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TRANSFORMATION



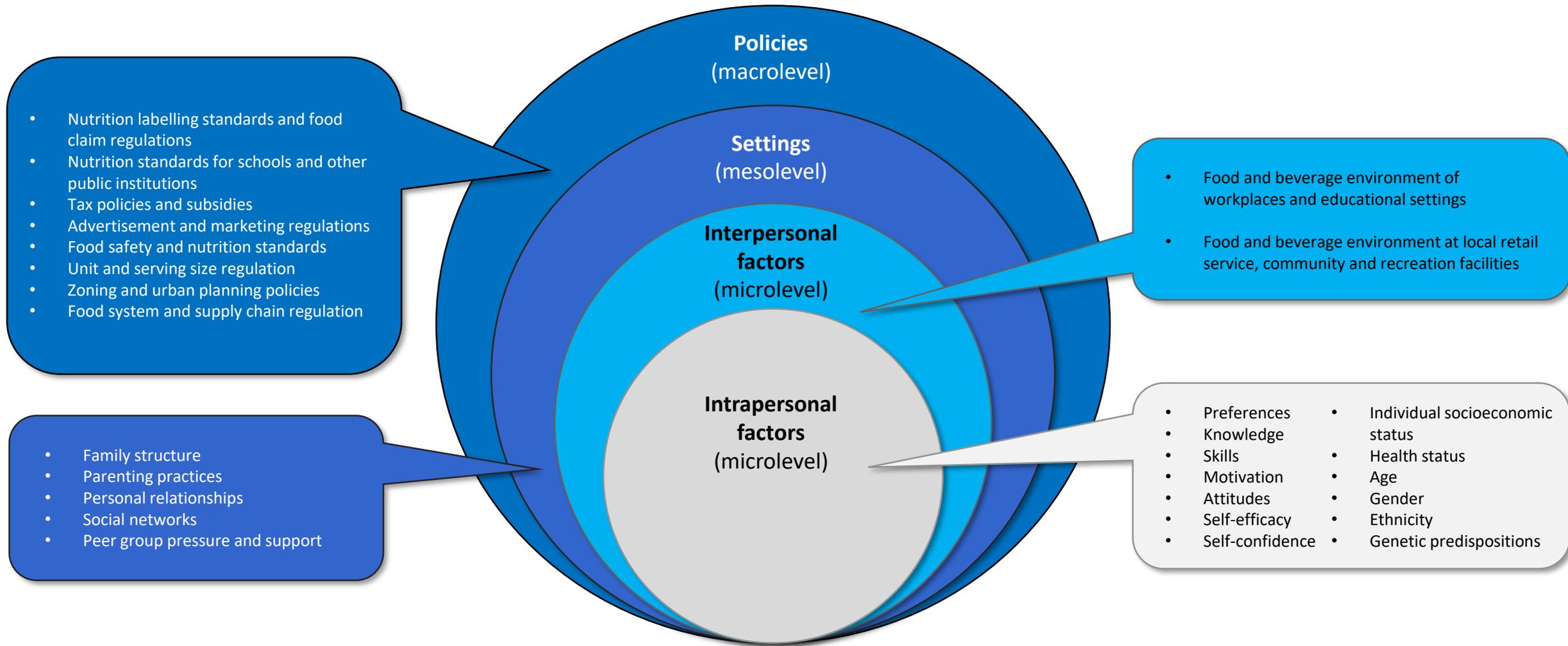
Population diet solutions in retail settings

Professor Anna Peeters
Director, Institute for Health Transformation

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Improving population diet



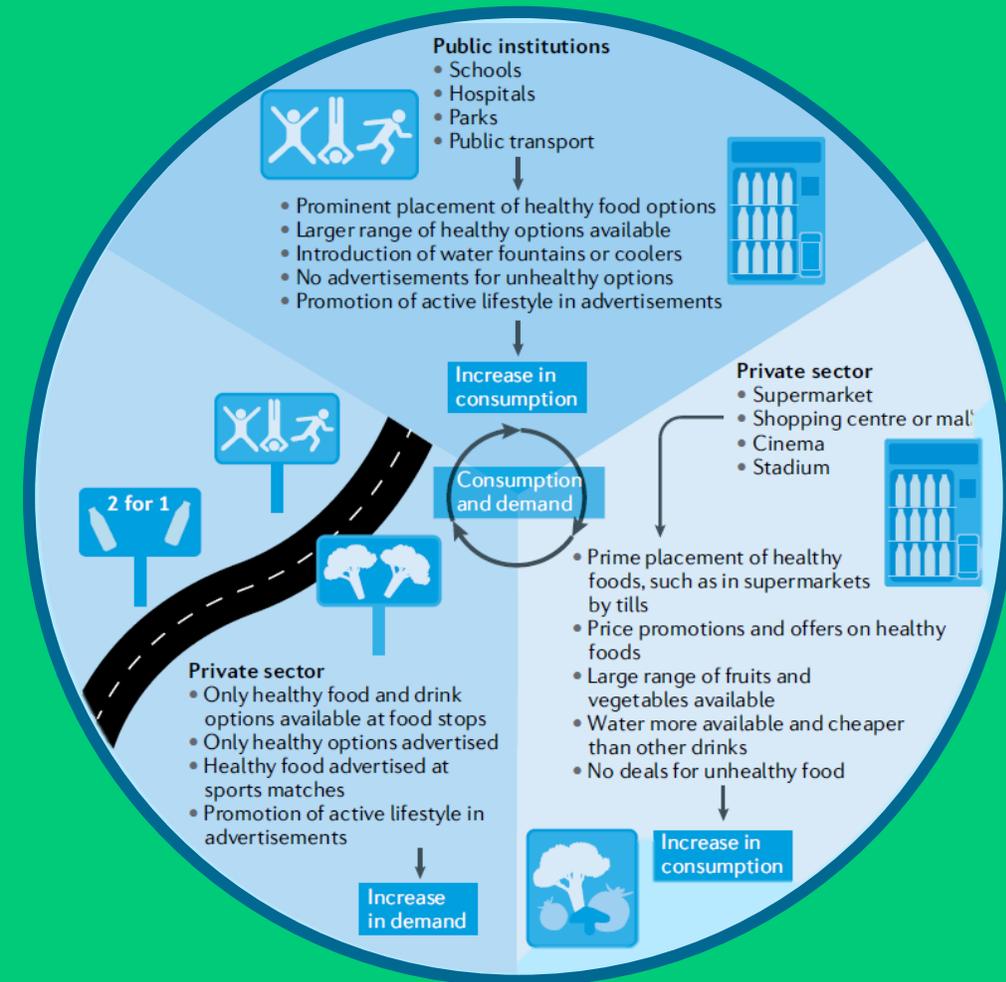
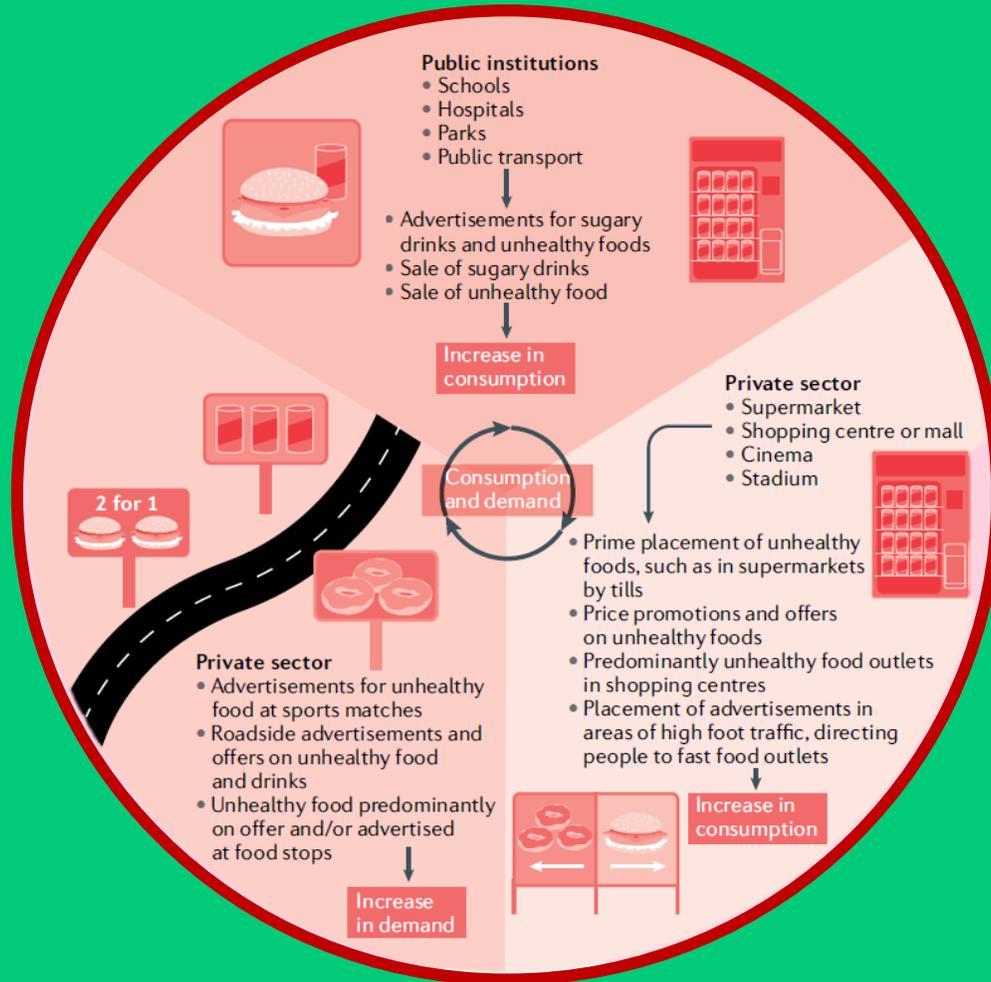
Peeters et al., Nature Endocrinology Reviews 2018



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Improving food retail



Peeters et al., Nature Endocrinology Reviews 2018



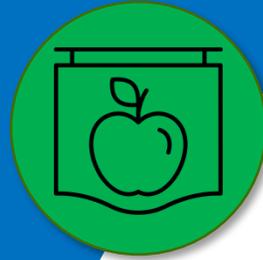
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Improving food retail – working with the retailer



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

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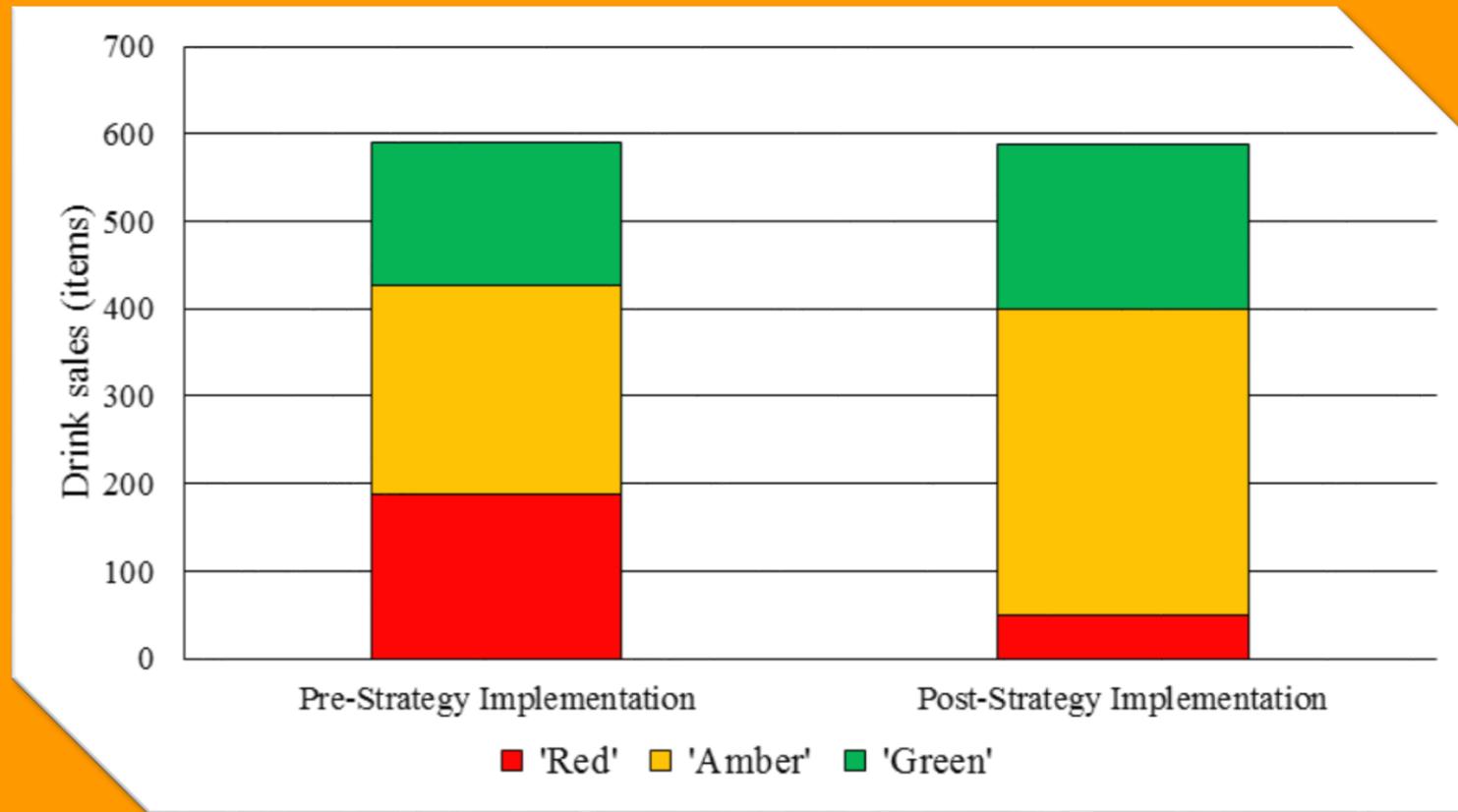
All sugary drinks were moved out of sight in these self-serve cafes



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



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.

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.

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)



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)



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

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



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)



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 DIDN'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



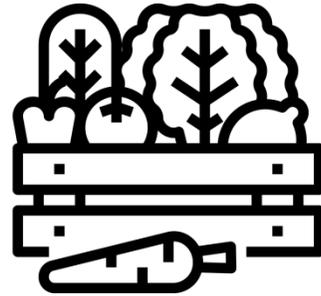
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Improving food retail – working with the retailer



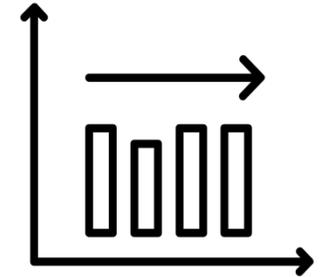
Easy to implement
and sustain



Customer switches
purchases to
healthier items



Happy customers



Stable or increasing
bottom line

Improving food retail – working with the retailer

1



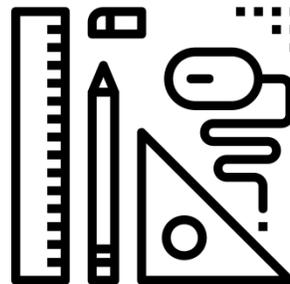
Build the relevant evidence (NHMRC RE-FRESH CRE)

2



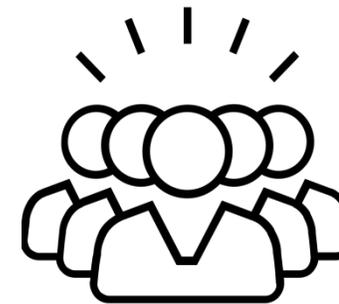
Develop policy, incentives and support schemes to enable a level playing field and incentivise change

3



Create consistent and integrated information, supply and tools for retailers

4



Engage consumers and communities

Replicable across Australia

Collective for Action on Obesity

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