HEALTHY FOOD AND DRINK FUNDRAISING IN NSW HEALTH FACILITIES

A guide to *Making Healthy Fundraising Normal* — for fundraisers in NSW Health Facilities.

Part of the *Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework* www.health.nsw.gov.au

THE WORLD WE LIVE IN HAS CHANGED...





PORTION SIZES HAVE INCREASED



MANY OF US SPEND HOURS SITTING AT WORK



WE ARE TIME POOR
AND WANT QUICK
AND CONVENIENT
FOOD OPTIONS

We are surrounded by unhealthy foods and drinks at work, at the shops and in public places like hospitals and schools

ADULTS IN NSW

ONLY 7%



EAT THE RECOMMENDED AMOUNT OF **VEGETABLES**

ONLY **54%**

EAT THE RECOMMENDED AMOUNT OF **FRUIT**



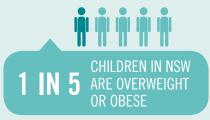
3 OF OUR DAILY ENERGY (kJ)
COMES FROM UNHEALTHY
FOODS AND DRINKS
SUCH AS CAKES,
CONFECTIONERY,
SUGARY DRINKS
AND CHIPS

THIS POSES SERIOUS CHALLENGES TO THE HEALTH OF OUR COMMUNITIES...





OF ALL ADULTS IN NSW ARE OVERWEIGHT OR OBESE





POOR DIET AND
OBESITY ARE MAJOR
CONTRIBUTORS TO
CHRONIC DISEASE
IN AUSTRALIA







TWO STEPS TO START MAKING HEALTHY FOOD AND DRINK NORMAL IN OUR FUNDRAISING

The Healthy Food and Drink in NSW Health facilities for Staff and Visitors Framework supports healthy eating through promoting an increase in the availability of healthy (Everyday) options, and limiting the availability and portion size of less-healthy (Occasional) options.

Healthy fundraising can be a part of this, by making the healthy choice an easy choice for our staff and visitors, and ensuring that plenty of healthy food and drink options are available, as well as favourably priced and promoted.

Two simple steps can set the scene for Making Healthy Fundraising Normal in NSW Health Facilities.

1. SWAP SUGARY DRINKS FOR HEALTHIER ALTERNATIVES

If you had to choose only one action to make healthy food and drink fundraising normal, we would recommend removing sugary drinks that have no nutritional value¹. The strongest evidence for a link between sugar intake and overweight and obesity is for the consumption of these sugary drinks². Water is always the healthiest drink to sell or provide, but there are plenty of other popular, healthier options to choose from as well.

IDEAS FOR HEALTHIER DRINKS TO SELL



Water

Plain and

flavoured

milk



99% Fruit iuice





Smoothies/ Milkshakes



What is a sugary drink?

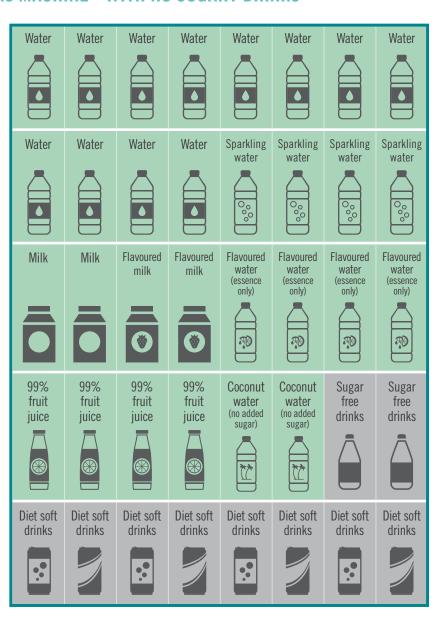
- Sugary drinks are drinks with any sugars added during processing (excluding milk drinks)*.
- Sources of sugar to sweeten drinks include the ingredients sucrose (commonly called sugar), fructose, glucose, honey and fruit juice concentrate.
- Sources of sugar are listed in the ingredients of a Nutrition Information Panel which can be found on the back of most packaged foods and drinks.
- Examples of sugary drinks are soft drinks, some flavoured waters, fruit drinks, cordials, iced teas, energy drinks and sports drinks.

- Why can 99% fruit juice, and milk drinks# be sold?
 - Juices with no added sugar and flavoured milks can be sold because they do have nutritional value. However, maximum portion size limits apply to these drinks, and the Health Star Rating is used for flavoured milks to ensure healthier versions are selected.

[#] Milk drinks are drinks where the predominant ingredient is dairy milk or a calcium-fortified dairy-milk-alternative, such as fortified soy/almond/rice milk.

EXAMPLE OF A HEALTHIER DRINKS MACHINE - WITH NO SUGARY DRINKS

Best choices at eye level



Some success stories

Murrumbidgee Local Health District



Murrumbidgee Local Health District led the way and removed sugary drinks in December 2016 with other Local Health Districts following. Experience from the Alfred Hospital in Melbourne, where sugary drinks were removed from display in a café, showed that consumers made healthier drink choices but retailer sales were not affected².



The United Hospital Auxiliaries

The United Hospital Auxiliaries of NSW passed a resolution in 2016 seeking to ensure their fundraising vending machines in NSW Health facilities offer healthy options such as water, dried fruit and nuts (in addition to less healthy options). NSW Health applauds their leadership in this initiative.

2. PROVIDE SMALLER PORTIONS

Portion sizes have become much bigger over the last 30 years. Large portions and additional kilojoules (energy) can end up as extra weight. Selling smaller portions is an easy way to support people to make a healthier choice.

- For example, we recommend that the maximum portion for cakes and muffins is 80g (around the size of a tennis ball).
- For drinks other than water (even the healthier ones), we recommend a maximum portion size of 500ml while also ensuring that smaller sizes are available and promoted.



These two actions are just the beginning. If you'd like more information on healthy food and drink in NSW Health facilities and additional actions you can take as a fundraiser to support a healthier food environment in your facility, see www.health.nsw.gov.au/heal

IT'S TIME TO MAKE HEALTHY FOOD AND DRINK NORMAL IN OUR HEALTH FACILITIES

NSW HEALTH HAS A NEW *Framework* to make the healthy choice an easy choice for our staff and visitors by:



INCREASING THE AVAILABILITY OF HEALTHY FOODS AND DRINKS



DECREASING THE
AVAILABILITY OF UNHEALTHY
FOODS AND DRINKS



WE ASK FOR YOUR SUPPORT TO MAKE HEALTHY FOOD AND DRINK NORMAL

- 1 Boylan S, Mihrshahi S 2015, Sugar Intake and Health Outcomes: A Rapid Evidence Review. Prepared for the Centre for Population Health, NSW Ministry of Health. Sydney; Physical Activity Nutrition Obesity Research Group, August 2015.
- 2. National Health and Medical Research Council 2013, Australian Guide to Healthy Eating. Canberra: National health and Medical Research Council. Retrieved from: https://www.eatforhealth.gov.au/guidelines/australian-guide-healthy-eating
- # milk drinks include flavoured milk, milkshakes/smoothies, coffee, liquid breakfast drinks