

# HEALTHY FOOD AND DRINK FUNDRAISING IN NSW HEALTH FACILITIES

A guide to *Making Healthy Fundraising Normal* – for fundraisers in NSW Health Facilities.

Part of the *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* [www.health.nsw.gov.au](http://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**



**Health**

# TWO STEPS TO START MAKING HEALTHY FOOD AND DRINK NORMAL IN OUR FUNDRAISING

The *Healthy Food and Drink in NSW Health facilities for Staff and Visitors Framework* supports healthy eating through promoting an increase in the availability of healthy (**Everyday**) options, and limiting the availability and portion size of less-healthy (**Occasional**) options.

Healthy fundraising can be a part of this, by making the healthy choice an easy choice for our staff and visitors, and ensuring that plenty of healthy food and drink options are available, as well as favourably priced and promoted.

Two simple steps can set the scene for *Making Healthy Fundraising Normal in NSW Health Facilities*.

## 1. SWAP SUGARY DRINKS FOR HEALTHIER ALTERNATIVES

If you had to choose only one action to make healthy food and drink fundraising normal, we would recommend removing sugary drinks that have no nutritional value<sup>1</sup>. The strongest evidence for a link between sugar intake and overweight and obesity is for the consumption of these sugary drinks<sup>2</sup>. Water is always the healthiest drink to sell or provide, but there are plenty of other popular, healthier options to choose from as well.

### IDEAS FOR 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)<sup>#</sup>.
  - 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<sup>#</sup> 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.

<sup>#</sup> 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.

## EXAMPLE OF A HEALTHIER DRINKS MACHINE - WITH NO SUGARY DRINKS

Best choices at eye level

Water	Water	Water	Water	Water	Water	Water	Water
Water	Water	Water	Water	Sparkling water	Sparkling water	Sparkling water	Sparkling water
Milk	Milk	Flavoured milk	Flavoured milk	Flavoured water (essence only)	Flavoured water (essence only)	Flavoured water (essence only)	Flavoured water (essence only)
99% fruit juice	99% fruit juice	99% fruit juice	99% fruit juice	Coconut water (no added sugar)	Coconut water (no added sugar)	Sugar free drinks	Sugar free drinks
Diet soft drinks	Diet soft drinks	Diet soft drinks	Diet soft drinks	Diet soft drinks	Diet soft drinks	Diet soft drinks	Diet soft drinks

### Some success stories

#### Murrumbidgee Local Health District

Murrumbidgee Local Health District led the way and removed sugary drinks in December 2016 with other Local Health Districts following. Experience from the Alfred Hospital in Melbourne, where sugary drinks were removed from display in a café, showed that consumers made healthier drink choices but retailer sales were not affected<sup>2</sup>.



#### The United Hospital Auxiliaries

The United Hospital Auxiliaries of NSW passed a resolution in 2016 seeking to ensure their fundraising vending machines in NSW Health facilities offer healthy options such as water, dried fruit and nuts (in addition to less healthy options). NSW Health applauds their leadership in this initiative.



## 2. PROVIDE SMALLER PORTIONS

Portion sizes have become much bigger over the last 30 years. Large portions and additional kilojoules (energy) can end up as extra weight. Selling smaller portions is an easy way to support people to make a healthier choice.

- For example, we recommend that the maximum portion for cakes and muffins is 80g (around the size of a tennis ball).
- For drinks other than water (even the healthier ones), we recommend a maximum portion size of 500ml while also ensuring that smaller sizes are available and promoted.

### How big is a muffin?



 Cricket ball: Too large



 Tennis ball: Max portion



 Golf ball: Mini portion

These two actions are just the beginning. If you'd like more information on healthy food and drink in NSW Health facilities and additional actions you can take as a fundraiser to support a healthier food environment in your facility, see [www.health.nsw.gov.au/heal](http://www.health.nsw.gov.au/heal)

## 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. 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 Group, August 2015.
  2. 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>
- # milk drinks include flavoured milk, milkshakes/smoothies, coffee, liquid breakfast drinks