Population diet solutions in retail settings

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Improving population diet

Deakin University CRICOS Provider Code: 00113B

Peeters et al., Nature Endocrinology Reviews 2018

Policies (macrolevel)
- Nutrition labelling standards and food claim regulations
- Nutrition standards for schools and other public institutions
- Tax policies and subsidies
- Advertisement and marketing regulations
- Food safety and nutrition standards
- Unit and serving size regulation
- Zoning and urban planning policies
- Food system and supply chain regulation

Settings (mesolevel)
- Food and beverage environment of workplaces and educational settings
- Food and beverage environment at local retail service, community and recreation facilities

Intrapersonal factors (microlevel)
- Preferences
- Knowledge
- Skills
- Motivation
- Attitudes
- Self-efficacy
- Self-confidence
- Individual socioeconomic status
- Health status
- Age
- Gender
- Ethnicity
- Genetic predispositions

Interpersonal factors (microlevel)
- Family structure
- Parenting practices
- Personal relationships
- Social networks
- Peer group pressure and support

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Public institutions
- Schools
- Hospitals
- Parks
- Public transport

Private sector
- Supermarket
- Shopping centre or mall
- Cinema
- Stadium

Private sector
- Advertisements for unhealthy food at sports matches
- Roadside advertisements and offers on unhealthy food and drinks
- Unhealthy food predominantly on offer and/or advertised at food stops

Public institutions
- Prominent placement of healthy food options
- Larger range of healthy options available
- Introduction of water fountains or coolers
- No advertisements for unhealthy options
- Promotion of active lifestyle in advertisements

Private sector
- Only healthy food and drink options available at food stops
- Only healthy options advertised
- Healthy food advertised at sports matches
- Promotion of active lifestyle in advertisements

Peeters et al., Nature Endocrinology Reviews 2018
Improving food retail – working with the retailer

Food retailers are key gatekeepers to a healthier population diet

Food retailers can intervene on product, price, placement and promotion

Effective case studies in small supermarkets, hospitals, sports/recreation centres & remote indigenous stores
Improving food retail – Alfred Health

All sugary drinks were moved out of sight in these self-serve cafes

Drinks were available on request but this was not communicated to customers

Huse et al., PHN 2016
Improving food retail – Alfred Health

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Improving food retail – working with the retailer

- Easy to implement and sustain
- Customer switches purchases to healthier items
- Happy customers
- Stable or increasing bottom line
Improving food retail – working with the retailer

1. Build the relevant evidence (NHMRC RE-FRESH CRE)
2. Develop policy, incentives and support schemes to enable a level playing field and incentivise change
3. Create consistent and integrated information, supply and tools for retailers
4. Engage consumers and communities

Replicable across Australia
Collective for Action on Obesity

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