

EVALUATION OF HEALTHY CHOICES IN RECREATIONAL FACILITIES OF CARDINIA SHIRE



HEALTHY CHOICES

The Healthy Choices guidelines were developed by the Victorian government to ensure healthy foods and drinks are available and promoted in areas such as sport and recreation facilities, workplaces, hospitals, vending machines and retail outlets.

The Healthy Choices framework includes:

- a **classification guide** that explains the Victorian Government's traffic light system for classifying foods and drinks as **GREEN (best choices)**, **AMBER (choose carefully)** or **RED (limit)**.

Since 2017, the Monash Health, health promotion team have assisted Aligned Leisure in reaching the Healthy Choices Guidelines at 6 of their facilities in Cardinia Shire.

WHY AN EVALUATION WAS NEEDED

An evaluation was required to assess the current level of customer and staff knowledge, satisfaction, attitudes and purchasing behaviours regarding the Healthy Choices guidelines.

HOW WAS THIS ACHIEVED?

1. Customer and staff surveys were conducted at 3 Aligned Leisure facilities.
2. Marketing checklist audit conducted at each site.
3. Survey and audit results reviewed and analysed
4. Point of sale (POS) data collected from Cardinia Life— pre and post Healthy Choices program implementation—2017 to 2022.
5. Survey, audit and POS data collated and evaluated
6. Development of recommendations to support future interventions with the goal of improving customer knowledge and satisfaction with the Healthy Choices Guidelines.

57%



OF CUSTOMERS WHO ARE AWARE OF HEALTHY CHOICES GUIDELINES, WERE SATISFIED WITH GREEN OPTIONS AVAILABLE AT FACILITIES

SUMMARY OF CUSTOMER FEEDBACK

- CUSTOMERS WHO WEREN'T SATISFIED WITH GREEN OPTIONS LISTED LACK OF GREEN OPTIONS AND AVAILABILITY AS THE MAIN REASONS
- CUSTOMERS WANT GREEN ITEMS TO BE MORE AFFORDABLE
- CUSTOMERS BELIEVE THEY WOULD BENEFIT FROM MORE EDUCATION ABOUT HEALTHY CHOICES
- CUSTOMERS WOULD LIKE TO SEE MORE HEALTHY CHOICES SIGNAGE
- CUSTOMERS SUGGESTED AN INCREASE IN THE VARIETY OF OPTIONS



STAFF FEEDBACK

- WOULD LIKE NEW SIGNAGE
- MORE EDUCATION WOULD BE BENEFICIAL
- SUGGESTED MAKING MORE FOOD ON-SITE



4.15



AVERAGE CUSTOMER RATING FOR "I support the café/kiosk to offer healthier food and drink options" (1 = STRONGLY DISAGREE, 5 = STRONGLY AGREE)

MARKETING CHECKLIST FINDINGS

- SOME LACK OF/OR INCORRECT HEALTHY CHOICES LABELLING
- 2/3 SITES HAD RED ITEMS DISPLAYED IN PROMINENT AREAS
- ALL SITES REMOVED/COVERED RED ITEM MARKETING ON FRIDGES AND FREEZERS



83%

STAFF CORRECTLY DEFINED GREEN ITEMS

100%

STAFF CORRECTLY DEFINED RED ITEMS

86%



OF STAFF WERE CONFIDENT OR VERY CONFIDENT IN EXPLAINING WHAT THE HEALTHY CHOICES GUIDELINES ARE TO CUSTOMERS

THE TOP THREE INFLUENCERS FOR CUSTOMERS WHEN PURCHASING FOOD OR DRINK WERE:

- AN ITEM BEING CLASSIFIED AS A HEALTHY OPTION
- PRICE OF ITEMS
- TASTE OF ITEMS



POINT OF SALE DATA

SALES OF **RED** ITEMS DECREASED FROM 49% IN 2017 TO 22% IN 2022



SALES OF **GREEN** ITEMS INCREASED FROM 28% IN 2017 TO 46% IN 2022



TOP 5 SELLING **RED** ITEMS IN 2022:

1. DIM SIMS
2. PARTY SAUSAGE ROLLS
3. PARTY PIES
4. PADDLE POP ICY TWIST
5. KIT KAT



TOP 5 SELLING **GREEN** ITEMS IN 2022:

1. MEDIUM/LARGE/ SMALL COFFEE
2. 600ML/750ml COOLRIDGE SPRINGWATER
3. FRUIT SALAD
4. NIPPY'S ICED CHOCOLATE
5. HOT CHOCOLATE



BETWEEN 2017 TO 2022, PERCENTAGE OF ITEMS IN THE TOP 10 SALES THAT WERE:

RED - INCREASED FROM 45% TO 50%

GREEN - DECREASED FROM 48% TO 33%

COMPARISONS BETWEEN 2017 AND 2022 SHOWED A MARKED REDUCTION IN SALES WITH A POSSIBLE EXPLANATION BEING THE EFFECTS OF THE COVID PANDEMIC AND ONGOING RE-ESTABLISHMENT OF CENTRE ATTENDANCE.



RECOMMENDATIONS AND NEXT STEPS

- ENSURE GREEN OPTIONS HAVE MAXIMUM PROMINENCE AT THE KIOSKS.
- REDUCE VISIBILITY OF RED ITEMS AT EYE LEVEL— LIMIT THE DISPLAY OF RED ITEMS AND STORE THEM BEHIND THE COUNTER.
- MAKE MORE GREEN OPTIONS READILY AVAILABLE— TOP SUGGESTIONS FROM CUSTOMERS WERE SALADS, HEALTHY HOT OPTIONS, SUSHI, FRESH SANDWICHES, RICE PAPER ROLLS AND HEALTHY PROTEIN SNACKS.
- ENSURE TRAFFIC LIGHT COLOURS ARE VISIBLE ON EACH ITEM AND ON THE MENU LIST.
- CLEARLY AND DISTINCTLY DISPLAY SIGNAGE OF THE HEALTHY CHOICES TRAFFIC LIGHT SYSTEM AT ALL KIOSKS.
- CONSIDER REMOVING THE 2 LOWEST SELLING RED PRODUCTS FROM THE KIOSK MENUS:
 1. SPINACH AND RICOTTA ROLL
 2. MUFFIN
- IN FUTURE, A FURTHER SURVEY COULD BE CONDUCTED TO DELVE DEEPER INTO REASONS CUSTOMERS BELIEVE THERE ARE NOT ENOUGH GREEN OPTIONS AVAILABLE— IE. SPECIFIC SUGGESTIONS/BARRIERS.
- OPPORTUNITY TO OFFER TRAINING PROGRAM FOR ALL ALIGNED LEISURE STAFF ON THE FUNDAMENTALS, PURPOSE AND IMPORTANCE OF THE HEALTHY CHOICES GUIDELINES.
- CONSIDER OPPORTUNITIES FOR EDUCATION TO CUSTOMERS ON HEALTHY CHOICES AND HEALTHY EATING.
- CONSIDER PRICING 'GREEN' OPTIONS LOWER AND PROVIDING 'GREEN' MEAL DEALS.
- CONSIDER INTRODUCING A GREATER VARIETY OF 'GREEN' AND 'AMBER' PRODUCTS TO MEET CUSTOMER DEMAND.

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