

**MAKE
HEALTHY
NORMAL**

On the Radar!
**Making Healthy Changes in
Food and Drink at Sport**

NSW Office of Preventive Health



Health

Acknowledgements



Co-authors

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- Andy Bravo
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Childhood obesity



- 🍏 Approximately 1 in 5 children are above a healthy weight in NSW
- 🍏 One of the NSW Premier's Priority is to reduce overweight and obesity rates of NSW children by 5% over the next 10 years (by 2025)
- 🍏 Healthy Eating and Active Living Strategy

NSW Population Health Survey, 2014. www.healthstats.nsw.gov.au

Hardy LL, Mihrshahi S, Drayton BA, Bauman, A. *NSW Schools Physical Activity and Nutrition Survey (SPANS) 2015: Full Report*. 2016 Sydney: NSW Department of Health.



Finish with the Right Stuff

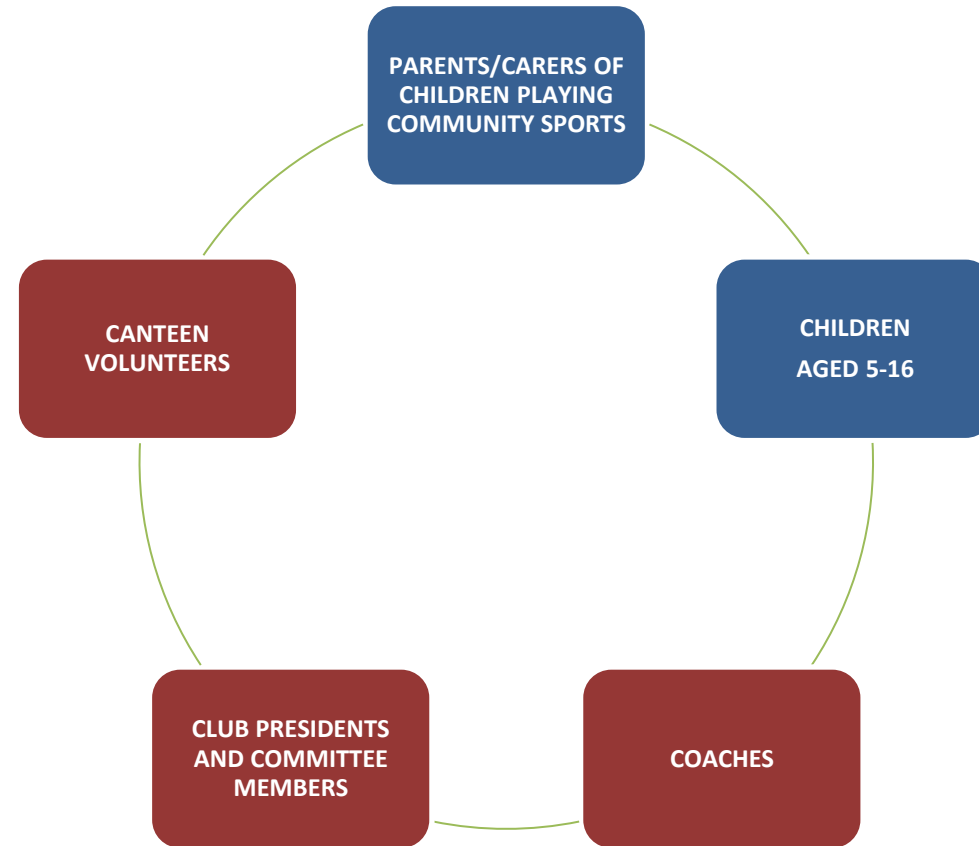


- 🍏 Encourage junior community club canteens to provide and promote healthier food and drink at the canteen
- 🍏 Encourage children aged 5 to 16 years to consume water instead of sweetened drinks, while participating in junior community sports

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Target Audience



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Formative research



- 🍏 Number one barrier is a reluctance for any real change
- 🍏 After sport is the period for unhealthy consumption. 'Treat time' for all!
- 🍏 'They run it off' is heavily used as a justification for any 'treats' being consumed
- 🍏 Time poor canteen volunteers, profit driven club management
- 🍏 Healthy eating is not on the radar!
- 🍏 Clubs are keen to build club pride in the community



Pilot program

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RECRUITMENT

COMMUNICATION

PARTNERSHIPS

RIGHT STUFF
DAYS EVENTS

TRAINING

FOLLOW UP
SUPPORT

RESOURCES AND
MERCHANDISE



AMBASSADORS

INCENTIVE



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Key Practices



- 🍏 A set of key practices with included
 - Fruit is available for sale at all times
 - At least 3 healthier food options (excluding fruit) are available for sale at all times
 - At least 50% of drinks available for sale are healthier options
 - The club provides information on healthy snacks and drinks to coaches and its members



Aim of the evaluation



- 🍏 To determine if clubs adopted key practices as a result of participation
- 🍏 To identify the perceptions of participants and stakeholders about the appropriateness and usability of the program elements



Methodology



Tool	Method	Period in time
Survey - key practices audit tool	- Registration survey	- At registration 2014
	- Follow up survey	- Season end 2015



Adoption of key practices



Key Practice	Number of Participating Clubs (%)	
	Baseline n = 35	Follow Up n = 30
Fruit is available for sale at all times	7 (20)	26 (87)
At least 3 healthier food options (excluding fruit) are available for sale at all times	5 (14)	19 (63)
At least 50% of drinks available for sale are healthier options	3 (9)	25 (83)
All of the less healthy drinks available for sale are in containers of 375mL or less	0 (0)	12 (40)



Adoption of key practices



Key Practice	Number of Participating Clubs (%)	
	Baseline n = 35	Follow Up n = 30
The club provides information on healthier food options and water at sport to all members (parents and children) at least twice per season	2 (6)	17 (57)
The club provides information on healthy snacks and drinks to coaches	5 (14)	22 (73)
Coaches and managers provide only water during scheduled breaks in play to team members	17 (49)	18 (60)



Discussion



- 🍏 Fruit availability increased four times!
- 🍏 Easier to increase healthy food and drink options than to reduce unhealthy options
- 🍏 Healthier options increased
- 🍏 Most clubs rearranged the canteen to make the healthier foods more prominent

"I changed to selling low fat pies and didn't tell anyone. No one has seen the difference and I haven't heard any comments about them"

Since the training, we're changed things around and put water at the eyesight level. We've put sandwiches at the front and the lollies at the back so it's not the first thing they see. Lollies are money raisers for us so it breaks my heart but they're not good for the kids.



Discussion

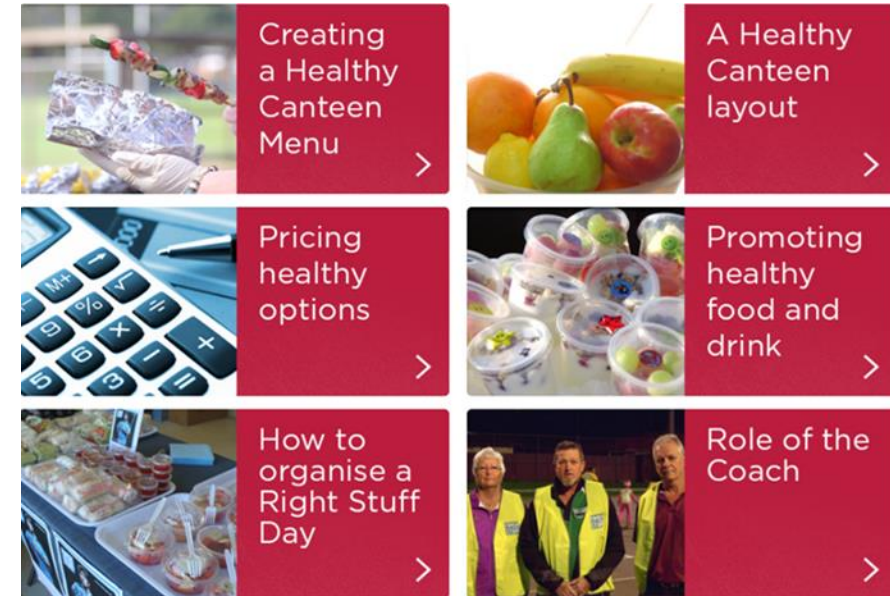


- 🍏 Despite being time poor, clubs and associations are keen to improve the 'healthiness' of their canteen
- 🍏 Clubs consider the program worthwhile
- 🍏 Clubs received support and acceptance from their club community



Current approach

- 🍏 Engagement of Alcohol and Drug Foundation to increase reach and adoption of Finish with the right stuff key practices through its Good Sports Healthy Eating
- 🍏 Entry into new sports codes such as surf life-saving and touch footy
- 🍏 Online training has been developed and will be used as a support to educate the clubs as they progress through the Good Sports accreditation scheme



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THANK YOU

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