

Population diet solutions in retail settings

Professor Anna Peeters

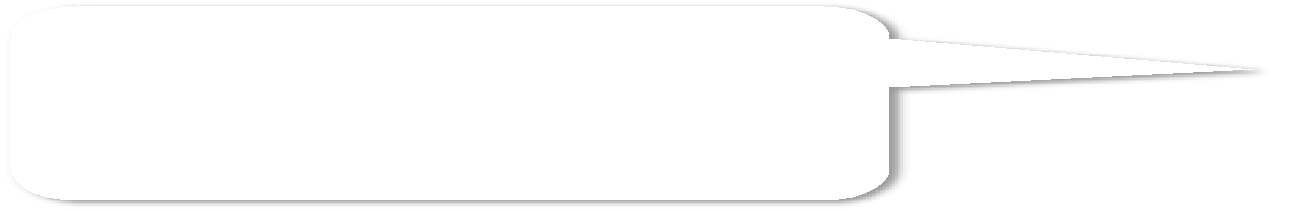
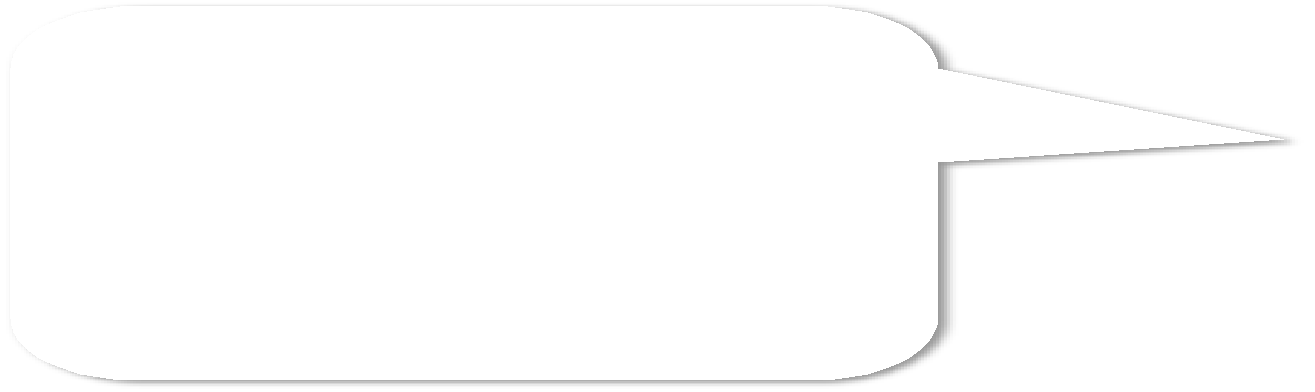
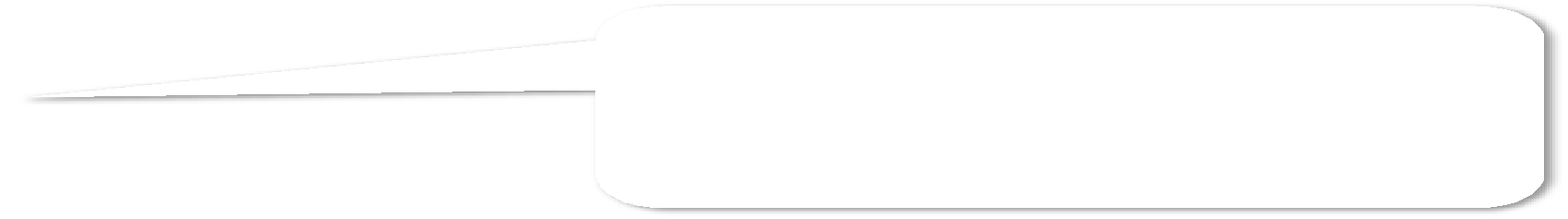
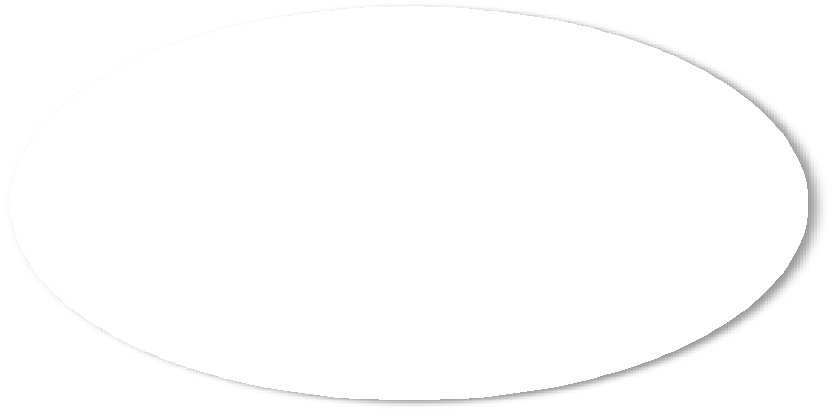
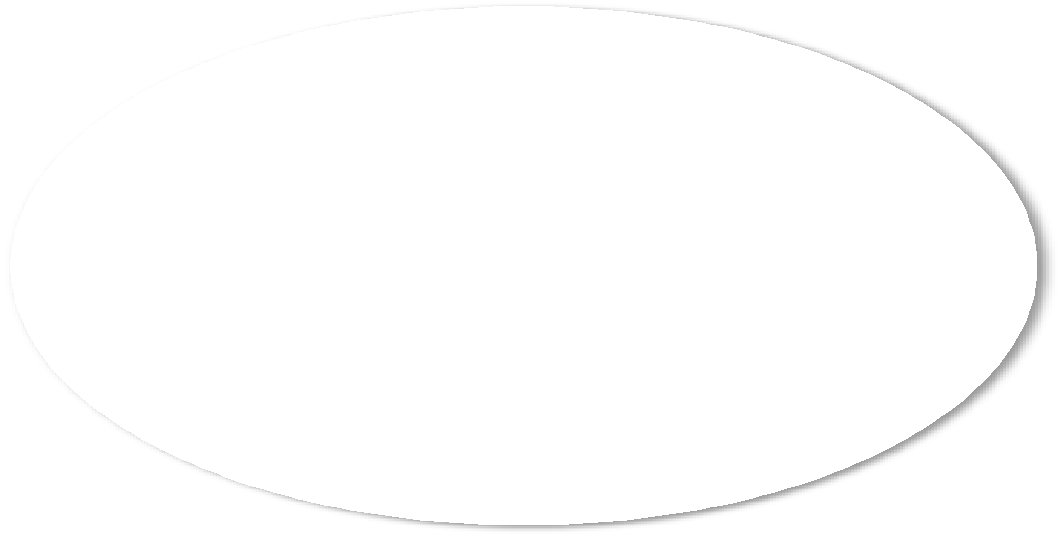
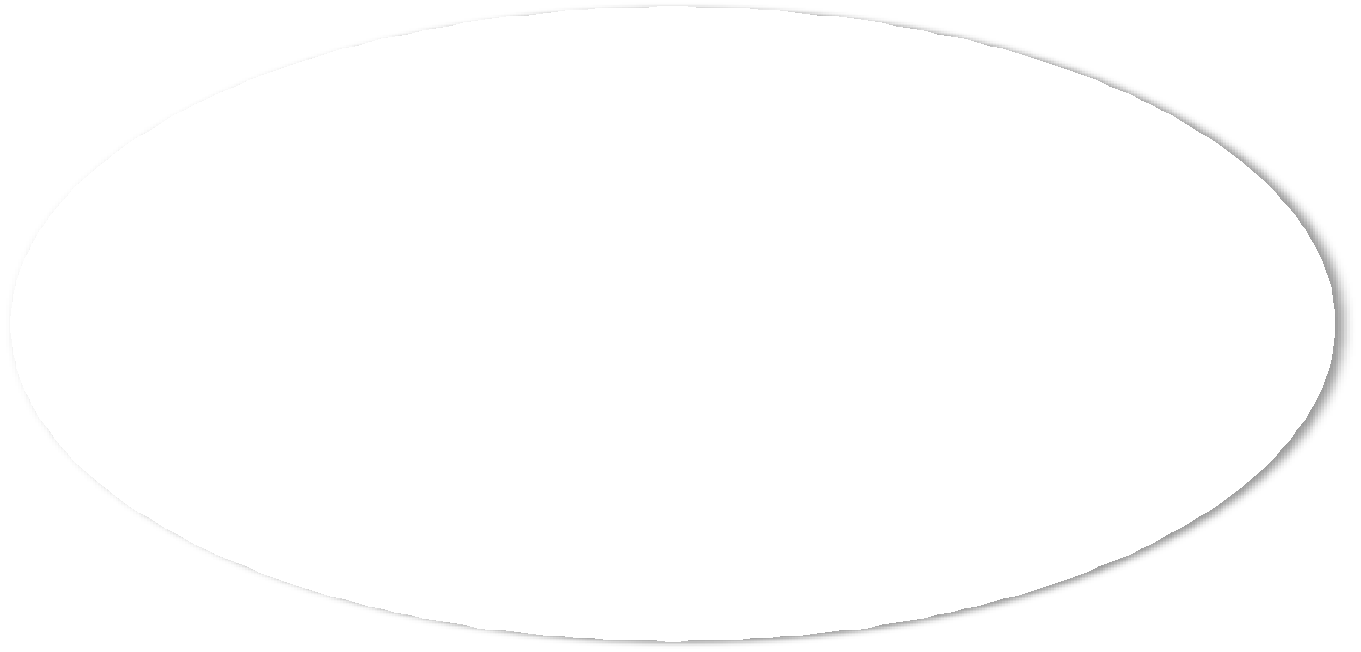
Director, Institute for Health Transformation

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# Improving population diet

#### 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)

**Interpersonal factors** (microlevel)

* Food and beverage environment of workplaces and educational settings
* Food and beverage environment at local retail service, community and recreation facilities
  + Family structure
  + Parenting practices
  + Personal relationships
  + Social networks
  + Peer group pressure and support

**Intrapersonal factors** (microlevel)

* + Preferences
  + Knowledge
  + Skills
  + Motivation
  + Attitudes
  + Self-efficacy
  + Self-confidence
* Individual socioeconomic status
* Health status
* Age
* Gender
* Ethnicity
* Genetic predispositions

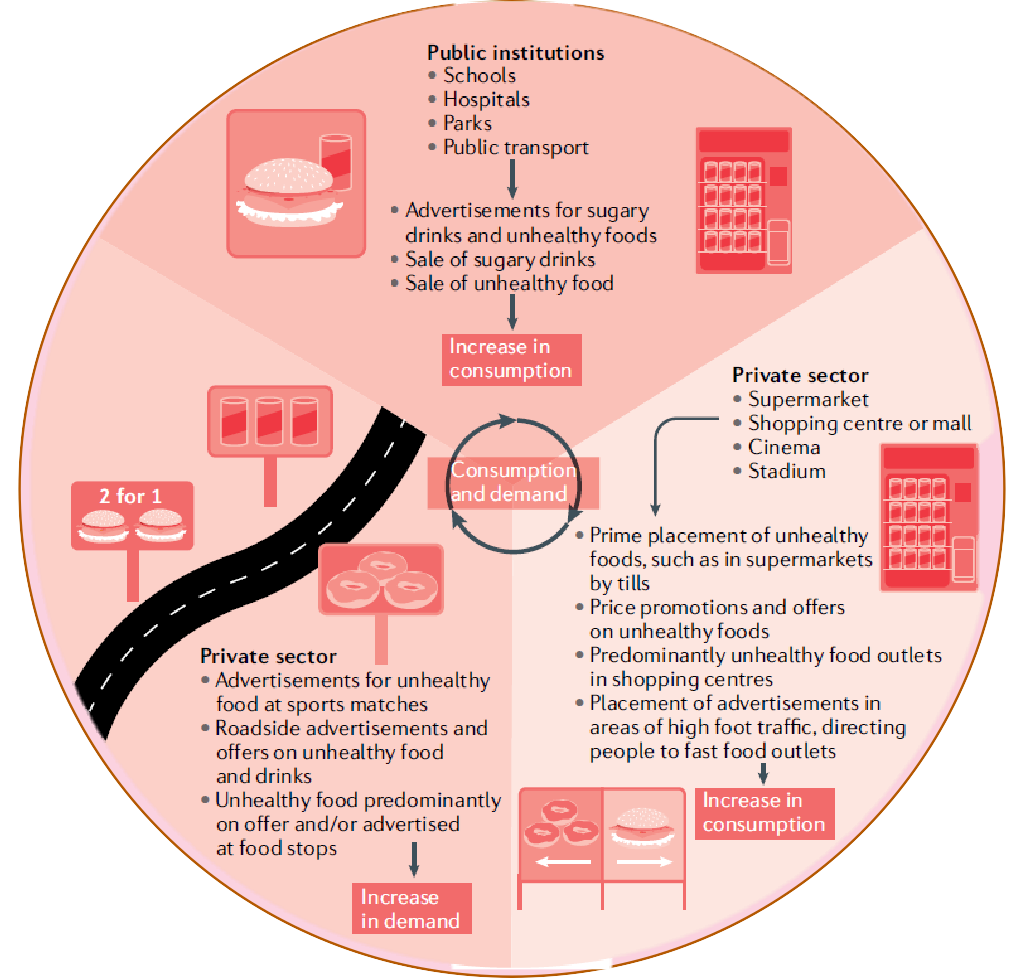


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Peeters et al., Nature Endocrinology Reviews 2018

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# Improving food retail

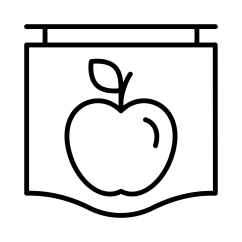
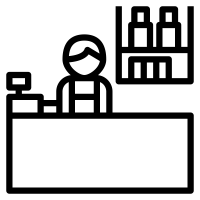
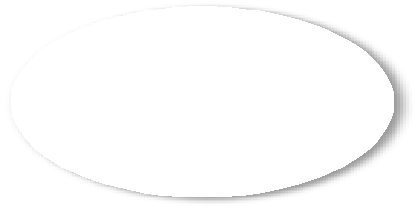
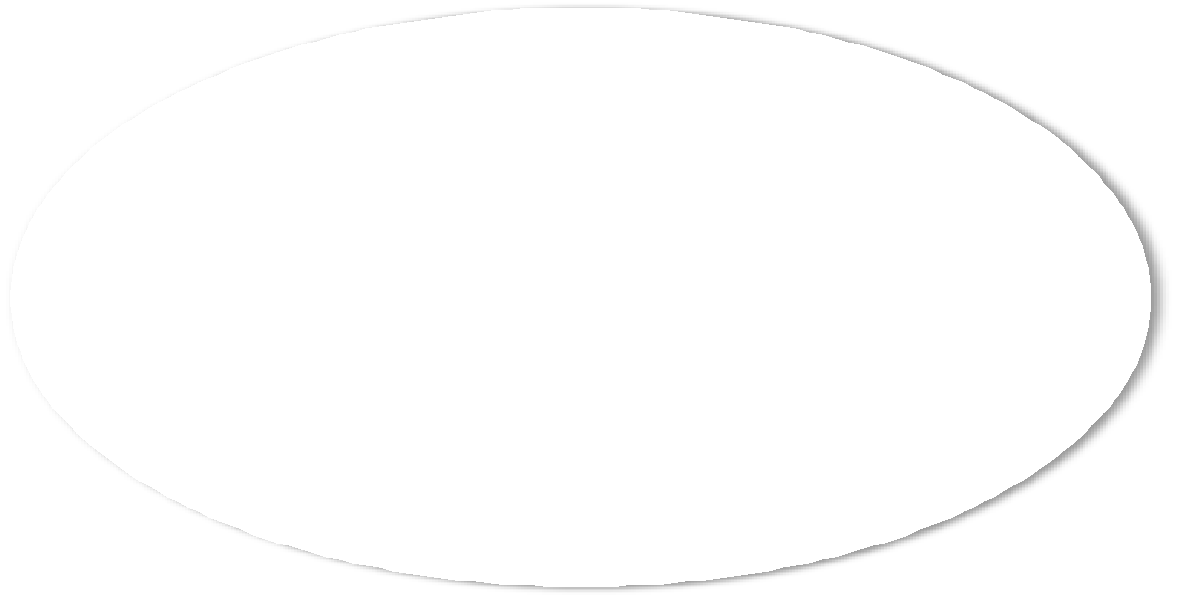
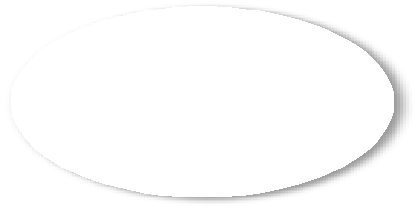
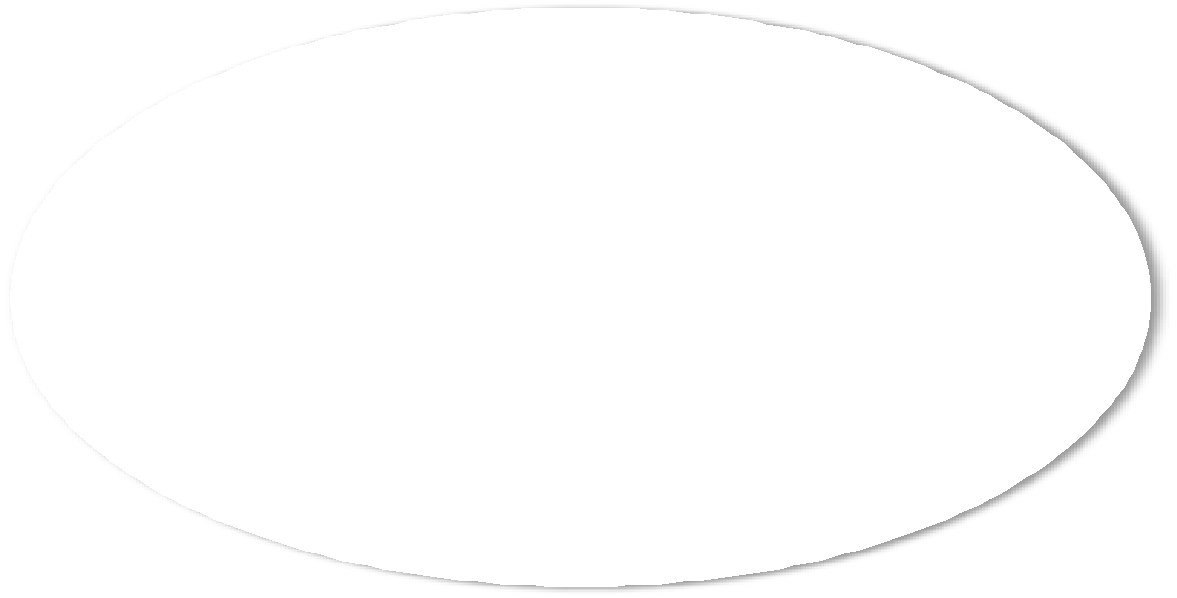


###### Peeters et al., Nature Endocrinology Reviews 2018

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# Improving food retail – working with the retailer



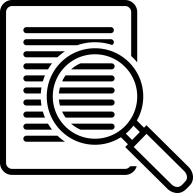
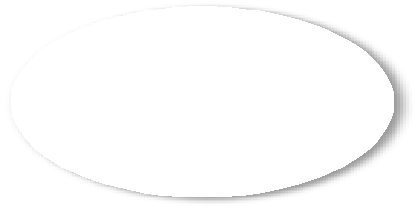
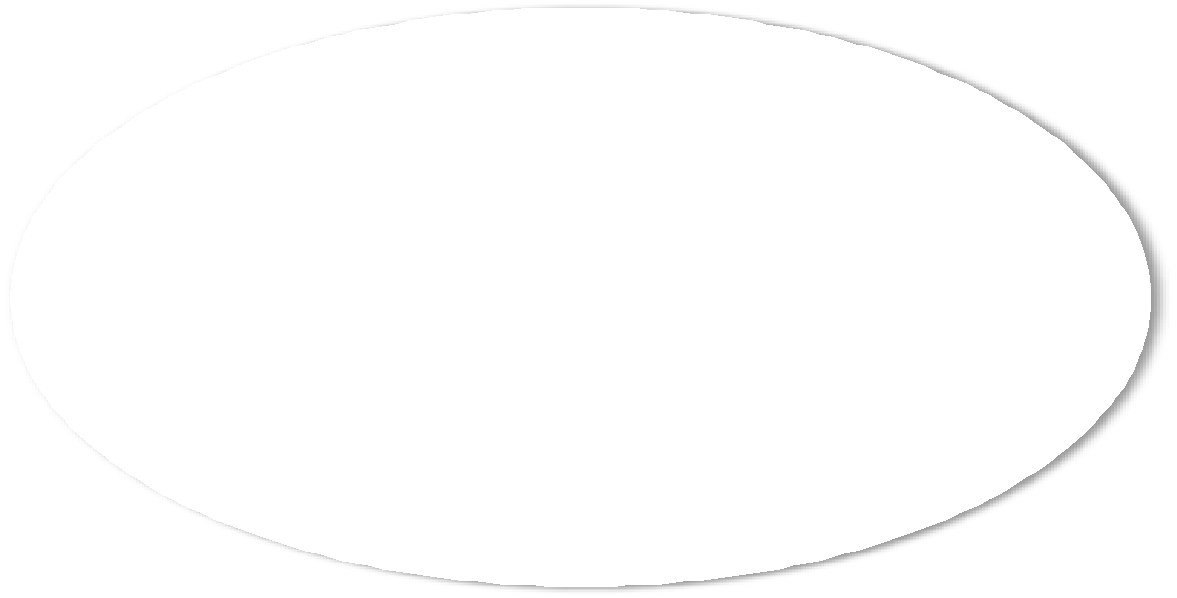
Food retailers

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

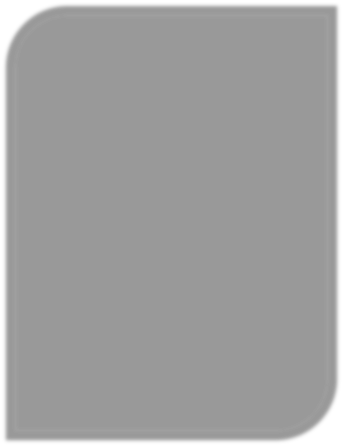
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# Improving food retail – Alfred Health

### 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



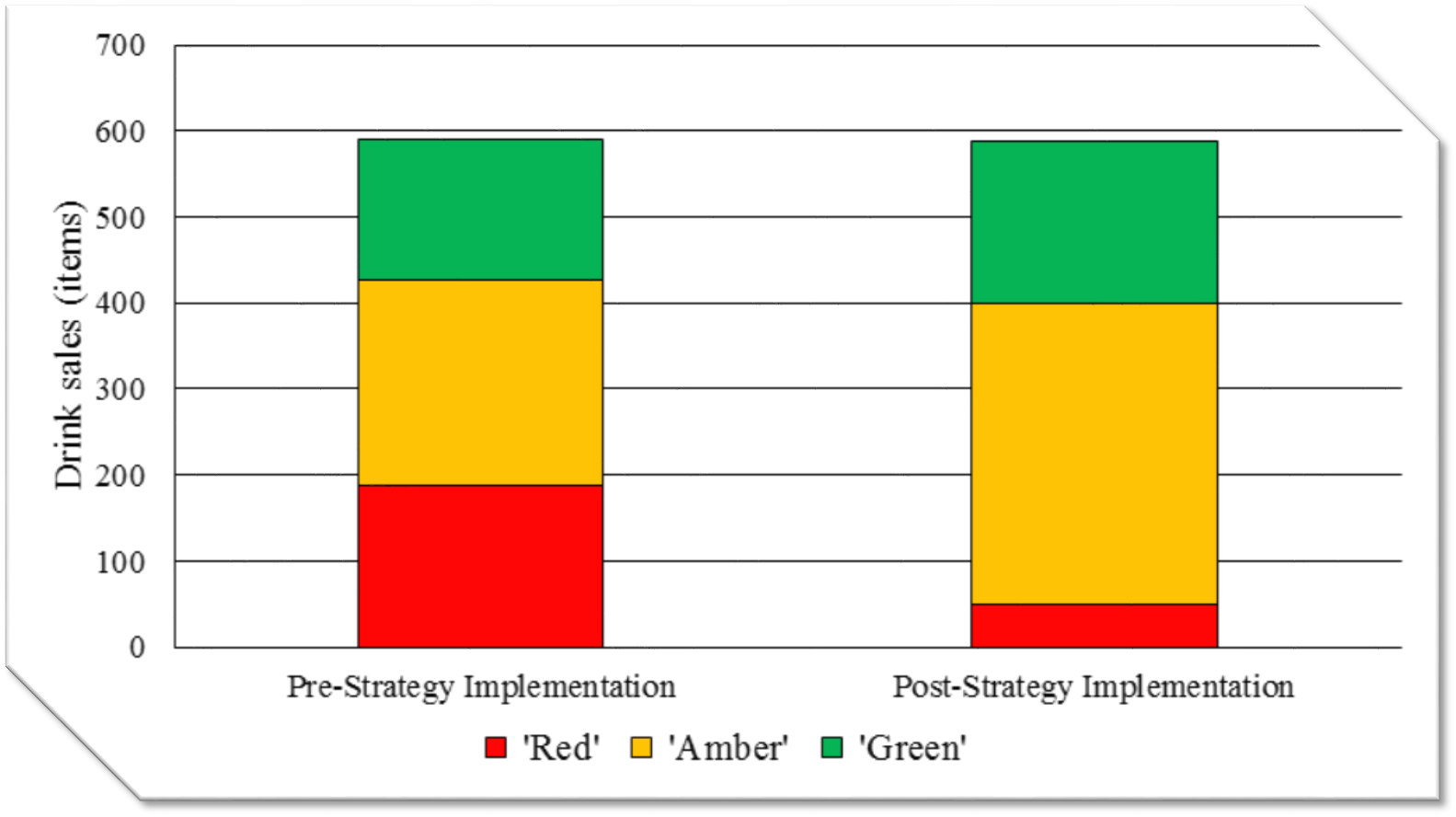
###### Huse et al., PHN 2016

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# Improving food retail – Alfred Health

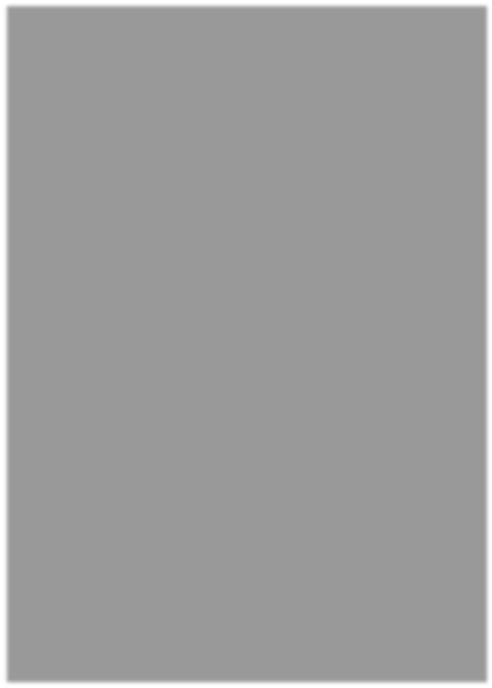




###### Huse et al., PHN 2016

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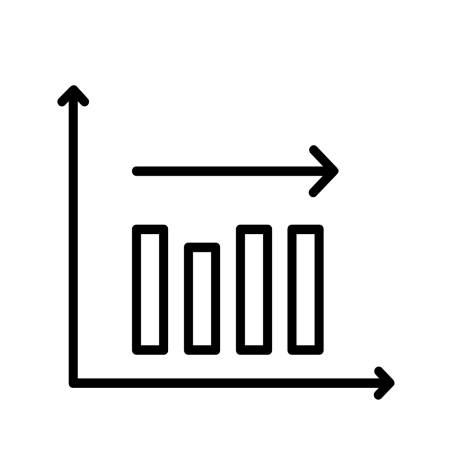
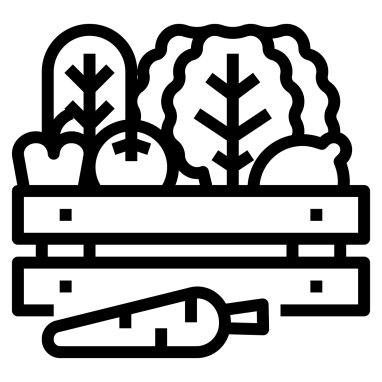
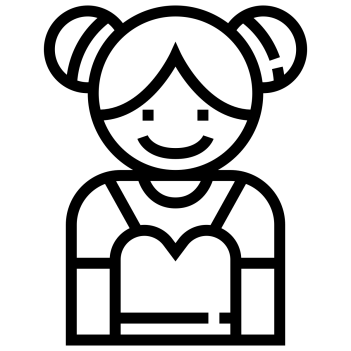
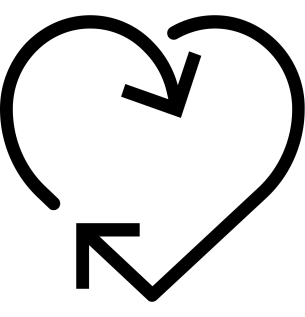
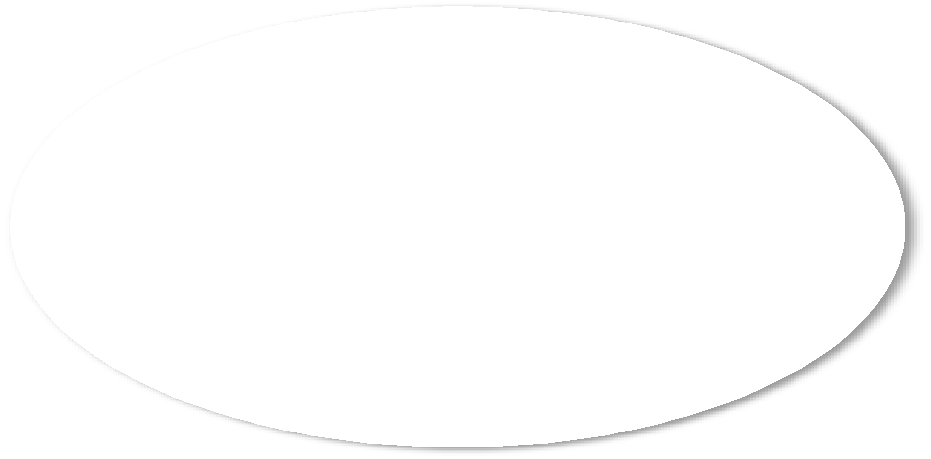
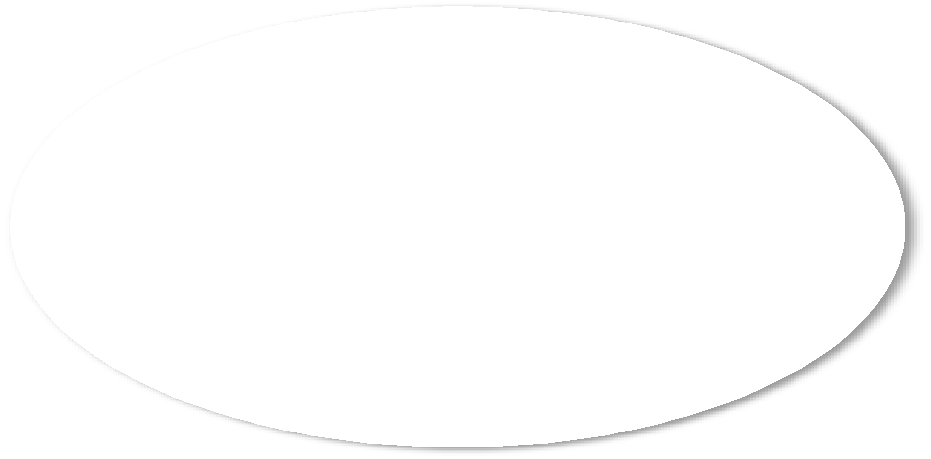
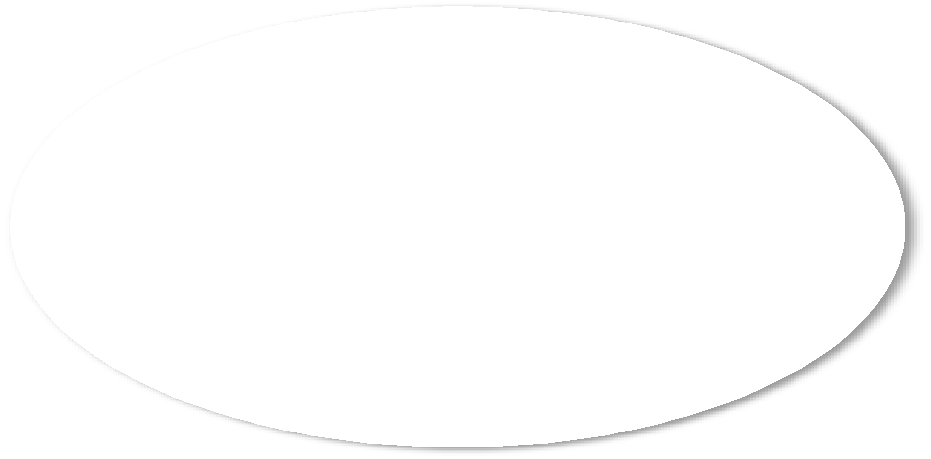
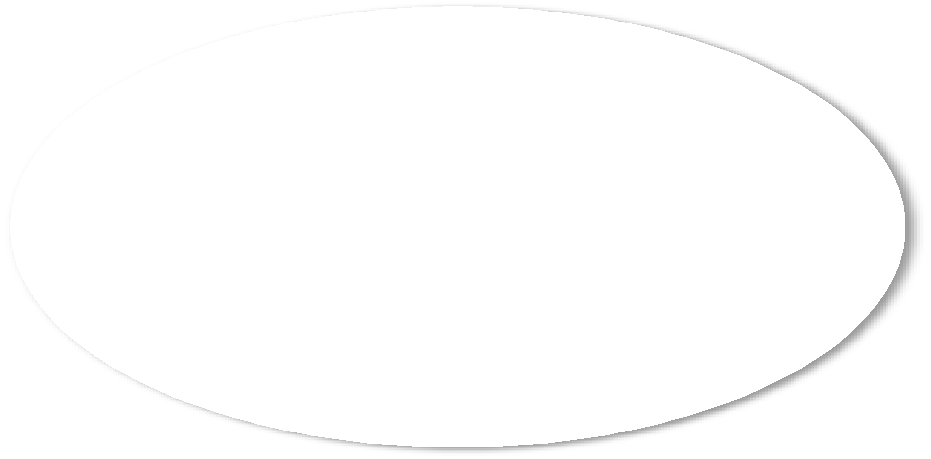
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# Improving food retail – working with the retailer

### Easy to implement and sustain



Customer switches purchases to healthier items

### Happy customers Stable or increasing bottom line

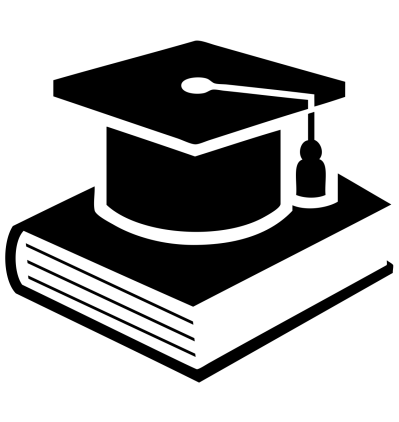
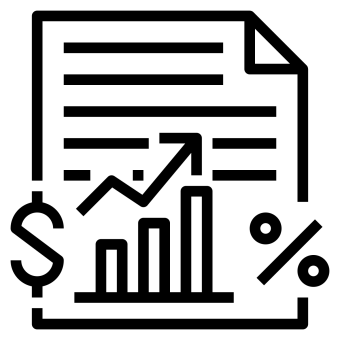
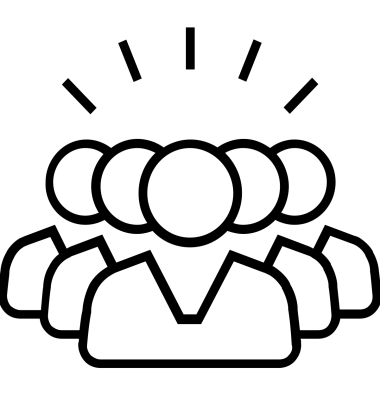
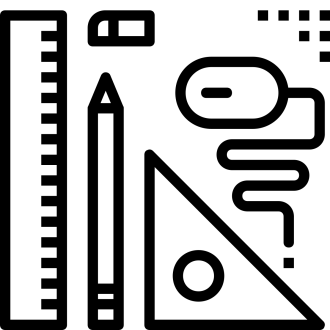
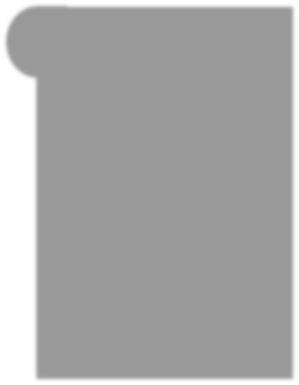
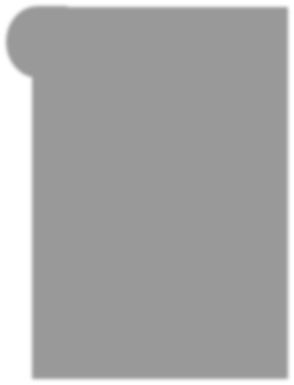
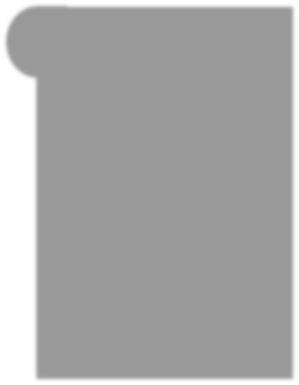
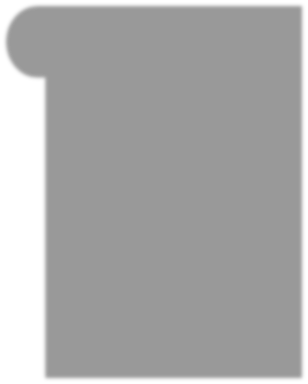


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# Improving food retail – working with the retailer

## 1 2 3 4



### Build the relevant evidence (NHMRC RE-FRESH CRE)

Develop policy, incentives and support schemes to enable a level playing field and incentivise change

### Create consistent and integrated information, supply and tools for retailers

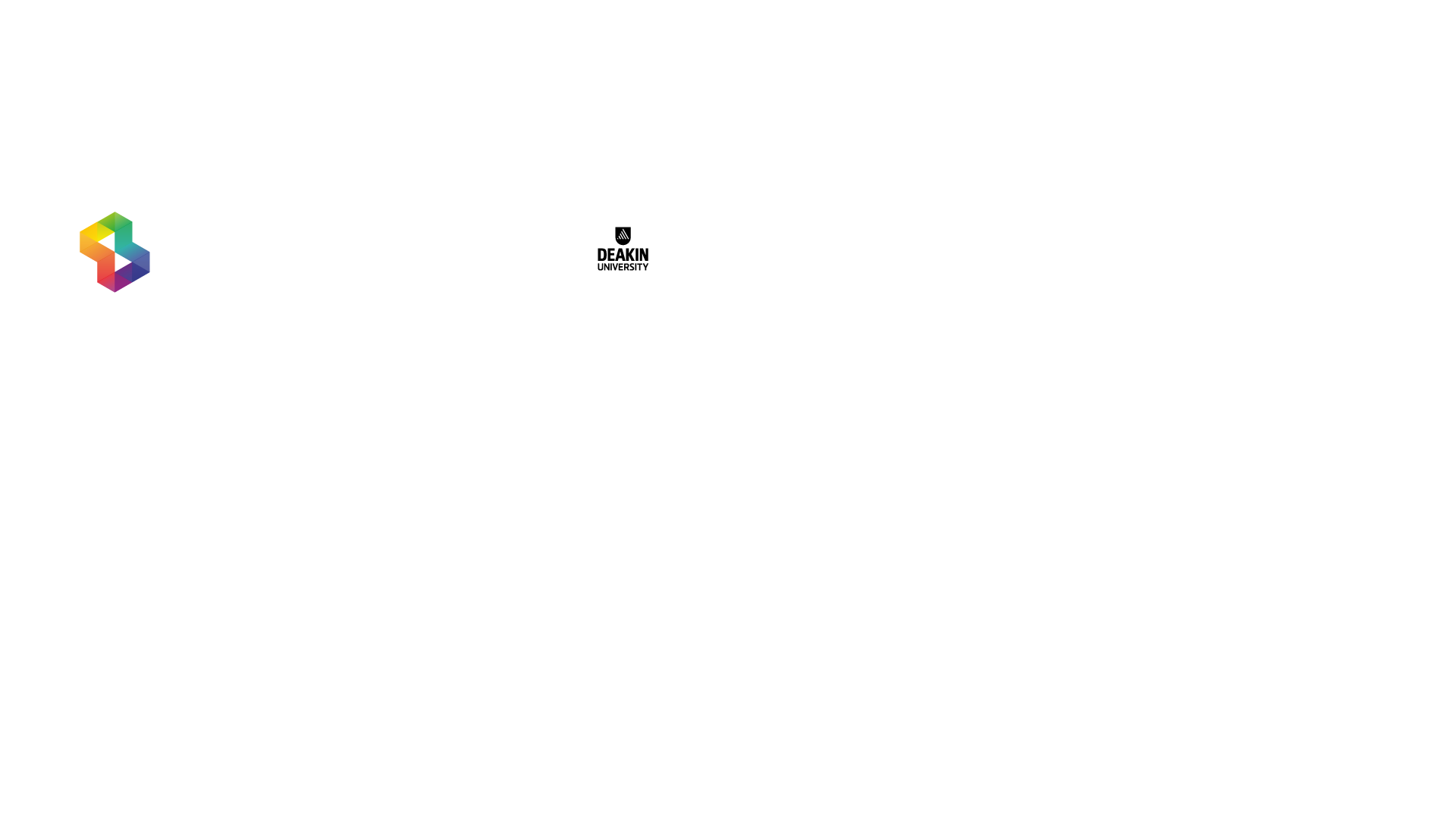
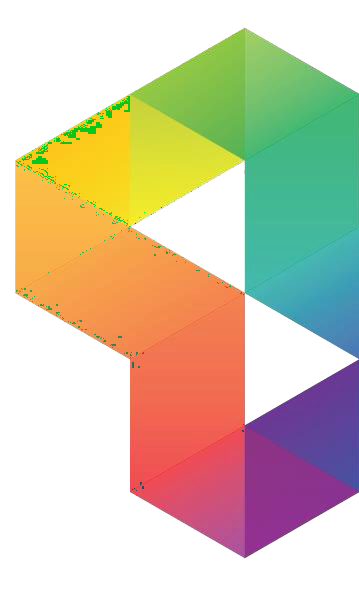
Engage consumers and communities



## Replicable across Australia

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Collective for Action on Obesity

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