



# REFRESH THE FRIDGE IN SPORT CLUBS

- Water is promoted and freely available



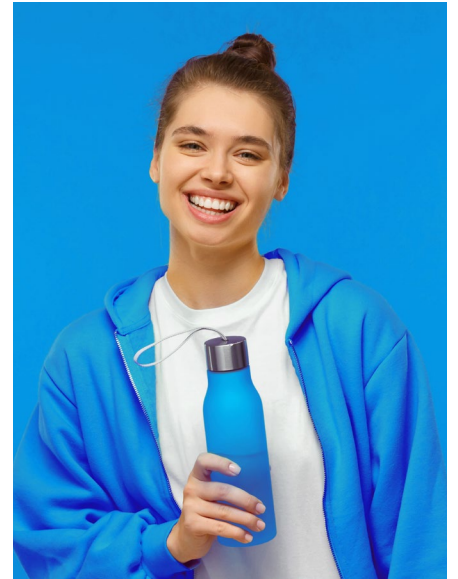
## WHY REFRESH THE FRIDGE?

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. in the top half 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.



# WATER IS PROMOTED AND FREELY AVAILABLE – WHAT'S INVOLVED?

The 'Water is promoted and freely available' bite includes positioning and promoting water varieties over other drinks available.

Water varieties include:

- plain, still or sparkling water, including tap water
- flavoured waters with no added sugar.

Other drinks available include sugary drink varieties such as:

- 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).



- To ensure **water is promoted and is freely available**, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



## STEP ONE: REVIEW

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

This will help identify water varieties that can be promoted and moved to the most prominent part of fridges, or placed at eye level on front counters at canteens.

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

If the drinks in your fridge are visible to customers, consider how these drinks are currently displayed. For example, are most drinks sugary drinks? And are these drinks in the top half of the fridge rows? This will determine how significant the changes are that you'll need to make.

You will also need to review if and how your club currently promotes water to its players and families and whether it provides water freely.





## STEP TWO: PLAN

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

### What changes do you need to make for water to be the most prominent drink choice in your fridge, or on the front counter of your canteen?

You need to understand how the drinks are purchased. Find out where the club purchases its drinks from for the canteen or during 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 water varieties and other healthier drink options the club can purchase.

Think about how you can promote water at your sports club over other drinks. Also, if you do not currently have water freely available within your sports club, consider what changes can be made to ensure players and spectators have access to water.

### How can the club promote water in the canteen?

- Place bottled water varieties available in the canteen on the counter 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) and provide in smaller-sized bottles/cans where possible.

### How can the club make water freely available?

- Display posters showing the locations where people can fill up their drink bottles.
- Speak to your local council about installing a drinking water tap or fountain on the premises if there isn't one already.
- Have water stations set up in common areas such as on sidelines or in change rooms.
- Have a large water cooler/jug and cups available at or near the canteen.





## STEP THREE: ACT

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

### SUPPORTING SUCCESS

Think about the other ways you can promote water through the way it is priced and promoted.

#### How can the club promote water?

- Provide information about the importance of water vs sports drinks to families, players and coaches.
- Display posters encouraging water as the drink of choice.
- Have coaches and team managers encourage water at training and games.
- Encourage players to bring refillable water bottles to games and training.
- Offer water as the only drink available as part of meal deals in the canteen.
- Price water competitively with other drinks (e.g. sell water at \$2 and soft drinks at \$3).



### RESOURCES REFERENCED IN THIS GUIDE:

[Finish with the right stuff – How to promote water over sugary drinks – NSW Government](#)

[Fluids for junior sport – Good Sports](#)

[Water: The clear winner in junior sport – VicHealth](#)





## CELEBRATE

Great job! You've finished the 'Water is promoted and freely available' 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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