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TRANSFORMATION



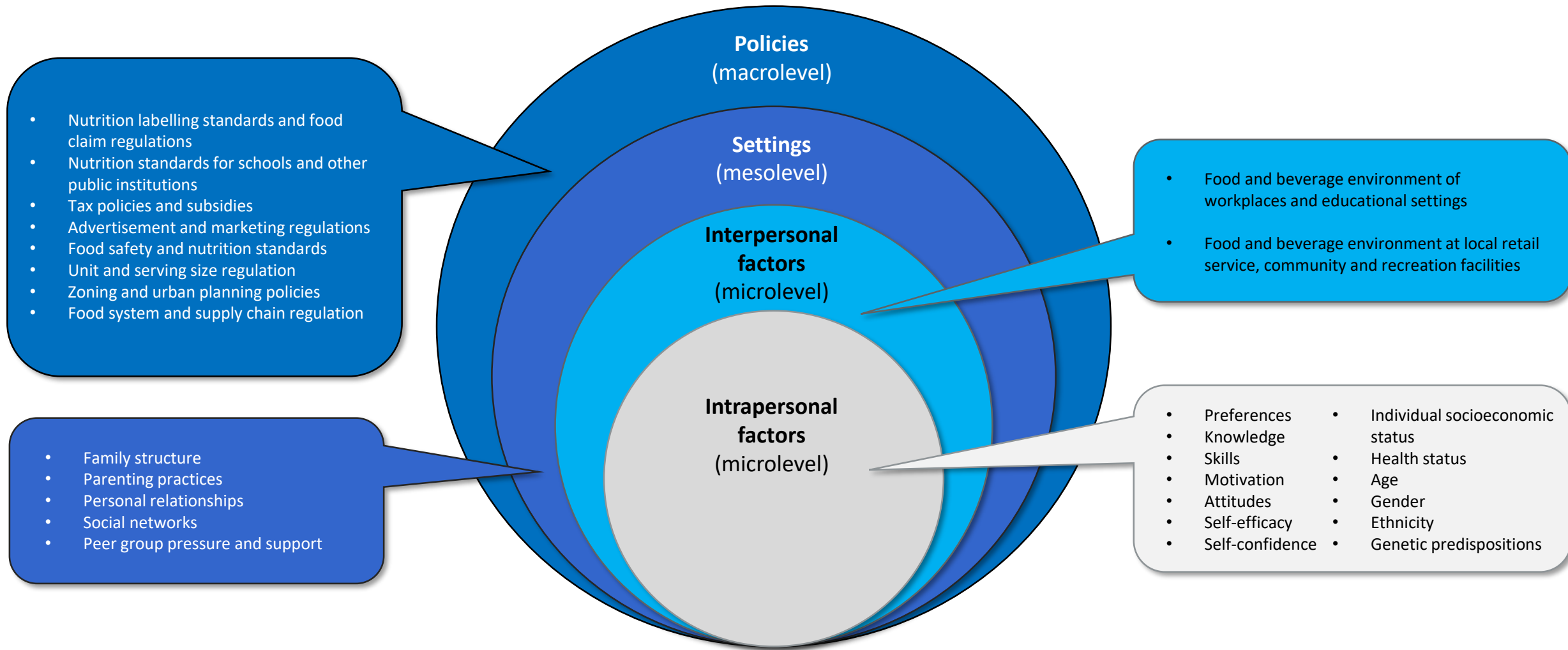
Population diet solutions in retail settings

Professor Anna Peeters
Director, Institute for Health Transformation

Twitter: [#healthtransformation](#)
[@AnnaPeetersAus](#)
[@IHT_Deakin](#)



Improving population diet



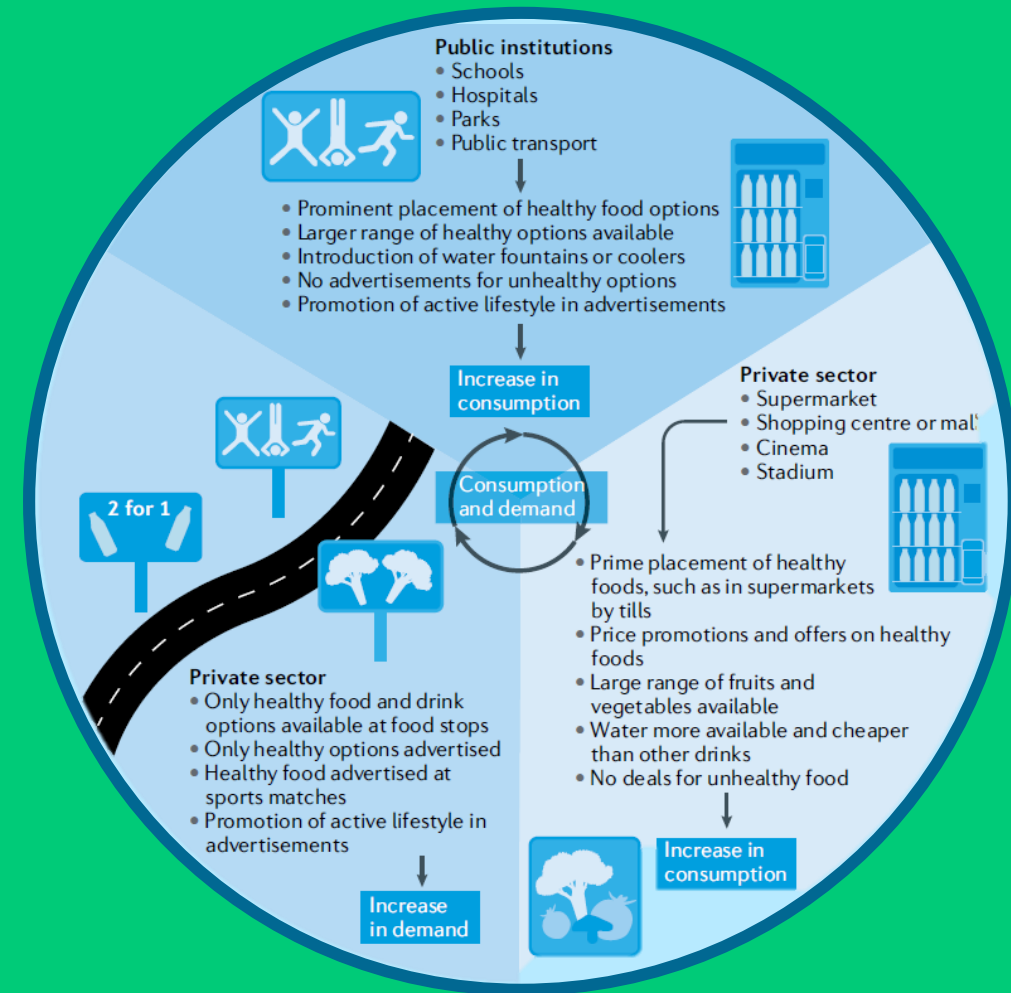
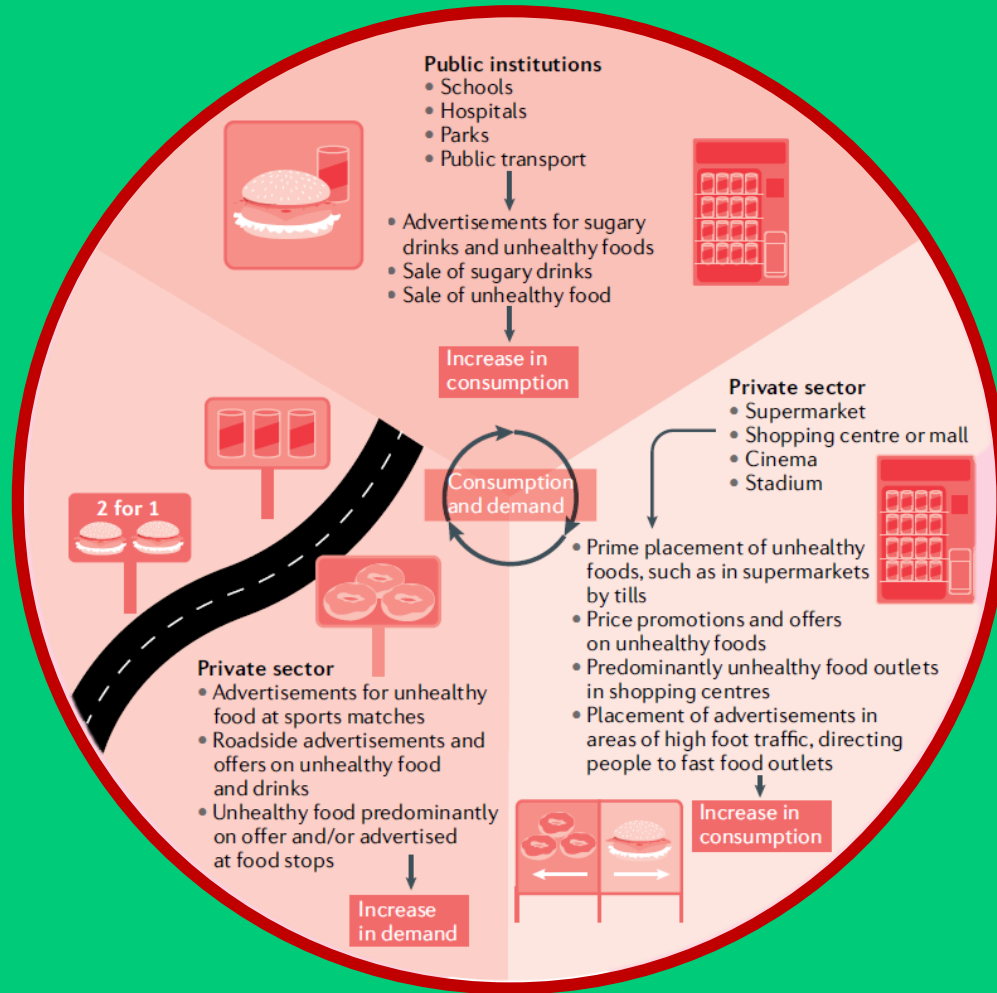
Peeters et al., Nature Endocrinology Reviews 2018



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Improving food retail



Peeters et al., Nature Endocrinology Reviews 2018



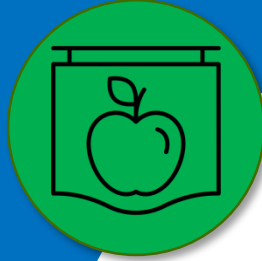
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Improving food retail – working with the retailer



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

Improving food retail – Alfred Health

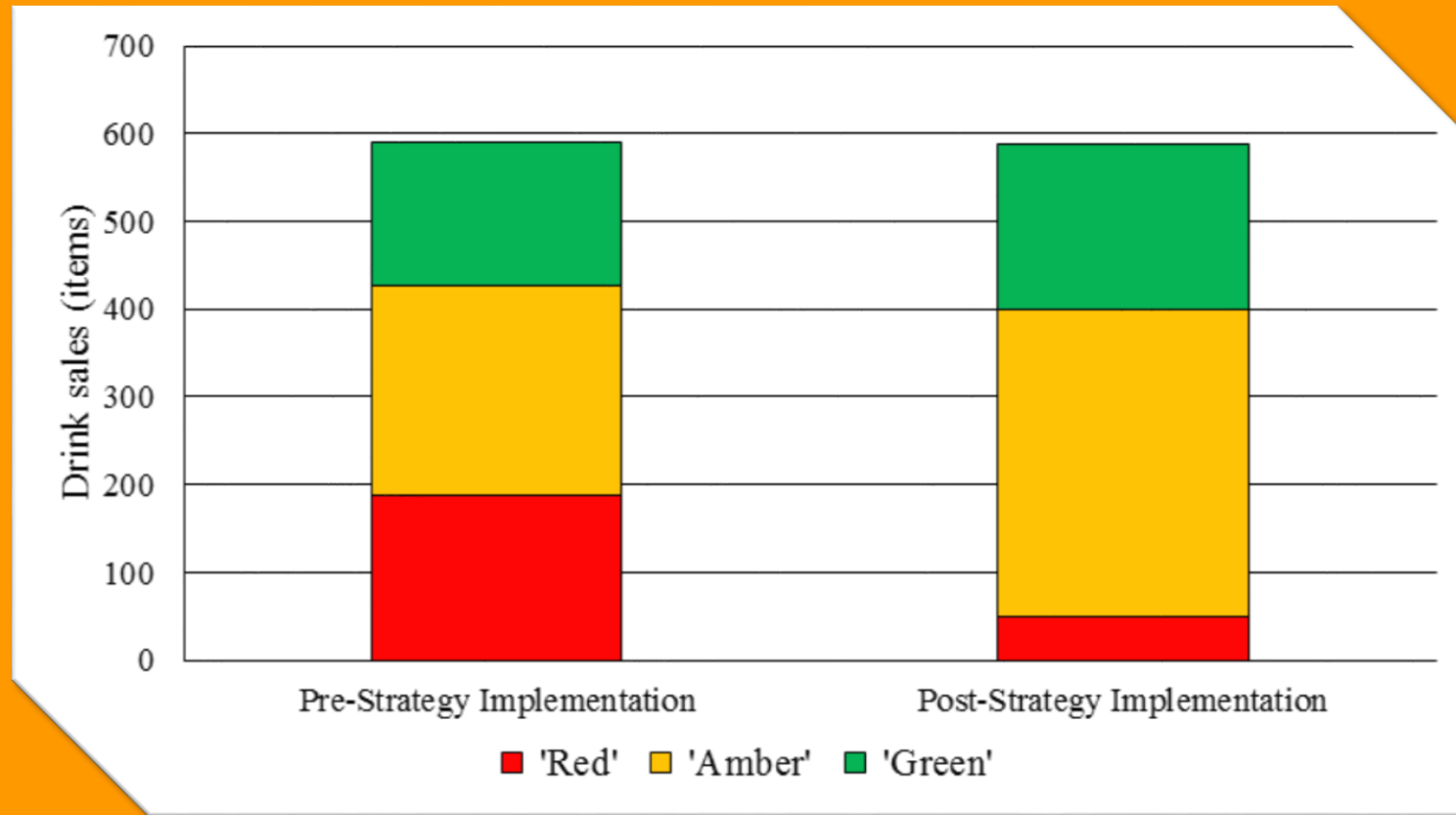
All sugary drinks were moved out of sight in these self-serve cafes



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

Huse et al., PHN 2016

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Huse et al., PHN 2016

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NO MORE SUGAR COATING

REDUCING THE APPEAL OF SUGAR-SWEETENED DRINKS

WORLD-LEADING RESEARCH

WE WANTED TO BETTER UNDERSTAND HOW ACCESSIBILITY AFFECTED CONSUMER CHOICE, AND WHETHER LIMITING ACCESS TO UNHEALTHY FOODS AND DRINKS WOULD IMPACT RETAIL REVENUE. SO WE UNDERTOOK SOME WORLD-FIRST BEHAVIOURAL INSIGHT TRIALS.

IN PARTNERSHIP WITH OUR

KEY RETAILERS

WE WENT ABOUT IMPLEMENTING THE FOLLOWING

GREEN

BEST CHOICE

AMBER

CHOOSE CAREFULLY

RED

LIMIT CONSUMPTION

Includes sugar-sweetened drinks (soft drinks, iced teas and sports drinks), juices with <96% fruit, all juices >300mL, energy drinks, flavoured mineral waters and all milk-based drinks >300mL.

THE RED DRINKS:

We know that sugar-sweetened beverages are associated with an increase in body weight and obesity, so we thought this was a good place to start.

HOW WE DID IT



WE REMOVED 'RED' DRINKS FROM DISPLAY AT THE MAIN FULLY-SERVED CAFE

(consumers could only see the 'green' and 'amber' drinks. The 'red' drinks were concealed behind the counter)

28% DECREASE IN THE PROPORTION OF 'RED' DRINKS SOLD

22% INCREASE IN THE PROPORTION OF 'AMBER' DRINKS SOLD

19% INCREASE IN THE PROPORTION OF 'GREEN' DRINKS SOLD



WE REMOVED 'RED' DRINKS FROM SELF-SERVICE REFRIGERATORS AT ANOTHER ONSITE CAFE

(consumers could only see and grasp for 'green' and 'amber' drinks. The 'red' drinks were concealed behind the counter)

71% DECREASE IN THE PROPORTION OF 'RED' DRINKS SOLD

49% INCREASE IN THE PROPORTION OF 'AMBER' DRINKS SOLD

19% INCREASE IN THE PROPORTION OF 'GREEN' DRINKS SOLD



WE INCREASED THE PRICE OF 'RED' DRINKS BY 20% AT THE ONSITE CONVENIENCE STORE

(but kept 'green' and 'amber' drinks the same price)

10% DECREASE IN THE PROPORTION OF 'RED' DRINKS SOLD

10% INCREASE IN THE PROPORTION OF 'AMBER' DRINKS SOLD

36% INCREASE IN THE PROPORTION OF 'GREEN' DRINKS SOLD



WE INCREASED THE PRICE OF 'RED' DRINKS BY 20% IN OUR VENDING MACHINES

(in a randomised controlled trial but kept 'green' and 'amber' drinks the same price)

35% DECREASE IN THE PROPORTION OF 'RED' DRINKS SOLD

25% INCREASE IN THE PROPORTION OF 'AMBER' DRINKS SOLD

46% INCREASE IN THE PROPORTION OF 'GREEN' DRINKS SOLD

THE RESULT



NO SIGNIFICANT DIFFERENCE IN TOTAL DRINK SALES

AND AROUND **36,500 FEWER** 'RED' DRINKS SOLD AT THE ALFRED EACH YEAR

What it means for public health



FAIRLY SIMPLE CHANGES TO THE RETAIL ENVIRONMENT CAN LEAD TO IMMEDIATE AND LASTING IMPACTS ON THE CHOICES PEOPLE MAKE



IMPORTANTLY, THESE CHANGES ARE FINANCIALLY VIABLE FOR THE RETAILER



FUNNILY ENOUGH, MOST PEOPLE DON'T EVEN NOTICE THE CHANGES!

FOR MORE INFORMATION CONTACT KIRSTAN CORBEN: [K.CORBEN@ALFRED.ORG.AU](mailto:k.corben@alfred.org.au)

Improving food retail – Alfred Health



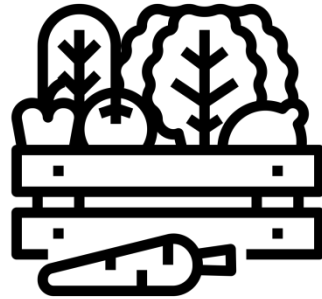
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Improving food retail – working with the retailer



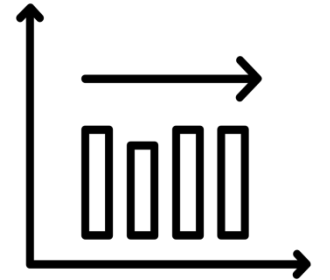
Easy to implement
and sustain



Customer switches
purchases to
healthier items



Happy customers



Stable or increasing
bottom line

Improving food retail – working with the retailer

1



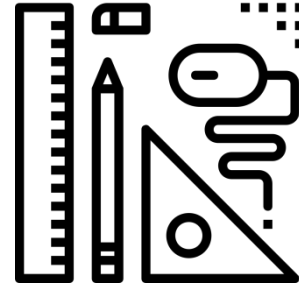
Build the relevant
evidence (NHMRC
RE-FRESH CRE)

2



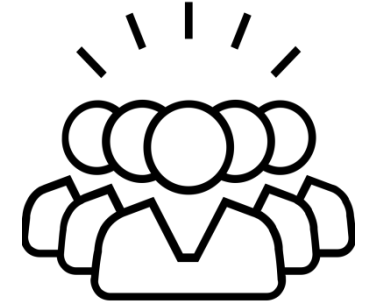
Develop policy,
incentives and support
schemes to enable a
level playing field and
incentivise change

3



Create consistent
and integrated
information, supply
and tools for retailers

4



Engage consumers
and communities

Replicable across Australia

Collective for Action on Obesity

Professor Anna Peeters
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