

rethink sugary drink

Events Toolkit



Rethink Sugary Drink Events Toolkit

This toolkit was prepared by the City of Whittlesea and the Rethink Sugary Drink consortium.
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Contents

PART 1: INTRODUCTION TO RETHINK SUGARY DRINK	4
About <i>Rethink Sugary Drink</i>	4
Why <i>Rethink Sugary Drink</i> at events?	4
Council policy and sugary drink	7
How to <i>Rethink Sugary Drink</i>	8
How to identify healthier drink options	10
PART 2: GUIDELINES FOR COUNCIL EVENT ORGANISERS	11
Review opportunities for policy alignment	11
Engaging council	11
Engaging vendors.....	12
Marketing	12
Evaluation	14
Review policy.....	15
PART 3: OPTIONS TO RETHINK SUGARY DRINK EVENTS	16
OPTION 1: Sugary drink free events	16
OPTION 2: Make water available free of charge	17
OPTION 3: Increase the price of sugary drinks relative to healthier drink options	17
OPTION 4: Remove sugary drinks from display (keep them out of sight)	18
OPTION 5: Limit serving sizes of sugary drinks at food vendors	18
OPTION 6: Phase out sugary drinks over several events	18
OPTION 7: Reduce the sugary drinks on display	19
OPTION 8: Require food vendors to include only water in meal deals	20
OPTION 9: Offer incentives to food vendors	20
APPENDIX 1: Vendor Guidelines, <i>Sugary Drink Free Events</i>	21
APPENDIX 2: Drink Vendor Guidelines, <i>Rethink Sugary Drink Events</i>	22
APPENDIX 3: Rethink Sugary Drink Event Survey – Patrons	23
APPENDIX 4: Rethink Sugary Drink Event Survey – Food Vendors	24
APPENDIX 5: Healthy Events Policy Template	25
APPENDIX 6: Achievement Program Healthy Eating Policy Example	27
APPENDIX 7: Drink Survey Template – Food Vendors	31
APPENDIX 8: Key messages	32

PART 1: INTRODUCTION TO RETHINK SUGARY DRINK

About *Rethink Sugary Drink*

Rethink Sugary Drink is a partnership between 12 health and community organisations.

We are concerned about consumption of sugary drinks such as soft drink and sports drinks because it is associated with increased energy intake and in turn, weight gain and obesity. It is well established that obesity is a leading risk factor for type 2 diabetes, cardiovascular disease and some cancers. Sugary drink consumption is also a risk factor for tooth decay. Furthermore the Australian Dietary Guidelines recommend Australians limit their intake of foods and drinks containing added sugars such as confectionery, sugar-sweetened soft drinks and cordials, fruit drinks, vitamin waters, energy and sports drinks.

Despite all this Australians are big consumers of sugary drinks. In 2006, Australia was among the top 10 countries for per capita consumption of soft drinks.

By highlighting the health impact of drinking sugary drinks such as soft drink, energy drinks and sports drinks, we're hoping to encourage Australians to rethink their sugary drink consumption and switch to water, reduced-fat milk or unsweetened options.

More information about the impact of sugary drinks can be found in the [For professionals](#) section of the Rethink Sugary Drink website.

Sugary drinks include all non-alcoholic water-based beverages with added sugar such as non-diet soft drinks, energy drinks, fruit drinks, sports drinks and cordial.

Why *Rethink Sugary Drink* at events?

Events provide an excellent opportunity to make a difference to the health and wellbeing of a community.

This *Rethink Sugary Drink events toolkit* has been developed to assist local governments to promote healthier drink choices at local events, allowing council to be leaders in providing healthier options and help the community make healthier drink choices.

This toolkit should complement existing event management and planning approval processes in your local government area.

Rethink Sugary Drink events can be engaging, fun and assist parents in not having to deal with the 'pester power' from children surrounded by unhealthy drink and food choices. Rethinking sugary drink at events can provide significant benefits to event coordinators and community including:

- ✓ Unique marketing opportunities for your event.
- ✓ Increased opportunity for families and children to get involved with your event.

- ✓ Small changes at your event can have significant positive impacts on the health of the community and event attendees.
- ✓ Providing healthier alternatives at events allows for better choices for your attendees.
- ✓ Unique opportunities to develop new partnerships to support your overall event.

Additionally if your council is enrolled in the [Achievement Program](#), a commitment to rethinking sugary drinks can help you meet the healthy eating benchmarks.

Benefits to community health

Encouraging a reduction in sugary drinks through a *Rethink Sugary Drink* event will support the health of adults and children in your community.

Australians are high consumers of sugary drinks. Some key facts are:

- Sugary drinks account for the greatest proportion of added sugar in the Australian population¹.
- Nearly two-thirds of Victorians are currently overweight or obese, and as a result are at increased risk of type-2 diabetes, heart disease and some cancers.
- It is estimated that consuming one can of soft drink per day could lead to a weight gain of 6.5kg in one year².
- Switching from sugary drinks to water can be a key step to weight-loss. Each time you choose water over a soft drink you are reducing your kilojoule intake.
- You could spend \$1095 per year if you drink one 375mL can of soft drink a day³.

Drinking a sugary drink each day significantly increases your risk of tooth decay and erosion⁴.

Financial rewards for food vendors

Rethinking drink options and providing healthier alternatives can create a unique position in the market and achieve positive financial returns. To successfully achieve this, vendors will need to offer variety, work with suppliers, evaluate changes and seek and listen to customer and staff feedback. It is also important to communicate the changes to staff and consider whether to tell consumers (see Part 2, Marketing).

Sales maintained at Alf's Café (Alfred Health)

Alfred Health found this to be true when Alf's café took **RED** drinks off display. Total drink sales remained steady, while **RED** drink sales decreased and healthier **GREEN** and **AMBER** drink sales increased. [Find out more about the project.](#)

¹ Linggang I et al (2016) Dietary intake and food sources of added sugar in the Australian population. *British Journal of Nutrition* 115, 868–77

² Malik V et al Intake of sugar-sweetened beverages and weight gain: a systematic review. *American Journal of Clinical Nutrition* 2008,84(2):274–88

³ LiveLighter campaign <https://livelighter.com.au/The-Facts/About-Sugary-Drinks>

⁴ Walsh LJ. Black Cola drinks, oral health and general health: an evidence-based approach. *ADA News Bulletin*, 2008

City of Melbourne introduces healthier drinks at Moomba Festival 2016

As part of the City of Melbourne's commitment to [encouraging healthy eating](#) at the 2016 [Moomba Festival](#), visitors were able to access a variety of healthier drink (and food) options from five healthier caterers located within the main festival area.

These caterers offered **GREEN** and **AMBER** coded food and drink only (no **RED** coded food or drink). This means that, instead of sugary soft drinks, these healthier caterers offered smoothies, hydrating coconuts, fresh juices and water.

City of Melbourne promoted these five businesses through the festival marketing program thus creating a unique selling point.

Join others in rethinking sugary drink



Many local governments, community and commercial organisations are making the commitment to go sugary drink free at events and venues around Victoria.

You can join the growing move to support healthy choices by making your event sugary drink free just like these organisations:

Melbourne Stars Junior Basketball Club goes soft drink free for presentation night

In September 2015, the Melbourne Stars Junior Basketball Club had their presentation night. The event was soft drink free due to the Victorian Aboriginal Health Service (VAHS) Healthy Lifestyle Team's sponsorship agreement with the club. It turned out to be a great soft drink free event, hopefully the first of many.

The VAHS Healthy Lifestyle Team set up a health promotion table with fruit infused water as a replacement for soft drinks, a sugary drinks display and a few brochures to give away. Free water was also provided for all attendees.

YMCA Victoria goes soft drink free

Victorian YMCA centres went soft drink free in summer 2016. The YMCA believes in creating healthy, happy and connected communities. This is why they are removing sugary drinks from their centres.

The evidence stacks up against sugary drinks and the YMCA are making sure families and community members get the best chance at a healthy lifestyle. Sugary drinks include carbonated fizzy drinks, iced teas, Smart Water, and large bottles of sugar-sweetened juices and pure fruit juice. The YMCA has committed to remove all sugary drinks by 2017 in line with their Healthy Food and Beverages Policy.

Totally Thomastown Twilight Market Summer Series sells healthy food and drinks

This pilot project at *Totally Thomastown Twilight Market* tested the feasibility of serving only healthy food options and going 'soft drink free' at events. In this project only healthy food and drink were available at the event and signage promoted the event as 'soft drink free'. Of the attendees surveyed (n=15) 81 per cent were happy with the food options available and when asked "What do you think about this market being a 'soft drink free event'?" the majority of responses were positive (60 per cent) or neutral (20 per cent).

Lara Pool

Healthy Together Geelong and the City of Greater Geelong joined forces to provide healthier foods and drinks at Lara Pool kiosk. This includes making healthy changes to the kiosk menu and promoting healthy options to users and visitors. Find out more about [Lara Pool](#).

Council policy and sugary drink

Before beginning to rethink sugary drinks at events it will be important to consider council policy of provision of healthy food and drinks.

Where there is strong local policy on provision of healthy food and drinks (or on not deriving revenue from sugary drinks) or on avoiding unhealthy food and drink marketing ensure this is drawn upon in the event business case development. Local policy could include strategies for increasing access to healthier drink options such as carefully selecting drink providers and upscaling provision of free water.

In addition to any relevant local policy the [Victorian Public Health and Wellbeing Plan 2015–2019](#) is a significant policy to draw upon. Key points to make are:

- Use language reflecting the outcomes in the Victorian Public Health and Wellbeing Plan.
- Demonstrate the link between sugary drink consumption and obesity as well as risk of chronic disease and dental decay.
- Demonstrate why council should be a leader in the area of reducing sugary drink consumption.
- Use local sugary drink consumption and disease prevalence data to ensure relevance to your area.

Look for future opportunities to incorporate aspects of the *Victorian Public Health and Wellbeing Plan* into local policy including upcoming development of Municipal Health and Wellbeing Plans.

Policies and guidelines

The document appendix includes sample policies and guidelines to develop your own council versions which will be useful in gaining council support for your healthy event, as well as providing clear concise information to vendors so they can provide healthier options.

[Sample vendor guidelines for sugary drink free events \[Appendix 1\]](#)

[Sample vendor guidelines for rethink sugary drink events \[Appendix 2\]](#)

[Healthy event policy templates \[Appendix 5\]](#)

[Healthy catering policy – City of Whittlesea example \[Appendix 6\]](#)

[Food audit template \[Appendix 7\]](#)

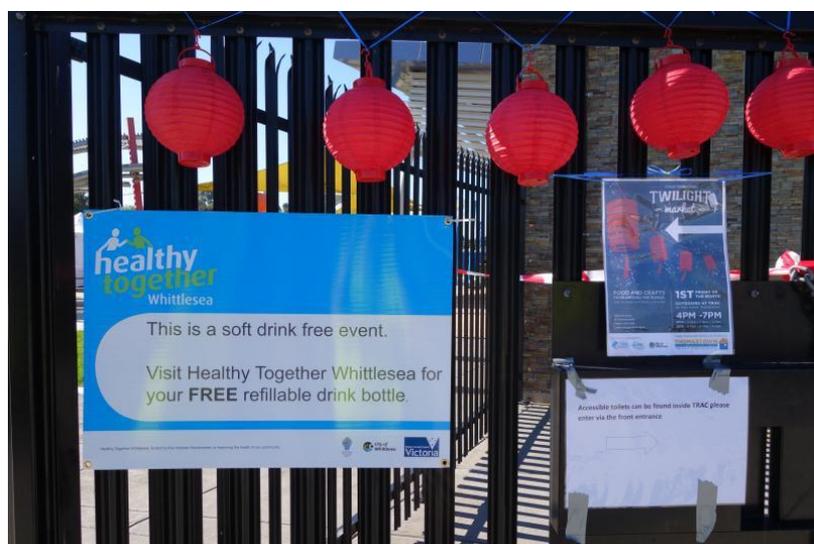
For information relating to food safety and registration for temporary food and mobile food operators, refer to your Public Health Team within council or [Streatrader online](#).

How to Rethink Sugary Drink

Depending on your target group, event budget and overall goals, there are a number of ways you can rethink the drinks at events. If your organisation is ready and it fits your event marketing strategy you may choose to go sugary drink free. (see option 1 in [part 3](#)).

As a stepping stone to going sugary drink free, or in line with your event goals, you may choose a number of ways to rethink sugary drink without removing them entirely. In part 3 of this toolkit you will find a number of ways to do this:

- Make water available free of charge.
- Increase the price of sugary drinks relative to healthier drink options.
- Remove sugary drinks from display (keep them out of sight).
- Limit serving sizes of sugary drinks at food vendors.
- Phase out sugary drinks over several events. Start by removing energy and sports drinks, then all other sugary drinks until you are left with only plain and sparkling water and small portions of milk drinks and 100% fruit juice.
- Stipulate that food vendors include only water or 100% fruit juice in meal deals.
- Offer incentives to food vendors such as reduced site fees or promotional signage highlighting their site as a sugary drink free vendor.



The steps to Rethink Sugary Drink at events

There are eight simple steps to follow to rethink sugary drink at your event. Once you have successfully run your event, evaluate the result and use this information to plan your next event. Use figure 1 to guide you through this cycle.

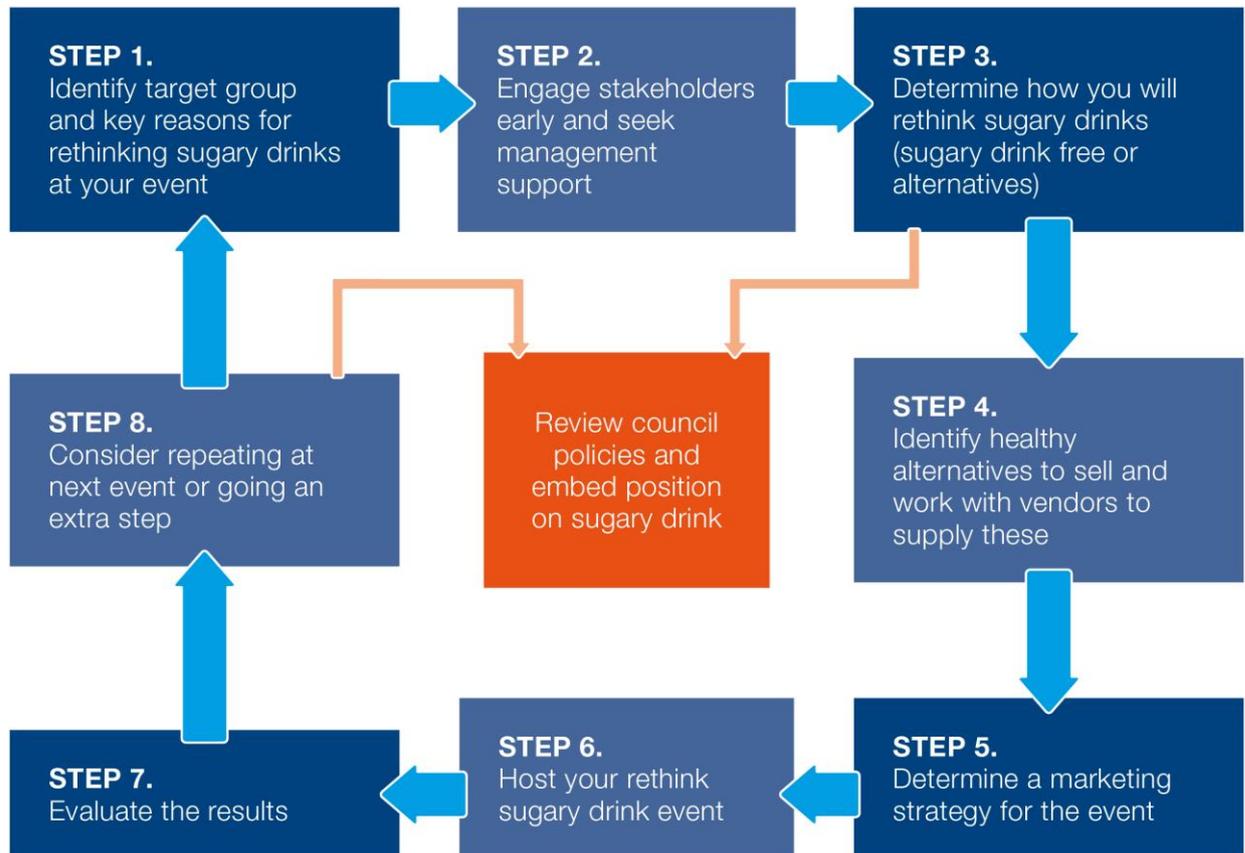


Figure 1: The eight step cycle to rethink sugary drink at council events with key stages to consider links to council policy.

How to identify healthier drink options

The Victorian Government has developed the [Healthy Choices](#) guidelines to help make sure that healthy foods and drinks are offered and promoted in places like hospitals, health services, sport and recreation centres, parks and workplaces. They can also be used at events. The guidelines classify foods and drinks into three categories:

- **GREEN** (best choice)
- **AMBER** (choose carefully)
- **RED** (limit, have less or none)

Food and drink vendors and stall holders should be encouraged to promote and sell drinks from the **GREEN** or **AMBER** list of approved drinks, in line with [Healthy Choices](#). The drinks in each category are outlined below.

GREEN

- Plain water, plain sparkling water, plain mineral water, plain soda water
- Sparkling water with a hint of flavour (no added sugar)
- Reduced fat plain milk
- Plain milk alternatives – calcium fortified (such as soy, oat, rice or almond drink)
- Reduced fat flavoured milk and milk alternatives 250–300mL
- Tea with little/no added sugar (e.g. plain, decaffeinated, herbal, chai)
- Coffee with reduced-fat milk and little/no sugar

AMBER

- Unsweetened fruit juice, up to 250mL portion (no added sugar)
- Full cream plain (unflavoured) milk and milk alternatives
- Reduced-fat and full cream flavoured milk with 900–1,600kJ per portion
- Artificially sweetened ‘diet’, ‘low-joule’, ‘no sugar’ or ‘zero’ drinks (with no added sugar). It is recommended these are provided in the smallest sizes available
- Artificially sweetened (no added sugar, sugar-free) energy drinks up to 250mL
- Ice crushes based on at least 99% fruit juice with no added sugar in serve sizes up to 250mL

RED (not recommended for events)

- Regular soft drinks
- Energy drinks
- Sports drinks
- Iced tea
- Cordials and fruit drinks
- Flavoured mineral waters
- Sports and flavoured waters
- Ice crushes
- Full cream and reduced-fat flavoured milks >1600kJ per serve

Use the Healthy Eating Advisory Service FREE online [vending assessment tool](#) to assess which *Healthy Choices* category the drinks at your event fall into.

Contact the Healthy Eating Advisory Service for support and to source information on healthier drinks heas.health.vic.gov.au

PART 2: GUIDELINES FOR COUNCIL EVENT ORGANISERS

There is a growing demand from the community for healthier options and strong support from state-wide organisations such as the Department of Health and Human Services, Cancer Council Victoria, Heart Foundation, YMCA Victoria, Nutrition Australia, Dental Health Services Victoria and VicHealth to implement sugary drink free and healthier events across Victoria.

Rethinking sugary drink at events can sound daunting but healthier events are engaging, fun, provide healthy options many people are looking for and reduce 'pester power' from children when they're around sugary drinks and unhealthy food. This may be challenging at first but with a phased approach and well planned social marketing, stakeholders and the community will begin to see the benefits of rethinking sugary drink.

This change in community attitudes, strong support from credible agencies and flexible options to rethink sugary drink can build a strong case for senior management and event committee support.

To ensure the success of your event, determine your policy or stance on sugary drinks early on and document this in your event plan. Communicate this to all stakeholders involved in the event including event organisers, staff, vendors and patrons.

[Figure 1](#) can help you work through these steps.

Review opportunities for policy alignment

Consider how this toolkit fits with other health promoting policies and guidelines in your council. You may choose to refer to this toolkit in council:

- Municipal Public Health and Wellbeing action plans
- Organisational health and wellbeing policies
- Organisational healthy catering and procurement policies, which extend to community events, launches, celebrations and ceremonies.

Engaging council

In addition to policy, many councils have existing resources, events checklists and approval processes.

Supporting your community to rethink sugary drink at events can be as simple as making minor modifications to existing resources or making this toolkit available to event organisers. If you do have existing council policies that support rethinking sugary drink this will be a key engagement resource within council.

If your council makes a commitment to rethink sugary drink at events, this could become a compulsory item event organisers and venues must comply with to achieve event approval.

Schedule an initial meeting with potential champions and/or key decision-makers to seek their buy in. Use this time to show them successful [case studies](#) for *Rethink Sugary Drink events* to support your desire to run a *Rethink Sugary Drink event*.

Ensure continued communication and collaboration throughout the event-planning phase, event day and post event evaluation.

You may like to engage with other areas of council to support *Rethink Sugary Drink* events, such as:

- Health Planning
- Marketing and Communications team
- Environmental Health team
- Children's Services team

If your council is registered with the [Achievement Program](#), you can use this toolkit to work towards meeting the requirements of the healthy eating benchmarks.

The Achievement Program benchmarks are a record of your approach to creating a healthier environment. This could include a council policy that sugary drinks are not promoted at any council events and an example of how you achieved this at an event.

For more information visit www.achievementprogram.health.vic.gov.au

Engaging vendors

The food and drink vendors will be vital to the success of your rethink sugary drink event. Engaging them early and making your expectations clear will be key to this.

[Figure 1](#) provides guidance on when to engage food vendors and their role in evaluation.

Marketing

This section provides advice and support with the marketing and promotion of your rethink sugary drink event.

Your approach

Communications and marketing is key to supporting a successful event. Communication and marketing opportunities of healthy events need to be considered by event planners, and a clearly stated aim formed.

You may want to make it known in advance that this is a *Rethink Sugary Drink* event. Consider the pros and cons such as whether promoting the event as *rethink sugary drink* or *sugary drink free* would encourage attendance or whether it would be better to hold the event for people to enjoy without making it overtly known.

Some groups of patrons will welcome the addition of healthy food because it means more opportunities for event attendees and reduces the likelihood of parents having to respond to their child's pestering for unhealthy foods.

However others might have a perception of 'healthy foods' as being boring or more expensive and promoting a healthy event may put them off from attending. So you'll need to think carefully about the approach you take.

Messaging

Whether you choose to promote your event as *rethink sugary drink* or not, messaging both before and during your event should be framed in the positive.

For example:

Recommended positive approach	Not recommended
We are committed to providing healthy food and drinks options	There will be no junk food at this event
This is a sugary drink free event, free water is available at the drinking fountains on site	Soft drink is banned at this event
Free water is available at the drinking stations	There will be no soft drink at this event

Other [key messages \[Appendix 8\]](#) can be used throughout your event marketing including promotional material, onsite signage and MC speech notes.

Images

The use of images in your event promotional material can send a very powerful message without the need to overtly use the word 'healthy'.

- ✓ Use images of people or children having fun being active or with baby animals or face painting if these reflect your event activities.
- ✓ Use images of people drinking water. There are several examples available from:
 - [Dental Health Services Victoria](#) ('tap is all that' and 'just water thanks')
 - VicHealth H3O campaign also has a range of resources available for events. Contact H30challenge@vichealth.vic.gov.au to request resources.
 - [The Australian Department of Health and Ageing](#)
 - Good Sports [poster 1](#) and [poster 2](#)
 - Diabetes Australia [Swap a soft drink for a non-sugar drink](#)
- ✗ Avoid using images of people or children drinking soft drink or eating ice creams. While these may be available at your event, it's not the main attraction.

Sponsorship

Sponsorship is often associated with marketing, branding and advertising. It sends mixed messages if you run a healthy event and gain sponsorship from organisations that don't fit your event values. Avoid sponsorship from:

- ✗ Organisations whose brand exposure is inconsistent with [Healthy Choices](#), including discretionary foods and/or sugary drinks
- ✗ Organisations whose brand exposure might encourage increased gaming/gambling by members of the community
- ✗ Organisations whose brand exposure and promotion supports alcoholic beverages. Exceptions to this rule may be made when such sponsorship would not adversely affect or promote unreasonable or irresponsible consumption of alcohol within the community, such as restricting alcohol promotion to a cordoned off bar area within an event
- ✗ Direct alcohol related sponsorship should not be considered for family events.

Collateral for your vendors and event signage

There are a number of ways to support and encourage your food and drink vendors, stall holders, performers, volunteers and patrons to get on board with rethinking sugary drink at your event.

- ✓ Encourage water and sugar free drink provision throughout registration forms and at point of payment. This can include providing examples of suitable drink products and images of preferred drink displays.
- ✓ Depending on the event, not all vendors may limit their drinks to water and sugar free options. Consider providing healthy food vendors, and those that choose to reduce or avoid sugary drinks, with additional signage or Point of Sale (POS) material to highlight them in a food court. They could also be given a preferential position within the food court.
- ✓ Download resources from the livelighter.com.au website to display throughout your event or include educational material in show bags and patron information tents.
- ✓ Include key messages ([appendix 8](#)) or images on event signage and site maps such as *This event rethinks sugary drink* or *This is a sugary drink free event*.
- ✓ Cover existing drink branding in food vendor stalls with posters promoting health messages. As an example you could use the [posters](#) suggested at the top of this page.
- ✓ Provide promotional material about other opportunities available locally that encourage healthy lifestyles such as local walking maps, parks and playgrounds.

Evaluation

It is important to evaluate any event to gain an understanding of the views and experiences of a range of stakeholders including:

- patrons
- vendors
- volunteers and staff
- partners and sponsors.

The evaluation can also support the future of your *rethink sugary drink event* to:

- support future events working towards being *sugary drink free* or
- continue to hold *sugary drink free events*
- gain more support from partners in the future to help deliver healthy event elements such as physical activity options or other event support
- promote the positive achievements throughout council and in the community.

Evaluation can also include stakeholder feedback such as:

- people's perceptions and attitudes about your healthy event
- sales data from food vendors including individual product sales and overall sales
- testimonials from stakeholders to support you and other event coordinators in the future.

The following templates can be used to collect feedback from patrons and food vendors

[Patron Evaluation Survey \[Appendix 3\]](#)

[Food Vendor Evaluation Survey \[Appendix 4\]](#)

Share what you have done with others

As an event organiser you can play a key role in sharing your approach with others who can contribute to promoting healthy food and drink choices at their event.

Consider writing up evaluation results and event case studies as well as your food and drink policies. Share throughout council and community networks as well as promoting your success stories through local media where possible. For a broader reach consider sharing with the [Healthy Eating Advisory Service](#) which profiles successful case studies on its website. Councils are also encouraged to share their results with the Municipal Association of Victoria, Department of Health and Human Services and Rethink Sugary Drink to extend the impact.

Review policy

After the evaluation of your event is a good time to revisit your council policies to identify opportunities to ensure *rethink sugary drink* events are sustainable through linking to other council policies. The evaluation findings can contribute important evidence to *rethink sugary drinks* becoming an ongoing council priority for community events.

PART 3: OPTIONS TO RETHINK SUGARY DRINK EVENTS

OPTION 1: Sugary drink free events

What is a sugary drink free event?

There was once a time when sugary drinks were a 'sometimes' choice to be enjoyed on special occasions such as festivals and events. These days, sugary drinks are readily available and are consumed frequently and often in large amounts, posing significant health and financial risks to the community.

Hosting an event where sugary drinks are not available while water is promoted and freely available is a refreshing change for consumers.

A 'sugary drink free event' promotes availability of free tap and purchased bottled water. Other drinks sold at a 'sugary drinks free event' are from the Healthy Choices **GREEN** and **AMBER** categories while **RED** drinks are not sold. See page 10 for more information on drink categories.

Practically this means having plain still and sparkling water, low joule soft drinks (such as 'diet' varieties) and small portions of 100% juice and milk drinks for sale.

As a stepping stone you could remove sugar sweetened soft drinks (fizzy drinks) at the first event promoting it as 'soft drink free' and then remove the remaining sugary drinks (such as sports drinks, fruit drinks and flavoured waters) following your evaluation.

If you choose this option it will be important to review the council policies that support the changes. If policy already exists to support sugary drink free events ensure you draw on this through the planning process.

Policies may need to be reviewed by other departments such as events, any fundraising teams and the communications department.

Following your event review the opportunities to align with council policy. This may include identifying opportunities to review existing policies to include community health promotion.

The following suggestions for rethinking sugary drink are not 'sugary drink free' but provide a range of options for councils to be leaders in health promotion and to reduce consumption of sugary drink at their events. They can provide a stepping stone to eventually going 'sugary drink free' and can also be effective interventions on their own.

OPTION 2: Make water available free of charge

Making water available free of charge (as per Building Code Regulations) can encourage patrons to choose this over buying sugary drinks.

Building code regulations

Events must cater for the health and comfort of patrons. Under the Building Code of Australia, event organisers must provide one drinking fountain or drinking tap for every 200 patrons or part thereof in places of public entertainment (POPE) other than buildings.

For information on the Building Code of Australia or to find out whether your event requires a POPE under the Building Act 1993 contact your local Council Building Department or Event Department. The location of drinking water facilities should be clearly signed.

Prominent signage with directions to the water stations helps event goers choose water. Depending on your event type you may wish to state in your promotional material that water bottle filling stations will be available so event goers come prepared with a bottle.

This intervention is most effective when combined with at least one of the other options below.

OPTION 3: Increase the price of sugary drinks relative to healthier drink options

Increase the price of sugary drinks relative to healthier drink options such as water, small portions of 100% fruit juice and reduced-fat plain milk.



The Alfred Health convenience store increased the price of sugary drinks to be 20% higher than the price of other drinks.

OPTION 4: Remove sugary drinks from display (keep them out of sight)

Join other food vendors like the [Alfred Hospital Cafe](#) that have removed sugary drinks from display and remained profitable.



OPTION 5: Limit serving sizes of sugary drinks at food vendors

Selling smaller portion sizes helps customers reduce their energy and added sugar intake. Vendors selling pre-packaged sugary drinks should look for options under 300mL.

Vendors filling cups with frozen 'slushies' or sugary drinks can downsize the cups used. By introducing a smaller cup size and eventually removing the largest option profits can be maintained while portions are reduced.

OPTION 6: Phase out sugary drinks over several events

Start by removing sugar sweetened soft drinks then all other sugary drinks until you are left with only plain and sparkling water and small portions of low fat milk drinks and 100% fruit juice.

Writing this into the project proposal when it is first presented to council will reduce the need for several rounds of approvals which can be time consuming. It also provides an opportunity to present evaluation results back to council throughout the process to increase awareness of the project.



As part of their 'green light eat right' initiative Melbourne City Baths sell food and drinks in line with the Healthy Choices policy.

OPTION 7: Reduce the sugary drinks on display

Having a prominent display of healthier drink choices encourages event goers to consider a healthier option. Each vendor should aim to have no more than 20% of their display in the Healthy Choices 'red' drinks category. In a fridge with five rows this would be no more than one row of **RED** sugary drinks. On a counter top display of five drink options, this would be no more than one **RED** category drink.



[Appendix 2](#) provides further advice for food vendors.

Use the [Healthy Eating Advisory Service planograms](#) to guide the stocking of fridges and vending machines.

A Healthy Drinks Vending Machine

	Position 1	Position 2	Position 3	Position 4	Position 5
Row 1	Water (plain, still)	Water (plain, still)	Water (plain, still)	Water (plain, sparkling)	Water (plain, sparkling)
Row 2	Water (natural flavours*)	Water (natural flavours*)	Water (natural flavours*)	Reduced fat strawberry milk 250ml**	Reduced fat chocolate milk 250ml**
Row 3	Reduced fat chocolate milk 250ml**	Reduced fat iced coffee 250ml**	Reduced fat vanilla flavoured milk 250ml**	Reduced fat chocolate milk 500ml**	Reduced fat iced coffee 500ml**
Row 4	Full fat honeycomb flavoured milk 300ml	Full fat strawberry flavoured milk 300ml	100% fruit juice 250ml	100% fruit juice 250ml	100% fruit juice 250ml
Row 5	Diet soft drink 375ml	Diet soft drink 375ml	Regular soft drink 375ml	Regular soft drink 375ml	Regular soft drink 375ml

OPTION 8: Require food vendors to include only water in meal deals

Meal deals often add significant kilojoules compared to ordering the main item alone. By offering water as the drink available in a meal deal the number of kilojoules ordered can be reduced significantly. To go a step further vendors could be encouraged to offer a healthier food option for the side dish, such as a piece of fruit.

OPTION 9: Offer incentives to food vendors

Where there is no requirement for all vendors to offer healthier drink and / or food options incentives to do so must be included. These should be communicated early in the process when vendors are applying to attend the event.

Examples of incentives include reduced site fees or promotional signage highlighting their site as a sugary drink free vendor, or being given a position in the event with high foot traffic.

Policies and guidelines

Use these sample policies and guidelines to develop your own council versions which will be useful in gaining council support for your healthy event, as well as providing clear concise information to vendors so they can provide healthier options.

[Sample vendor guidelines for *sugary drink free events* \[Appendix 1\]](#)

[Sample vendor guidelines for *rethink sugary drink events* \[Appendix 2\]](#)

[Healthy event policy templates \[Appendix 5\]](#)

[Healthy catering policy – City of Whittlesea example \[Appendix 6\]](#)

[Food audit template \[Appendix 7\]](#)

For information relating to food safety and registration for temporary food and mobile food operators, refer to your Public Health Team within council or [Streatrader online](#).

APPENDIX 1: Vendor Guidelines, *Sugary Drink Free Events*

Drink (and food) vendors play an important role in providing healthy drinks at community events.

The information provided here outlines a few simple things that you can do, while still ensuring your sales remain profitable.

This event is a sugary drink free event, this means that the sale of regular soft drinks, sports drinks, cordial, slushies and other frozen sugary drinks, iced teas and energy drinks is prohibited.

We recommend selling the following drinks:

- ✓ Plain, unflavoured water (tap, spring, mineral, soda, sparkling)
- ✓ Reduced-fat plain milk
- ✓ Reduced-fat flavoured milk or milk alternatives (<900kJ portion size)

We also permit the sale non-sugar sweetened drinks, but these must be in combination with the plain water and milk drinks above.

- ✓ Diet soft drinks and artificially sweetened soft drinks (no added sugar)
- ✓ Artificially sweetened milk drinks
- ✓ 99–100% fresh or frozen fruit juices, no added sugar (smaller than 300ml size)
- ✓ Artificially sweetened (no added sugar, sugar-free) energy drinks 250mL
- ✓ Full cream milk and milk alternatives (<1,600kJ portion size)

To encourage patrons to make healthy drink choices **we ask that you do not sell any of the following drinks:**

- ✗ Regular soft drinks
- ✗ Sports drinks
- ✗ Cordial
- ✗ Iced teas
- ✗ Energy drinks
- ✗ Flavoured milk drinks over >1,600kJ per portion
- ✗ Fruit Juice over 250mL size

Contact _____ for further information

phone _____ email _____

APPENDIX 2: Drink Vendor Guidelines, *Rethink Sugary Drink Events*

This event is promoting the sale of healthy drinks. We ask that sugary drinks make up only 20% of your drink menu.

Items that are classed as **RED** and must be limited include:

RED drink options

- Regular sugar sweetened soft drinks
- Sports drinks
- Energy drinks
- Cordial
- Slushies or sugary iced drinks
- Iced teas and full-fat iced coffees
- Flavoured milk drinks > 1600kJ per serve

Please display and promote **GREEN** drink items in the following ways:

- ✓ Have tap or bottled water displayed at point of sale and at eye level (for adults and children).
- ✓ Ensure **GREEN** drinks are attractively presented and competitively priced
- ✓ Include water or plain milk in special offers such as meal deals, combos and loyalty cards

For more information about the drinks in each of the **GREEN**, **AMBER** and **RED** category please see the [Healthy Choices: food and drink classification guide](#) or refer to [part 1](#) of the *Rethink Sugary Drink events toolkit*.

Contact _____ for further information
phone _____ email _____

APPENDIX 4: Rethink Sugary Drink Event Survey – Food Vendors

Verbal survey conducted by event staff or volunteers

Event Name:

Location:

Date:

Proposed questions for drink vendors

1. How easy or difficult did you find it to meet the Healthy Choices guidelines in relation to drinks?
 - a. Easy
 - b. Moderate
 - c. Difficult
 - d. Unsure

2. Were there drinks you were unable to sell due to not meeting the Healthy Choices Guidelines?
 - a. Yes (please specify)
 - b. No
 - c. Unsure

3. Have you noticed any difference in sales compared to other similar sized events?
 - a. Made less money than usual
 - b. Made the same amount of money as usual
 - c. Made more money than usual
 - d. Unsure

4. What feedback did customers give you about the healthy drinks you sold? For example, what was the most popular item? What was the least popular?

5. Are you happy to provide us with data about your individual product sales (e.g. how many bottles of sparkling water did you sell?) and overall sales? This will help inform how future events are run. If yes, please provide contact details for follow up.

Name _____

Email _____

Phone _____

APPENDIX 5: Healthy Events Policy Template

Category: <Who policy applies to e.g. Food vendors, staff, contractors>

Date of adoption by <DD/MM/YEAR>

Council/Group:

Directorate Responsibility: (e.g. Community Services, Events Team, Event Committee)

Policy statement:

This policy aims to encourage and support the provision of healthy food and drink choices at community events and festivals, assisting our community and visitors to make a healthy change. This policy applies to all events run by, supported by, or held in a venue owned by <insert organisation's name here>.

Objectives:

- Create an environment which supports healthy food and drink choices, particularly for children and families
- Increase availability and promotion of healthier foods and drinks
- Decrease availability and promotion of unhealthy foods and drinks, with a focus on reducing sugary drinks
- Provide support and resources to food vendors to assist them to provide food and drink items that meet the [Healthy Choices Guidelines](#)

Healthy eating is essential for overall health as it contributes to optimal physical and mental wellbeing. The <insert organisation> is in a unique position of leadership to encourage and support healthier lifestyles for families and community, through the provision and promotion of healthy food and drinks at community events and festivals. This policy is applicable to the following known events:

<Insert a list of events here>

Monitoring and review

This policy will be reviewed every <X> years. To support ongoing monitoring and evaluation, <insert organisation name here> asks that you collect information on the number of healthy events run throughout each year and strategies implemented to encourage healthy options for patrons.

Please collect the following:

Event name	Location	Size (number of patrons)	What elements of a healthy event were implemented?
e.g. Carols by Candlelight	Main oval	2,000+	sugary drink free free water provided no deep fried food free bike parking at front gate

Useful resources/policies

<Insert your organisational health and wellbeing policy if applicable>

[Healthy Choices Guidelines](#)

[Healthy Eating Advisory Service – Traffic light system](#)

[Rethink Sugary Drink](#)

Signed/endorsed by:

Date:

Name:

Position:

APPENDIX 6: Achievement Program Healthy Eating Policy Example

This template can be downloaded from www.achievementprogram.health.vic.gov.au

Workplaces – Healthy Eating policy example

Purpose

This policy recognises and values the importance of healthy eating in promoting health and wellbeing. <insert organisation's name> encourages and supports our employees and visitors to make healthy eating choices and confirms our commitment to providing a supportive workplace environment for healthy eating. This includes ensuring healthy foods and drinks are available at meetings, functions and events and through onsite retail outlets and vending machines.

Scope

The Policy includes food and drinks provided to employees by the organisation, including all regular meetings. The Policy does not formally apply to food and drinks brought in by employees (e.g. for birthdays or morning teas), however employees are encouraged to provide healthy options at these events.

The following exceptions apply.

Catering: With regards to food and drinks catered for at <insert organisation's name> internal/external meetings, functions and event for employees, clients and visitors

- the CEO or delegate is able to authorise an exemption for occasional social events or fundraising benefits
- some events may be outside the scope of this policy ('special exemptions'); for example an all staff Christmas function.

Personal fundraising: Employees are encouraged to consider healthy fundraising options and to avoid leaving confectionary fundraisers in public places.

Objectives

To support healthy eating in our workplace by:

1. creating a healthy eating culture
2. increasing and promoting access to healthy food and drink choices for all employees and visitors
3. increasing employee knowledge and skills for healthy eating
4. supporting healthy eating initiatives and links with the community.

<insert organisation's name> will ensure the following:

<insert commitments your organisation has identified via the implementation steps and action plan ie:>

- Food and drink provision is consistent with the *Healthy Choices: Healthy Eating and Catering Guide for Workplaces*.
- <insert organisation's name> will provide access to facilities to enable healthy food storage and preparation and support employees to increase knowledge and skills for healthy eating.
- Food and drinks supplied for catered meetings, functions and events are in line with the Catering Guide.
- No more than 20% of vending machine items are from the RED category.
- No RED category food or drinks are to be supplied for catered meetings, functions and events.
- Management encourage employees to take meal breaks.
- Events involving senior leaders will promote and encourage healthy food and drink options at relevant occasions (such as board meetings), to demonstrate leadership commitment across the organisation.
- Water is freely available.
- Healthy eating information will be provided in multiple ways.
- The organisational culture promotes healthy eating through supportive leadership, participation and shared decision-making.
- Provision of resources, information and opportunities to increase knowledge and skills for healthy eating.
- Community or employee events run or supported by the organisation provide and promote healthy food and drink consistent with the Healthy Food Charter and Australian Dietary Guidelines.
- The organisation does not engage in sponsorship, marketing or advertising to children and youth of food and drinks inconsistent with the Healthy Food Charter.

Definitions

Healthy eating: Eating a wide variety of foods from the five food groups each day. Healthy eating also means eating in a way that is socially and culturally appropriate, having regular meals and snacks, and eating food to satisfy hunger, appetite and energy needs⁵.

Managers have a responsibility to:

- ensure that all employees, contractors and volunteers are made aware of the policy
- create a workplace culture that is supportive of healthy eating
- oversee the implementation and review of the policy and seek feedback from employees
- provide opportunities for employees to develop healthy eating knowledge and skills
- provide caterers and suppliers with a copy of the policy and guide.

Employees have a responsibility to:

- read and understand the healthy eating policy
- observe the policy while on work-related duties
- maintain a workplace culture that is supportive of responsible alcohol consumption.

⁵ Nutrition Australia Victorian Division, www.nutritionaustralia.org

Development

This policy has been developed and is guided by healthy eating recommendations and workplace healthy catering policy guidelines from government and health authorities. It will be supported by an action plan created as part of the implementation of the Achievement Program.

<insert relevant committee or position i.e. HR, OHS committee> has responsibility for implementing this policy.

Communication

<insert organisation's name> will ensure that:

- this policy will be easily accessible by all employees, who will be given the opportunity to read and discuss it
- this policy will be actively advertised and promoted in shared spaces (staff room, kitchens)
- employees will be encouraged to actively contribute and provide feedback during all stages of policy development and review
- employees must be notified of all changes to this policy
- caterers and suppliers will be notified of any changes to this policy.

Related workplace policies

- Employee Health and Wellbeing Policy or equivalent
- *Occupational Health and Safety Act 2004*
- Alcohol policy

Review and monitoring

<insert organisation's name> Healthy Eating Policy will be reviewed six months from implementation and every 12 months thereafter.

<insert relevant committee or position i.e. HR, OHS committee> has the responsibility for leading the review of the policy.

The process for reviewing the policy includes the following:

- Assess implementation to date and determine if all objectives have been met.
- Provide employees with the opportunity to give feedback, which will be considered by the committee/individual reviewing the policy.
- Seek management endorsement of the updated policy and make copies available to employees.

This healthy eating policy has been reviewed in accordance with the process outlined above:

Signature: <insert signature>

Title: <insert title>

Date: <insert date>

Date of next review

<insert date of next review>

Endorsement

<insert organisation's name> supports the implementation of the Healthy Eating Policy as an investment in the wellbeing of our employees.

The healthy eating policy has been endorsed by:

Signature: <insert signature>

Title: <insert title>

Date: <insert date>

To receive this publication in an accessible format phone 1300 721 682 using the National Relay Service 13 36 77 if required, or email admin@achievementprogram.org.au

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APPENDIX 7: Drink Survey Template – Food Vendors

Staff or volunteers to administer survey

Drink item audit:

Event: _____ Location: _____ Date: _____

Vendor name: _____

List drink items sold (take photo if possible): _____

Are there any **GREEN** or **AMBER** drink options? Yes

No

If yes what are they? _____

What is the most expensive drink on the menu? _____

What is the cheapest drink on the menu? _____

Average cost? \$ _____

Would the vendor consider selling **GREEN** or **AMBER** drinks? Yes

No

APPENDIX 8: Key messages

To support your organisation to implement a sugary drink free event, we have provided some key messages to help you communicate to your staff, volunteers, customers and visitors what you are doing and why.

- Sugary drinks are high in kilojoules, leading to weight gain and obesity.
- Obesity is a leading risk factor for type 2 diabetes, cardiovascular disease and some cancers.
- Drinking sugar sweetened beverages can significantly contribute to tooth decay.
- The World Health Organization, World Cancer Research Fund and Australian Dietary Guidelines all agree we need to limit the amount of sugar in our diets and recommend that sugary drink consumption be restricted⁶ or avoided altogether.⁷
- Although they provide fluid, sugar-sweetened beverages add kilojoules to the diet without additional nutritional value.
- Try replacing sugary drinks with water or reduced-fat milk.
- A regular 600mL bottle of soft drink contains about 16 teaspoons of sugar, and a regular 375mL can of soft drink contains about 10 teaspoons of sugar.
- Research has shown that consuming 340mL of sugary drink a day (which equates to less than one can) increases your risk of type 2 diabetes by 22% when compared to drinking one can a month or less.⁸
- Research shows that consuming one can of soft drink per day could lead to a weight gain of more than 5kg in one year, if you don't burn off the extra kilojoules.⁹
- Young Australians are very high consumers of sugar sweetened beverages, and sugar sweetened soft drinks in particular. The 2007 Australian National Children's Nutrition and Physical Activity Survey found that 47% of children (2 to 16 years of age) consumed sugar sweetened beverages (including energy drinks) every day.
- In the 12 months to October 2012, Australians bought 1.28 billion litres of carbonated/still drinks with sugar, with regular cola drinks being the most popular (447 million litres).¹⁰
- Consuming sugary drinks as an occasional treat isn't a problem, but drinking them on a regular basis brings associated health risks that should be considered.
- Currently 63% of Australian adults and a quarter of children are overweight or obese. Unless we start addressing the problem it is only going to get bigger.

⁶ World Health Organisation. *Diet, Nutrition and the Prevention of Chronic Diseases*. WHO Technical Report Series 916. Geneva 2003, page 68

⁷ The World Cancer Research Fund and American Institute for Cancer Research. *Food Nutrition, Physical Activity and the Prevention of Cancer: a Global Perspective*. Washington DC, AICR., 2007

⁸ The InterAct Consortium. Consumption of sweet beverages and type 2 diabetes incidence in European adults: results from EPIC-InterAct. *Diabetologia* PMID, 2013. <http://stochasticscientist.blogspot.com.au/2013/04/bad-news-about-sugary-soft-drinks.html#sthash.GJNRNvPI.dpuf>

⁹ Apovian CM. Sugar-sweetened soft drinks, obesity, and type 2 diabetes. *Journal of the American Medical Association* 2004; 292(8): 978–9.

¹⁰ Retail World December 2012.

- Cancer Council Australia, Diabetes Australia and Heart Foundation (Victoria) have released a series of policy recommendations to help reduce sugary drink consumption including:
 - restrictions on marketing sugary drinks to children
 - reducing availability in children's settings such as schools and sports centres
 - an investigation into tax options
 - reducing availability in workplaces, government institutions and healthcare settings.
 - a social media campaign, supported by Australian governments.

Sugar sweetened beverages include all non-alcoholic water based beverages with added sugar such as non-diet soft drinks, energy drinks, fruit drinks, sports drinks and cordial.