (2014) Obesity Policy Coalition's Policy Brief: The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action, p2. <http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

- Exposure to the promotion of unhealthy food, including through local and elite sport sponsorship, affects children's food perceptions and preferences, impacting on their food preferences and diets.
- Junk food promotion:
 - Increases children's familiarity with food and drink brands.
 - Associates particular foods and drinks with an activity children enjoy and therefore generates a positive association.
 - Builds customer relationships and creates long term loyalty.
 - Targets children at a time in their life when they are more susceptible to the persuasive intent of marketing and advertising.
 - Generates a favourable relationship with parents.⁴⁹

Key Message Examples

- The influence of junk food marketing has contributed to 1 in 4 Australian children being overweight or obese⁵⁰
- Junk food promotion increases children's familiarity with food and drink brands⁵¹
- Junk food promotion associates particular foods and drinks with an activity children enjoy and therefore generates a positive association.⁵²

Tips

- Review existing sponsorship agreements and where required plan and drive change to reduce the promotion of unhealthy food and drink choices in your sport.
- Develop a clear position on junk food and drink sponsorship and create policies and guidelines to reduce/eliminate junk food and drink sponsorships and encourage healthy alternatives.
- Meet with existing sponsors and discuss healthy alternatives where required and ensure new agreements with food and drink sponsors align with healthy choices.
- If required, seek expertise for the development of sponsorship proposals and assist with identifying new possible sponsors that align with the Healthy Choices policy.

Healthy sponsorship ideas

There are many alternatives that sports clubs can consider approaching for sponsorship funds instead of companies that market unhealthy food and drinks to children. Examples include:

- Sports retailers

⁴⁸ Obesity Policy Coalition (2014) *Obesity Policy Coalition's Policy Brief: The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action*, p3 <http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

⁴⁹ The Parents' Voice, *Junk Food Marketing*, <https://www.parentsvoice.org.au>

⁵⁰ The Parents' Voice, *Junk Food Marketing*, <https://www.parentsvoice.org.au>

⁵¹ The Parents' Voice, *Junk Food Marketing*, <https://www.parentsvoice.org.au>

⁵² The Parents' Voice, *Junk Food Marketing*, <https://www.parentsvoice.org.au>

- Sports clothing and equipment manufacturers
- Banks
- Telecommunications companies
- Travel companies

For more information visit:

- The Parents Voice: <https://www.parentsvoice.org.au>
- Obesity Policy Coalition's Policy Brief: *The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action*:
<http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

7. Fundraising activities, giveaways and player awards

7.1 Identify club fundraising activities, giveaways and player awards that are healthier options or non-food related with no red foods and drinks supplied to children and youth

Intended Outcome

- Increase in positive attitudes towards healthy choices.
- Increase availability and promotion of healthier food and drink choices and decrease the availability and promotion of unhealthy food and drink choices.
- Create a culture and environment which supports healthy food and drink choices.
- Weaken the relationship between unhealthy food and drinks as rewards, especially for children.

Facts

- In an Australian survey 75% of respondents considered it unacceptable for children to be rewarded for participation with food vouchers.⁵³
- The World Health Organisation (WHO) recommends taking active steps to reduce children's exposure to marketing for unhealthy foods, including through sport.⁵⁴
- Exposure to the promotion of unhealthy food, including through local and elite sport sponsorship, affects children's food perceptions and preferences, impacting on their food preferences and diets.⁵⁵
- Children receive contradictory messages that encourage unhealthy eating behaviours.

⁵³ Obesity Policy Coalition (2014) *Obesity Policy Coalition's Policy Brief: The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action*, p3 <http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

⁵⁴ Obesity Policy Coalition (2014) *Obesity Policy Coalition's Policy Brief: The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action*, p3 <http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

⁵⁵ Obesity Policy Coalition (2014) *Obesity Policy Coalition's Policy Brief: The harmful impacts of unhealthy food sponsorship in children's sporting settings: the need for action*, p2 <http://www.opc.org.au/downloads/positionpapers/policy-brief-sport-sponsorship.pdf>

Key Messages Examples

- Fundraising activities, giveaways and player awards increases children's familiarity with food and drink brands.
- Junk food promotion associates particular foods and drinks with an activity children enjoy and therefore generates a positive association.

Tips

- Consider healthy meal deal vouchers, club merchandise or tickets to club functions/events as alternatives for player awards.
- Review existing fundraising activities, giveaways and player awards and where required plan and drive change to reduce the promotion of unhealthy food and drink choices in your sport.
- Develop a clear position on fundraising activities, giveaways and player awards and create policies and guidelines to reduce/eliminate junk food and drink sponsorships and encourage healthy alternatives.
- For more information on fundraising ideas:
 - Good Sports Healthy Fundraising Ideas that still make a Profit resource: <http://goodsports.com.au/site/wp-content/uploads/ADF121-Healthy-Fundraising-Ideas-that-still-make-a-profit-WEB.pdf>
 - Australian Sports Foundation: <https://asf.org.au>
 - Our Community: <http://www.ourcommunity.com.au>

Resources

Healthy choices policy guidelines for sport and recreation centres:

https://www2.health.vic.gov.au/getfile/?sc_itemid=%7BF42B7919-1210-4DCF-9232-51DABF55683E%7D&title=Healthy%20choices%20policy%20guidelines%20for%20sport%20and%20recreation%20centres

The Obesity Policy Coalition:

<http://www.opc.org.au>

Healthy Together Victoria

<http://www.healthytogether.vic.gov.au/>

<http://www.heas.healthytogether.vic.gov.au/>

Good Sports

<http://goodsports.com.au/>

Rethink Sugary Drink

<http://www.rethinksugarydrink.org.au>

H3O Challenge

<http://h30challenge.com.au/>

YMCA Victoria

<http://victoria.ymca.org.au/news-events/news/ymca-victoria-bans-sugary-drinks.html>

Baker IDI

<https://www.bakeridi.edu.au/>

Parents Voice

<http://parentsvoice.org.au/>

Choose Tap

<http://www.yvw.com.au/Home/Inyourcommunity/ChooseTap/>

Cancer Council

<http://www.cancervic.org.au/>

Nutrition Australia

<http://www.nutritionaustralia.org/vic/healthy-eating-advisory-service>

Heart Foundation

<http://www.heartfoundation.org.au/SiteCollectionDocuments/fundraising-ideas.pdf>

Diabetes Australia

<https://www.diabetesaustralia.com.au>

Alfred Health – Al's Café Case Study

<http://webadmin.baysidehealth.org.au/Assets/Files/Alfred%20Health%20-%20red%20drinks%20off%20display%20FINAL.pdf>

Fridge Display Resources

<http://www.rethinksugarydrink.org.au/images/cabrini-water-juice-fridge.jpg>

<http://www.rethinksugarydrink.org.au/downloads/vending-machine-guidelines.pdf>