



## WHY REFRESH THE FRIDGE?

Creating healthy spaces helps kids be at their best. Providing healthy and delicious food and drink options in places where children and families spend their time can help make sure kids have the fuel they need to grow, play and learn throughout the day.

Providing healthier food and drink and reducing the availability of unhealthy alternatives can also help meet the recommendations in the Victorian Department of Health's [Healthy Choices guidelines](#). We need to surround our kids with delicious, healthy foods and drinks, wherever they spend their time. It's time to refresh the fridge, so let's get started today!

Making changes to your community facility kiosk or vending machine might seem overwhelming but there are small changes you can do to get started. You can 'Refresh the fridge' with the following 'bite' sized actions:

- **Give healthy drinks the spotlight** – healthiest drinks, including plain or sparkling water, flavoured waters with no added sugar and some reduced fat flavoured milks, available in top half of fridge.
- **Reduce sugary drinks** – sugary drink varieties such soft drinks, energy drinks and sports drinks available on bottom row of fridges only.

The process is the same for each of the bites. You can try one 'bite' at a time or do them all at once. It's up to you. Whichever approach you take, this guide will support you through each step of the way.

## REDUCE SUGARY DRINKS – WHAT'S INVOLVED?

The 'Reduce sugary drinks' bite includes making sugary drink varieties such soft drinks, energy drinks and sports drinks available on bottom row of fridges only, including:

- regular, full sugar soft drinks such as cola, lemonade, etc.
- flavoured mineral waters and iced teas with added sugar
- regular, full sugar energy drinks
- regular, full sugar sports drinks and waters
- fruit juices or fruit-flavoured drinks with added sugar
- kombucha, with added sugar (>1g sugar per 100g).

To reduce sugary drinks, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



## STEP ONE: REVIEW

Start by reviewing what sugary drinks are currently available at the facility.

This will help identify which drinks should be reduced and moved to the least prominent part of the fridges or vending machines – this is generally the bottom row, but for those easily accessed by children you may consider placing these drinks in the top row. Consider all the sugary drinks available including those sold in the café or kiosk and any vending machines.

You can use the free product assessment tool, [FoodChecker](#), to review the drinks available in your facility and determine which ones are sugary drinks and which are the healthier options.

Just select the ‘quick product check’ button, then search or assess products in the category ‘drinks’. All drinks classified as **RED** in [FoodChecker](#) are considered sugary drinks. These will be the drinks you can place along the bottom row of the fridge or vending machine.





## STEP TWO: PLAN

Now you know what you have, decide how you will make your changes.

Decide which sugary drinks you're able to stop selling and which you would like to keep to move to the less prominent part of fridges and/or vending machines. For instance, you may want to keep some of your best sellers and remove the less popular varieties. Or you may want to offer only one or two flavours of a kombucha rather than four or five.

You also need to learn how the drinks are purchased. Find out where the facility's food service purchases its drinks from for the café or kiosk and/or vending machines. It could be:

- a major brand drink supplier
- a local distributor or wholesaler.

Once you know where the facility purchases its drinks from, contact the supplier to discuss the new requirement for less sugary drinks.

### TIP!

If there is a contract or agreement in place, discuss with the supplier what flexibility there is and how healthier options could be included in the existing contract.

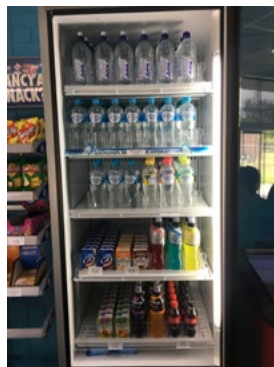
If the facility uses a major brand drink supplier, the good news is they are generally open to modifying the types of drinks in their fridges or vending machines to offer mainly healthier options, as well as **removing branding associated with sugary drinks** and **promoting their water brands instead.**

If the contract is set, you might need to wait to influence the contract when it comes time for renewal. Or consider using a different supplier that can offer the healthier drinks you want.

## PREPARING FOR CHANGE

There are different ways to introduce changes and make improvements to the drinks in a facility's food service. You can make changes all at once or use a gradual approach:

- **All at once:** this is a quick way to drastically improve the healthiness of your drinks offering and works best if there are only a few changes to make.
- **A gradual approach:** this option gives customers more time to get used to the changes and an opportunity to try alternative drinks before other drinks are removed. It is often the more readily accepted option if you need to make lots of changes to the drinks available.





## STEP THREE: ACT

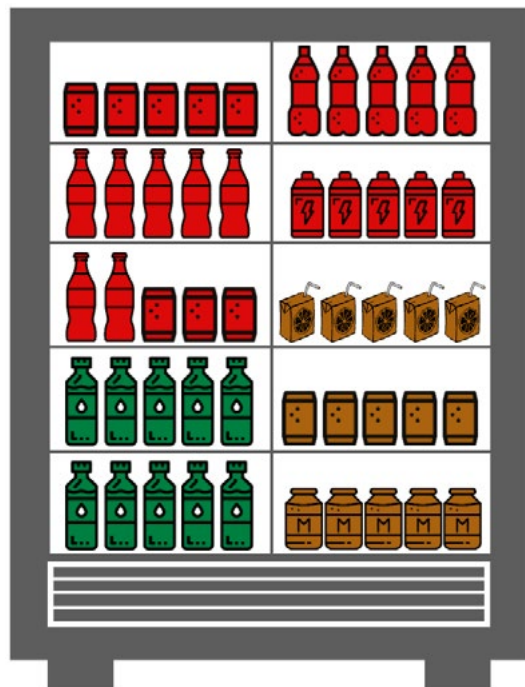
Now you've done all the groundwork, it's time to put it into action.

Here's a great example of reducing sugary drinks.

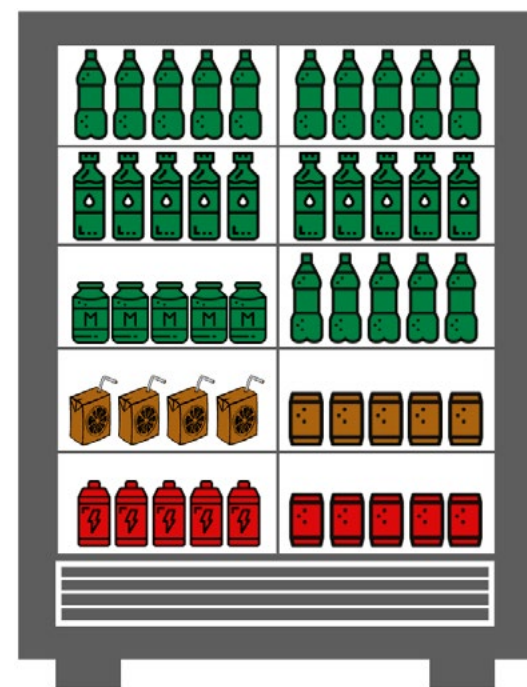
Vic Kids' Community Centre reviewed the drinks in their kiosk fridge and found that they had mostly sugary drinks available and in the most prominent positions (sugary drinks are highlighted in red). Next, they identified healthier options they could make available (highlighted in green and amber) from their supplier. Vic Kids' Community Centre decided to remove or replace the soft drinks/sugary drinks and change the layout of the fridge as follows:



Before: typical drinks fridge



After: healthy drinks fridge



Once you've identified the unhealthy sugary drinks to reduce, work with the facility staff or vending machine supplier to move the unhealthy drinks to the bottom row (away from eye level) and healthier drinks to the top rows.

- The healthiest drinks, such as plain or flavoured waters with no added sugar and plain or flavoured milks, should go in the top half of the fridge or vending machine (at eye level).
- Other drinks such as artificially sweetened/diet drinks, kombucha and fruit juices should go above the sugary drinks, but below the healthiest drinks mentioned.

This may not always be possible in some vending machines due to cooling and weight requirements so discuss the best options with the supplier.



You may also consider an alternative layout for those fridges or vending machines easily accessed by children – this would mean putting the healthiest drinks in the bottom half of the fridge or machine (at their eye level), and the sugary drinks in the top row.

You may need to initially remind the staff or vending supplier about these requirements each time they restock the fridge or machine. Providing them with a visual planogram (layout, see example above) of how the fridge or machine should look can be helpful.

## SUPPORTING SUCCESS

Think about the ways you can promote your new healthy options through the way they are placed, priced and promoted. You are more likely to have success by changing how drinks are priced and promoted.

- Promote the healthier drinks in meal deals together with healthier food options e.g. chicken and salad wrap and water for \$6.
- Price healthier drink options competitively so they are the cheaper choice e.g. lower the price of healthier options or increase the price of less healthy options.
- Put up posters advertising the new healthier drink options available.

Remember, this is just one of the ‘bites’ you can do to refresh the fridge. Check out [‘Give healthy drinks the spotlight’](#) for how to provide and promote more healthy drink options in the facility.





## CELEBRATE

Great job! You've finished the 'Reduce sugary drinks' bite for Vic Kids Eat Well. Make sure to share the good news with the facility, and plan how you will continue your great work in the other action areas of Vic Kids Eat Well.

## FOR FURTHER HELP

### Vic Kids Eat Well tech team

For advice or assistance regarding program support and delivery, setting engagement and website database issues

- 1300 185 725
- [vickidseatwell@cancervic.org.au](mailto:vickidseatwell@cancervic.org.au)

### Your local Health Promotion Officer

For on the ground support

Full name: \_\_\_\_\_

Job title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Contact no. \_\_\_\_\_

Email: \_\_\_\_\_



If you are having trouble accessing this document, please email [vickidseatwell@cancervic.org.au](mailto:vickidseatwell@cancervic.org.au) or call **1300 185 725**

*Vic Kids Eat Well is supported by the Victorian Government, and is delivered by Cancer Council Victoria's Achievement Program, in partnership with Nutrition Australia's Healthy Eating Advisory Service*

