

**STRATEGIES
TO INFLUENCE**

HEALTHY PRACTICES IN COMMUNITY SPORT SETTINGS



Making the healthy choice the
easy choice in community sport

VICSPORT



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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 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 practically implementable strategy that requires only a small adjustment, the cumulative effect of small marginal gains 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*¹. 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 the centre reinforce positive messaging about the importance of physical activity for good health¹.

The *Healthy Choices: Policy Guidelines for Sport and Recreation Centres*² 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.

The following strategies have been developed for the State and Regional Sport program to act as a progression towards Healthy Choices and in some cases this may be the first step. It is recognised that the

¹ 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

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)

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*³. These guidelines use a 'traffic light' rating system and only menu items with a **green** (e.g. water, fresh fruit, lean meat & vegetable wrap) or **amber** (e.g. unsaturated fats and oils, dried fruit in small serves, artificially sweetened drinks with no added sugar) 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.

Examples of Key Messages for Promotional Material

Below are examples of key messages that you could integrate into your marketing and communication

³ 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

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 future⁴⁵⁶.
- 60% of adults and 25% of children and adolescents in Australia are classed as overweight or obese⁷.
- 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 day⁸.
- 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 consumption⁹.
- Sugary drinks contribute to significant levels of tooth decay and erosion¹⁰¹¹.
- Drinking one can of sugary drink a day can lead to 6.5kgs weight gain in a year¹².

⁴ 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

⁵ 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.

⁶ 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

⁷ Australian Bureau of Statistics (2011-12) *Australian Health Survey*,
<http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/33C64022ABB5ECD5CA257B8200179437?opendocument>

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

⁹ 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.

¹⁰ 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.

¹¹ World Health Organisation (2003) *Diet, Nutrition and the Prevention of Chronic Diseases*, WHO Technical Report Series 916, Geneva

¹² Apovian - Apovian CM (2004) *Sugar-sweetened soft drinks, obesity, and type 2 diabetes*, *Journal of the American Medical Association*, 292(8): 978-9.

- 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 benefits¹³.
- Drinking tap water instead of a daily 600mL soft drink could save you \$1460 every year¹⁴.
- Dehydration affects concentration and coordination¹⁵.
- 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
- 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 sport¹⁶.
- Red foods can contribute to excess energy intake, overweight and obesity and chronic disease if consumed frequently or in large amounts¹⁷.
- Green foods are the healthiest choices¹⁸.
- To look after your health, choose red food and drinks rarely and in small amounts¹⁹.
- The use of sugary drinks (like sports drinks and cordial) in place of water on the sports field, and sugary snacks such as lollies during break times is not necessary and may lead to excessive caloric consumption for active juniors and adolescents participating in sport.

¹³ 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

¹⁴ Vichealth (2015) *H30 Challenge*, <http://www.h30challenge.com.au/>

¹⁵ 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

¹⁶ 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

¹⁷ 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

¹⁸ 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

¹⁹ 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

- 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 brands²⁰.
- Junk food promotion associates particular foods and drinks with an activity children enjoy and therefore generates a positive association²¹.
- The influence of junk food marketing has contributed to 1 in 4 Australian children being overweight or obese²².
- Junk food promotion increases children's familiarity with food and drink brands²³.

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 years²⁴.

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 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>

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

²³ The Parents' Voice, <https://www.parentsvoice.org.au>

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.

Adolescent

Active adolescents are those aged 12-18 years who have involvement with organised recreational training and competition²⁵.

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.

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

- Standard fridge layouts place an emphasis on SSBs with a majority of space and prominent positions occupied by SSBs.
- 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 choices. Review the Alfred Health case study here:

<http://webadmin.baysidehealth.org.au/Assets/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

²⁵ 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.

Tips

- Provide water and a range 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.

1.2 Reduce the number of red food choices and increase number of green food choices available

Intended Outcome

- Reduce the consumption of red food choices and increase consumption of green food choices available.
- Increased access to a greater percentage of healthier options for consumers to choose from.

Facts:

- Making a food easier (or harder) to access can increase (or decrease) the popularity of a food item²⁶
- Increasing the number of green food choices and decreasing the number of red food choices (when combined with other strategies) has the potential to shift consumers consumption patterns to healthier choices²⁷

Key Message Examples:

- Red foods can contribute to excess energy intake, overweight and obesity and chronic disease if consumed frequently or in large amounts.
- Green foods are the healthiest choices.

Tips:

- Review the Quick Guide to Canteen Food and Drink Ideas Fact Sheet for tips on increasing the availability of no preparation and low preparation healthier food 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.

²⁶ 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

²⁷ 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

1.3 Decrease portion sizing of amber and red food choices

Intended Outcome:

- Reduce consumer consumption of dietary fat, sugar and/or salt intake from **red** and **amber** products by serving smaller portions.

Facts:

- Larger portions sizes of **red** and **amber** foods can contribute to excess consumption of dietary fat, sugar and/or salt intake.²⁸

Key Message Examples:

- **Red** foods can contribute to excess energy intake, overweight and obesity and chronic disease if consumed frequently or in large amounts.
- To look after your health, choose **red** food and drinks rarely and in small amounts.

Tips:

- Use small serves sizes for **red** and **amber** foods as portion size effects overall consumption.
- Use larger portion sizes of **green** food choices (relative to **amber** and **red**), priced attractively, to increase consumption of healthier food choices.
- Engage with existing food and packaging suppliers and/or explore new suppliers to decrease portions of **red** options and substitute **red** options for **amber** or **green** where possible.
- Section 4 and Section 5 of the Healthy Choices: food and drink classification guide has additional information on portion sizing for individual food and drink items:

https://www2.health.vic.gov.au/getfile/?sc_itemid=%7B68647AE7-A36C-4533-8FE2-DEDD1C6BECA9%7D&title=Healthy%20choices%20food%20and%20drink%20classification%20guide

1.4 Substitute amber and/or red food choices to healthier alternatives where possible

Intended Outcome:

- Reduction in consumer consumption of dietary fat, sugar and/or salt intake from **amber** and **red** products purchased at the canteen by substituting one product for another with a more favourable nutritional profile.

Facts:

- Concerns around the removal of profitable unhealthy food items is a barrier effecting a progression towards a healthier canteen food environment.

²⁸ Wansink, B (2004), 'Environmental Factors that Increase the Food Intake and Consumption Volume of Unknowing Consumers', 2004, Annual Review of Nutrition, vol. 24, pp. 455-479

- Carefully considered food substitutions (when combined with other strategies) can favourably impact the canteen food environment towards healthier choices without effecting the bottom line.

Key Message Examples:

- **Red** foods can contribute to excess energy intake, overweight and obesity and chronic disease if consumed frequently or in large amounts.
- To look after your health, choose **Red** food and drinks rarely and in small amounts.

Tips:

- Review and change oil used for deep frying if current oil used does not meet the Heart Foundation guidelines for healthier oils:
<http://heartfoundation.org.au/programs/healthier-oils-program/>
- Engage with existing suppliers and/or explore new products that have the potential to be substituted for unhealthier items
- The *Quick Guide to Canteen Food and Drink Ideas Fact Sheet* resource provides tips on including no preparation and low preparation healthy choices in to your canteen
- For more information of classification of **green**, **amber**, **red** foods, refer to:
Healthy Choices: food and drink classification guide:
https://www2.health.vic.gov.au/getfile/?sc_itemid=%7B68647AE7-A36C-4533-8FE2-DEDD1C6BECA9%7D&title=Healthy%20choices%20food%20and%20drink%20classification%20guide
- For more information on suppliers of **green** and **amber** foods visit:
<http://healthy-kids.com.au/school-canteens/buyers-guide-search/>
<http://www.waschoolcanteens.org.au/star-choice-program/registered-products/>

1.5 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 kilojoules²⁹

Key Message Examples

- Drinking tap water instead of a daily 600mL soft drink could save you \$1460 every year³⁰.

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 in 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.

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>
- 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.

H3O Challenge

- 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.

²⁹ Live Lighter, *Avoid Sugary Drinks*, <https://livelighter.com.au/top-tips/avoid-sugary-drinks>

³⁰ Vichealth (2015) *H3O Challenge*, <http://www.h30challenge.com.au/>

- 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.

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

2. Pricing

2.1 Increase the price of red and amber foods and attractively price green foods

Intended Outcome:

- Reduce the consumption of **red** foods.
- Increase the consumption of **green** foods.
- A switch from **red** to **amber** choices for consumers not considering **green** choices.

Facts:

- Price and perceived value can significantly influence purchasing behaviour.³¹
- Attractively pricing **green** foods and raising the price of **red** foods can shift purchases towards healthier choices.³²
- Small price increases on less healthy choices combined with attractive pricing for healthy choices can be a financially feasible long-term strategy.³³

Key Message Examples:

- **Red** foods can contribute to excess energy intake, overweight and obesity and chronic disease if consumed frequently or in large amounts.
- **Green** foods are the healthiest choices.

Tips:

- Consider attractive pricing of **green** foods combined with increasing perceived value, for example:
 - Use larger serve sizes and attractive pricing for **green** choices.
 - Use smallest serve sizes practical for **amber** choices with 10% higher price point than current retail pricing.
 - Use smallest serve sizes practical for **red** choices with 20% higher price point than current retail pricing.

³¹ French, SA 2003, 'Pricing Effects on Food Choices', The Journal of Nutrition, vol. 133, no. 3 pp.841-843

³² French, SA 2003, 'Pricing Effects on Food Choices', The Journal of Nutrition, vol. 133, no. 3 pp.841-843

³³ *Bump the Junk*,

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

- Example:
 - **Green**: Grilled Chicken and Salad Wrap (half serve): \$4.00
 - **Amber**: Ham and Cheese Toasted Sandwich: \$4.50
 - **Red**: Pie: \$5.50
- Example:
 - **Green**: Low fat yoghurt: \$1.50
 - **Amber**: Fruit Muesli Bar: \$1.75
 - **Red**: Chocolate: \$2.50

2.2 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.
- Attractively pricing **green** drinks and raising the price of **red** drinks can shift purchases towards healthier choices³⁴.

Key Message Examples

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

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

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

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 behaviour.
- Accessibility to food and drinks shape consumption patterns³⁵.
- Removing SSBs from display and providing a variety of healthier drink choices can be done effectively without effecting bottom line³⁶ - out of sight out of mind!

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.

3.2 Green foods attractively and prominently displayed with red foods removed from counter

Intended Outcome:

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

³⁵ 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

³⁶ 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>

Facts:

- The layout of the food environment influences consumer purchasing behaviour.³⁷
- Accessibility to food and drinks shape consumption patterns.³⁸
- Consumers are less likely to consume **red** foods in preference for other choices if there is a substantial effort required to obtain the food.³⁹

Key Message Examples:

- **Green** foods are the healthiest choices.
- 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 sport.

Tips:

- Place **green** foods and eye level and on counters.
- Use traffic light colour coding to help reinforce healthy choices.
- Use relevant key messaging in marketing, club communication material and point of sale messaging.
- Use attractive descriptions to increase perception of quality and value; for example, “fresh grilled chicken and salad wrap” or “crunchy local apples” (note that consumer expectations are high when attractive terms are used so ensure your products can meet expectations!).
- Use attractive menu boards with neat and clear text, colourful props accompanying healthy choices etc to enhance the visual appeal of **green** food choices.

4. Promotion

4.1 Incorporate green food and 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.

³⁷ 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

³⁸ 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

³⁹ 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

Facts

- Price and perceived value can significantly influence purchasing behaviour.⁴⁰
- 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.⁴¹

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
- Red foods can contribute to excess energy intake, overweight and obesity and chronic disease if consumed frequently or in large amounts.
- Green foods are the healthiest choices.

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

⁴⁰ French, SA (2003), 'Pricing Effects on Food Choices', *The Journal of Nutrition*, vol. 133, no. 3 pp.841-843

⁴¹ French, SA (2003), 'Pricing Effects on Food Choices', *The Journal of Nutrition*, vol. 133, no. 3 pp.841-843

Facts

- Including traffic light colour coding and point of sale key messaging as components of a broader strategy can shift purchases towards healthier choices.⁴²
- A food item at the beginning and end of a menu increases its popularity by 20% compared to placing it in the middle.⁴³⁴⁴

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
- **Red** foods can contribute to excess energy intake, overweight and obesity and chronic disease if consumed frequently or in large amounts.
- **Green** foods are the healthiest choices.
- To look after your health, choose **red** food and drinks rarely and in small amounts.

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.

4.3 Promote fresh fruit and other appropriate green food choices as snacks around sporting events

Intended Outcome:

- Increased consumption of **green** food consumption by participants.
- Promote the benefits of healthy choices as fuel and recovery sources for sport.
- Decrease consumption of **red** food and drinks, such as lollies, sports drinks, cordial around sport
- Change the perception that lollies, sports drinks, cordial are required for an energy top up during sport.

⁴² MacVean, M (2014), 'Traffic light' food labels changed buying habits, study finds', Los Angeles Times.

⁴³ 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

⁴⁴ Bump the Junk,

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

Facts:

- A culture of break time sugar consumption in the form of lollies, sports drinks, cordial exists across many sports at both junior and senior level.
- For recreational sport, consumption of SSBs (sports drinks, cordials) and sugary snacks (such as lollies) during breaks is unnecessary and may lead to excessive caloric consumption⁴⁵.
- Water and small quantities of nutritious easily digestible carbohydrates (such as fruits like watermelon and ripe banana) provide a good source of hydration and fuel for recreational sport.

Key Message Examples:

- The use of sugary drinks (like sports drinks and cordial) in place of water on the sports field, and sugary snacks such as lollies during break times is not necessary and may lead to excessive caloric consumption for active juniors and adolescents participating in sport.

Tips:

- Review the Healthy Choices for Junior Sport Fact Sheet in the resource section.
- Create a Healthy Choices food policy that includes a section regarding the inclusion of healthy break time fuel and fluid choices and elimination of lollies, sports drinks, cordials.
- Engage club team managers and volunteers to ensure provision of healthier choices during games.
- Educate coaches, parents, staff and children on examples of appropriate choices using the Healthy Choices for Junior Sport Fact Sheet.
- Present healthy break time snacks attractively to encourage consumption e.g. cut up in small portions; attractive bowls or baskets.
- Many participants will arrive to sport without taking much consideration of pre-exercise nutrition and hydration requirements and therefore feel they need an 'energy boost' during the game. Use the Healthy Choices for Junior Sport Fact Sheet, and Hydration for Junior Sport Fact Sheet to engage both parents and participants in considering nutrition and hydration practices across the whole week. Arriving fuelled and well hydrated may decrease their reliance on a sugar fix during sport.
- Create posters for display at key positions (for example, club rooms, near canteens, vending machines, change rooms, toilets, food table) with slogans for Healthy Choices for Junior Sport and include key messages somewhere in the poster.

⁴⁵ 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.

5. Education

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

Intended Outcome

- To increase awareness of the benefits of healthy choices and potential health risks associated with consumption of unhealthy food and 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.
- In Australia 1 in 4 children are overweight or obese⁴⁶.
- Being overweight or obese puts kids at risk of diseases like type 2 diabetes and cancer in the future^{47,48}.
- In Australia, 47% of children aged 5- 17 years consume SSBs every day⁴⁹.

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.

⁴⁶ 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.

⁴⁷ 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)

⁴⁸ 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

⁴⁹ 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

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

Intended Outcome

- To educate and up skill coaches on healthy choices and 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 healthy choices and hydration.
- To influence the behaviours of junior athletes to make healthier food and drink choices.

Facts

- Many sports have no formalised education modules or require an update to their training manuals on nutrition and hydration principles for junior sport.
- Across many sports there is a culture of consuming sugary snacks and SSB's.
- Misconceptions exist in coaches, player and parents that sugary snacks and 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 nutrition and hydration 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 consumers⁵⁰.
- Companies use sponsorship to project the company as a caring organisation involved with its community⁵¹.
- The likelihood of boys choosing an unhealthy food was 65% higher when it featured a sports celebrity endorsement⁵².
- 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.

Key Message Examples

- The influence of junk food marketing has contributed to 1 in 4 Australian children being overweight or obese.
- Junk food promotion 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

- 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.

⁵⁰ 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>

⁵¹ 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>

⁵² 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>

- 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
- 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 vouchers⁵³.

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>

- The World Health Organisation (WHO) recommends taking active steps to reduce childrens exposure to marketing for unhealthy foods, including through sport⁵⁴.
- 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 diets⁵⁵.
- Children receive contradictory messages that encourage unhealthy eating behaviours.

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>

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>

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>