



# REFRESH THE FRIDGE IN SPORT CLUBS

- Switch to healthier drinks



## WHY REFRESH THE FRIDGE?

Healthy and delicious foods and drinks give children the fuel, nutrition and hydration they need to perform, play, concentrate and be at their best.

When it comes to hydration for kids playing sport and being physically active, water is the best choice. Not only does it keep the body cool, it also replaces fluid lost through sweating. This helps kids feel energised to play at their best. Even in hot conditions or during periods of continued activity, increasing water intake and small healthy snacks will provide the extra energy and recovery kids need.

We need to surround our kids with delicious, healthy food and drinks, wherever they spend their time. It's time to refresh the fridge so let's get started today!

Making changes at your sports club might seem overwhelming but there are small changes you can make to get started. You can 'Refresh the fridge' with the following 'bite' sized actions:

- **Water is promoted and is freely available** – water is placed in more prominent positions (e.g. on the top shelf of the fridge, at point-of-sale), is promoted over other drinks available and is priced competitively. Access to free drinking water is promoted and players and spectators are encouraged to bring refillable drink bottles to games and training.
- **Switch to healthier drinks** – swap sugary drinks for healthier options. Offer mostly healthier drinks (including flavoured waters with no added sugar, and some reduced fat flavoured milks).



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



# SWITCH TO HEALTHIER DRINKS – WHAT’S INVOLVED?

The ‘Switch to healthier drinks’ bite includes swapping varieties of sugary drinks with healthier drinks available.

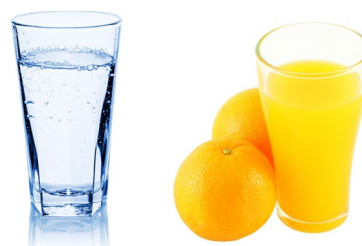
‘Sugary drinks’ include:

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



Healthier drink options include:

- plain, still or sparkling water, including tap water
- flavoured waters with no added sugar
- plain or flavoured milks (preferably reduced fat)
- 100% fruit juice (250ml or less) and coconut water with no added sugar
- artificially sweetened or ‘diet’ drinks, with no added sugar
- kombucha, with <1g sugar per 100g.



To switch to healthier drinks, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



## STEP ONE: REVIEW

Start by reviewing what drinks are currently available at the club.

This will help identify healthier drinks that are already available, and sugary drink varieties that could be swapped over.

Consider all the drinks available including those sold in the canteen or any vending machines, as well as the other drinks the club has freely available (such as water/cordial jugs or water fountains).





## STEP TWO: PLAN

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

### What changes do you need to make to swap some of your sugary drinks over to healthier drinks in your canteen, or other areas where you provide drinks?

Decide which sugary drinks you're able to swap and which you would like to keep. For instance, you may want to keep some of your best sellers and swap the less popular varieties for healthier drinks. Or you may want to offer only one or two flavours of a sports drink rather than four or five. You could also reduce the size of your sugary drinks. For example, by providing smaller cans of soft drink rather than large bottles.

You need to understand how the drinks are purchased. Find out where the club purchases its drinks for the canteen and for games. It could be:

- a local supermarket
- a local distributor or wholesaler.

Once you know where the club purchases its drinks from, review the drinks they currently have available. Or contact the supplier, if appropriate, to discuss and determine healthier drink varieties that the club can purchase.



## STEP THREE: ACT

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

## SUPPORTING SUCCESS

Think about the ways you can promote your new healthier options through the way they are placed, priced and promoted. You are more likely to have success if you:

- Place water and healthier drink varieties on the counter of the canteen, or in the top half of the fridge.
- Move sugary drinks such as sports drinks and soft drinks out of sight (off the counter or to the bottom row of the fridge).
- Promote water and healthier drinks as part of meal deals together with healthier food options (e.g. chicken and salad roll and water for \$6).
- Price water and healthier drink options competitively with sugary drinks (e.g. sell water at \$2 and soft drinks at \$3).
- Put up posters advertising the new healthier drink options available.





## CELEBRATE

Great job! You've finished the 'Switch to healthier drinks' bite for Vic Kids Eat Well. Make sure to share the good news with the club, 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**

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