

HEALTHY FOOD AND DRINK RETAILING IN NSW HEALTH FACILITIES

A guide for retailers to *Make Healthy Food and Drink Normal*

Part of the *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* www.health.nsw.gov.au

THE WORLD WE LIVE IN HAS CHANGED...



PORTION SIZES HAVE INCREASED



MANY OF US SPEND HOURS SITTING AT WORK



WE ARE TIME POOR AND WANT QUICK AND CONVENIENT FOOD OPTIONS

We are surrounded by unhealthy foods and drinks at work, at the shops and in public places like hospitals and schools

ADULTS IN NSW

ONLY 7%



EAT THE RECOMMENDED AMOUNT OF **VEGETABLES**

ONLY 54%



EAT THE RECOMMENDED AMOUNT OF **FRUIT**

1/3 OF OUR DAILY ENERGY (kJ) COMES FROM UNHEALTHY FOODS AND DRINKS SUCH AS CAKES, CONFECTIONERY, SUGARY DRINKS AND CHIPS



THIS POSES SERIOUS CHALLENGES TO THE HEALTH OF OUR COMMUNITIES...



OVER HALF

OF ALL ADULTS IN NSW ARE OVERWEIGHT OR OBESE



1 IN 5

CHILDREN IN NSW ARE OVERWEIGHT OR OBESE



POOR DIET AND OBESITY ARE MAJOR CONTRIBUTORS TO CHRONIC DISEASE IN AUSTRALIA

get healthy
at work

MAKE HEALTHY NORMAL





NSW GOVERNMENT

Health

FOCUS AREAS FOR RETAILERS TO MAKE HEALTHY FOOD AND DRINK NORMAL IN HEALTH FACILITIES

NSW Health is taking the opportunity to support everyone who works in and visits our health facilities to move towards a new, healthier normal through the launch of the *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework*. To support this Framework, there are four focus areas where, as a retailer, you can play a key role in making healthy food and drink normal.

FOOD AND DRINK BENCHMARK

FOCUS AREA	To promote and increase the availability of healthy food and drink options	To decrease the availability of unhealthy food and drink options
	Everyday foods and drinks	Occasional foods and drinks
 PRODUCT AVAILABILITY	<p>Everyday foods and drinks make up 75% or more of the total food and drink offering</p>	<p>Occasional foods and drinks make up no more than 25% of the total food and drink offering AND Sugary drinks are not sold</p>
 PRODUCT QUALITY	<p>A Health Star Rating of 3.5 Stars and above applies to some Everyday foods and drinks</p>	<p>A Health Star Rating of 3.5 Stars and above applies to some Occasional foods and drinks</p>
 PRODUCT SIZE	<p>Portion size limits apply to some Everyday foods and drinks</p>	<p>Portion size limits apply to <u>all</u> Occasional foods and drinks</p>
 MARKETING	<p>Prominent locations in a food outlet, value pricing, and promotional activities highlight Everyday foods and drinks</p>	<p>Prominent locations in a food outlet, value pricing, and promotional activities do <u>not</u> highlight Occasional foods and drinks</p>



EVERYDAY FOODS AND DRINKS

are meals, snacks, and drinks made from foods in the five food groups in the Australian Guide to Healthy Eating¹. They are to make up 75% or more of the offering. For example, sandwiches, soups, pasta dishes, yoghurt, and fruit.



OCCASIONAL FOODS AND DRINKS

are mostly foods high in saturated fat, sugars and/or salt and often have little nutritional value. They are to make up no more than 25% of the offering. For example, pies, chips, sweet muffins, and confectionery.



The Health Star Rating System is a quick and easy way to compare the nutrient content of similar packaged foods². It considers the overall nutritional content of foods and drinks and rates them from ½ a star to 5 stars. The more stars, the healthier the choice.

REMOVE SUGARY DRINKS FROM SALE

The strongest evidence for a link between sugar intake and overweight and obesity is for the consumption of sugary drinks³. Water is always the healthiest drink to sell and we encourage our staff and visitors to remove sugary drinks from sale and 'make water your drink', but there are other popular, healthier options that can be sold.

Swapping out sugary drinks for healthier alternatives is a priority of NSW Health.

For more information about selecting **Everyday** drinks, see the *Healthy Food and Drink in NSW Health facilities for Staff and Visitors Toolkit*, in particular *Tool 1: Ready Reckoner*.

HEALTHIER DRINKS TO SELL



Water



99%
Fruit
juice



Smoothies/
Milkshakes



Plain and
flavoured
milk



Diet
drinks



Tea or
Coffee

What is a sugary drink?

- Sugary drinks are drinks with any sugars added during processing (excluding milk drinks)[#].
- Sources of sugar to sweeten drinks include the ingredients sucrose (commonly called sugar), fructose, glucose, honey and fruit juice concentrate.
- Sources of sugar are listed in the ingredients of a Nutrition Information Panel which can be found on the back of most packaged foods and drinks.
- Examples of sugary drinks are soft drinks, some flavoured waters, fruit drinks, cordials, iced teas, energy drinks and sports drinks.
- **Why can 99% fruit juice, and milk drinks[#] be sold?**
Juices with no added sugar and flavoured milks can be sold because they do have nutritional value. However, maximum portion size limits apply to these drinks, and the Health Star Rating is used for flavoured milks to ensure healthier versions are selected.



Sugary drinks contribute to overweight and obesity. By providing sugar-free options, we can support health while still providing a range of popular drinks.

[#] Milk drinks are drinks where the predominant ingredient is dairy milk or a calcium-fortified dairy-milk-alternative, such as fortified soy/almond/rice milk.

A success story

Alfred Hospital

Alfred Health in Melbourne implemented a healthy food and beverage policy in late 2015 to promote access to healthier food and drink options in health settings. One intervention to implement the policy was to remove sugary drinks from display in the self-service Alfred Hospital café. All drinks sales were measured for five weeks before and six weeks after implementation. The Alfred Hospital reported that:

- weekly sales of sugary drinks decreased from 33% to 10% of total sales
- other drink sales increased and the overall sales volume was unchanged
- the retailer chose to continue with the strategy after the trial period.⁴



Support and more information

Healthy Food and Drink in NSW Health Facilities for Staff and Visitors: Framework and Toolkit:

www.health.nsw.gov.au/heal

Australian Guide to Healthy Eating¹:

www.eatforhealth.gov.au/guidelines/australian-guide-healthy-eating

More information on the Health Star Rating:

www.healthstarrating.gov.au

IT'S TIME TO MAKE HEALTHY FOOD AND DRINK NORMAL IN OUR HEALTH FACILITIES

NSW HEALTH HAS A NEW *FRAMEWORK* TO MAKE THE HEALTHY CHOICE AN EASY CHOICE FOR OUR STAFF AND VISITORS BY:



INCREASING THE AVAILABILITY OF HEALTHY FOODS AND DRINKS



DECREASING THE AVAILABILITY OF UNHEALTHY FOODS AND DRINKS



REMOVING SUGARY DRINKS FROM SALE

WE ASK FOR YOUR SUPPORT TO *MAKE HEALTHY FOOD AND DRINK* NORMAL

1 National Health and Medical Research Council 2013, Australian Guide to Healthy Eating. Canberra: National health and Medical Research Council. Retrieved from: <https://www.eatforhealth.gov.au/guidelines/australian-guide-healthy-eating>

2 Department of Health. Health Star Rating System, 2014. Canberra: Australian Government. Retrieved from: www.healthstarrating.gov.au

3 Boylan S, Mhrshahi S 2015, Sugar Intake and Health Outcomes: A Rapid Evidence Review. Prepared for the Centre for Population Health, NSW Ministry of Health. Sydney; Physical Activity Nutrition Obesity Research

4 Huse O et al 2016. The effect on drink sales of removal of unhealthy drinks from display in a self-service café. *Public Health Nutr* 19 (17), 3142-3145. 2016 Group, August 2015.

milk drinks include flavoured milk, milkshakes/smoothies, coffee, liquid breakfast drinks