

# REFRESH THE FRIDGE IN SPORT AND RECREATION FACILITIES

- Give healthy drinks the spotlight
- Reduce sugary drinks



## WHY REFRESH THE FRIDGE?

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

Providing healthier drinks and reducing the availability of unhealthy alternatives such as sugary drinks is also a recommendation in the Victorian Department of Health's **Healthy Choices guidelines**. 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 to your sport and recreation 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 classified as **GREEN**, including plain or sparkling water, flavoured waters with no added sugar and some reduced fat flavoured milks, available in top half of fridge.
- **Switch to healthier snacks** – sugary drink varieties such as soft drinks, energy drinks and sports drinks classified as **RED** 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.

The Healthy Choices guidelines use a traffic light system to classify foods and drinks based on their nutritional value as **GREEN** (best choice), **AMBER** (choose carefully) and **RED** (limit).

Achieving both bites should get you close to or fully achieving the Healthy Choices targets of at least 50% **GREEN** drinks and no more than 20% **RED** drinks.

## REFRESH THE FRIDGE – WHAT'S INVOLVED?

The 'Give healthy drinks the spotlight' bite includes increasing healthy drink varieties such as plain or sparkling water, flavoured waters with no added sugar and some reduced fat flavoured milks. 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.

**All drinks classified as GREEN or AMBER in FoodChecker are considered healthier drink options.**

These will be the drinks you should make available in the most prominent part of the drinks fridge or vending machine – this is generally the top half.

The 'Reduce sugary drinks' bite includes reducing sugary drink varieties such as soft drinks, energy drinks and sports drinks. '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 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).

All sugary drinks are classified as **RED** in **FoodChecker**. These will be the drinks you can place in the least prominent part of the fridge or vending machine – this is generally the bottom row.

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.

To **refresh the fridge** follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



## STEP ONE: REVIEW

Start by using **FoodChecker** to review what drinks are currently available at the facility. This will help identify which are the sugary drinks to be reduced and which are the healthier drinks. Consider all the drinks available including those sold in the café or kiosk and any vending machines.

Consider the total number of drinks and rows you have available in each fridge or vending machine, and how these drinks are currently displayed. For example, are the majority of drinks currently **RED** and in the top half of the rows of the fridge? This will determine how significant the changes are that you'll need to make.



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## STEP TWO: PLAN

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

Choose from many healthier drink options that can be included in the facility's food service.

Decide which sugary **RED** drinks you're able to stop selling and which you would like to keep. 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.

Use **FoodChecker** again to find new **GREEN** or **AMBER** drinks to replace the **RED** sugary drinks.



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 and determine healthier drink options the facility can purchase.

### 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** involves making the changes overnight or all in one go. This is a quick way to drastically improve the healthiness of your drink offerings and works best if there are only a few changes to make.

**A gradual approach** involves making changes gradually over time. 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.

## TIP:

There are 4 ways you can take a gradual approach:

1. Reduce the chosen soft drinks first then move onto reducing the other **RED** drinks.
2. Sell down your stock of the **RED** drinks you want to phase out and don't order more once they are sold. As they sell out replace with **GREEN** and **AMBER** drinks.
3. Introduce new **GREEN** and **AMBER** drinks first before reducing the **RED** drinks.
4. Rearrange the current stock so the **GREEN** and **AMBER** options are at the top and **RED** drinks are at the bottom, before limiting the varieties available.



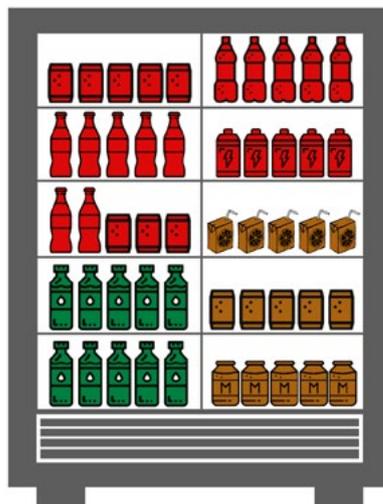
## STEP THREE: ACT

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

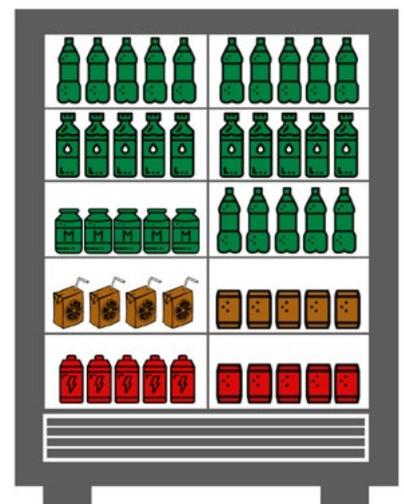
### Here's a great example of refreshing the fridge.

Vic Kids' Leisure Centre reviewed the drinks in their kiosk fridge and found that they had mostly sugary **RED** drinks available and in the most prominent positions (sugary drinks are highlighted in red). Next, they identified healthier **GREEN** and **AMBER** options they could make available (highlighted in green and amber) from their supplier. Vic Kids' Leisure 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 new healthier **GREEN** and **AMBER** drinks to stock and the unhealthy **RED** ones to reduce, work with the facility staff or vending machine supplier to move the **RED** drinks to the bottom row (away from eye level) and healthier drinks to the top rows.

- The healthiest **GREEN** 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).
- **AMBER** drinks such as artificially sweetened/diet drinks, kombucha and fruit juices should go above the sugary drinks, but below the **GREEN** 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.

Use the drinks fridge assessment function in **FoodChecker** to review the new layout of the drinks fridge or vending machine. Ideally the **GREEN** drinks should now make up at least 50% of the drinks in the fridge or vending machine, and the **RED** drinks should make up no more than 20%. You may need to make some slight tweaks to meet these targets.

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 here.

## 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:

- **Promoting the GREEN drinks in meal deals together with healthier food options** e.g. chicken and salad wrap and water for \$6.
- **Pricing healthier GREEN and AMBER drink options competitively so they are the cheaper choice** e.g. lowering the price of healthier options or increasing the price of less healthy options.
- **Putting up posters** advertising the new healthier drink options available.





## CELEBRATE

Great job! You've finished the 'Refresh the fridge' action for Vic Kids Eat Well. You're also one step closer to meeting the Healthy Choices guidelines. 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*

