



A Better Choice

Healthy Food & Drink
Supply Strategy
for Queensland Health Facilities

Prevalence of unhealthy weight in Queensland



Weight status	Children aged 5 - 17yrs (2006)	Men >18yrs (2006)	Women >18yrs (2006)
Overweight	16%	41%	32%
Obese	5%	22%	19%
TOTAL	21%	63%	51%



Contributing factors

- Poor eating patterns
- Physical inactivity, or
- A combination of both


Obesity is a normal physiological response to an abnormal “obesogenic” environment

Contributing factors

- The “obesogenic” environment
 - Physical environment (food supply)
 - Urban design
 - Social change
 - Economic change
 - Marketing and advertising



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Healthy Food & Drink Supply Strategy
for Queensland Health Facilities

  health • care • people

Making A Better Choice

Best choices - GREEN category

Choose **GREEN** foods and drinks **OFTEN** as they are the most nutritious choices. Enjoy a wide variety of **GREEN** foods and drinks every day because they:

- are excellent sources of important nutrients for good health and wellbeing
- are low in saturated fat and/or added sugar and/or salt
- help avoid an excess energy intake (kilojoules or calories).



Choose carefully - AMBER category

Choose **AMBER** foods and drinks **SOMETIMES** as they are mainly processed and have some sugar, salt and/or fat added to them. These foods and drinks should be selected carefully because they generally:

- have some nutritional value, but
- can, in large serve sizes, contribute to excess energy intake (kilojoules or calories).



Limit - RED category

Choose **RED** foods and drinks **RARELY** as they are not an essential part of a balanced diet. It is recommended that these foods and drinks are only consumed occasionally and in small amounts as they:

- lack nutritional value
- are energy dense and can contribute to excess energy intake (kilojoules or calories)
- are high in added fats, saturated fat, and/or sugar and/or salt.





Scope

- *A Better Choice* applies to all situations where foods and/or drinks are supplied to staff and visitors in facilities owned and/or operated by Queensland Health including:
 - Kiosks or cafés
 - Vending machines
 - Catering at meetings, functions or events
 - Fundraising activities, events or prizes
 - Leased Premises within Qld Health facilities (ie. newsagency)

Making **A Better Choice**

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Foods and drinks have been classified according to nutritional value:

GREEN – Best choices

AMBER – Choose carefully

RED - Limit

The **GREEN** category

- **GREEN** foods and drinks are the best choices
- Actively promote and encourage **GREEN** foods and drinks at all times
- Ensure **GREEN** foods and drinks are displayed in prominent areas

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The **AMBER** category



- **AMBER** foods are mainly processed foods that have some sugar, salt and/or fat added
- Have some nutritional value but can in large serve contribute to excess energy – avoid large sizes
- Provide healthier options within this category
- **AMBER** foods should not be actively promoted or advertised

The **RED** category



- **RED** foods and drinks are not an essential part of a balanced diet and it is recommended that they are only consumed occasionally and in small amounts
- **RED** foods and drinks:
 - lack nutritional value
 - are energy dense
 - are high in added fats and/or sugar and/or salt

The **RED** category



- Limit the availability of these choices to no more than 20% of the foods and drinks displayed
- **RED** foods and drinks are not to be:
 - promoted or advertised
 - displayed in prominent areas
 - stocked in vending machines
 - provided at meetings or events
 - used in fundraising activities or prizes



Nutrient criteria

- Developed to identify whether a food or drink fits into the **RED** category
- 3 main groups of foods and drinks to be assessed:
 - Drinks (Table 1)
 - Hot foods and other meal items (Table 2&3)
 - Snacks (Table 4)

Nutrient criteria to identify RED drinks

Table 1. Sugar-sweetened drinks and ices¹ (assess per serve and per 100mL)

Category	Nutrient criteria		
	Energy (kilojoule) per serve	Energy (kilojoules) per 100mL	Sodium (mg) per serve
Sugar-sweetened drinks and ices	>300kJ	>50kJ	>100mg

Key: > means more than, < means less than.

Based on nutrient criteria for registration of food and beverage products for NSW Canteens © NSW School Canteen Association 2005.

Nutrient criteria to identify RED foods

Table 2. Hot food and other meal items¹ (assess per 100g)

Category	Nutrient criteria			
	Energy (kilojoules) per 100g	Saturated fat (g) per 100g	Sodium (mg) per 100g	Maximum serve size as sold
*Savoury pastries and pies, pizzas, quiches, oven-baked potato products ²	>1000kJ	>5g	>400mg	>250g
*Crumbed and coated foods, frankfurts, and sausages	>1000kJ	>5g	>700mg	>150g
Processed cold luncheon and cured meats ³	>900kJ	>3g	–	>50g

Table 3. Ready to eat meals (assess per serve and per 100g)

Category	Nutrient criteria				
	Energy (kilojoules) per serve	Saturated fat (g) per 100g	Sodium (mg) per 100g	Sodium (mg) per serve	Fibre per serve sold (g)
Commercial, frozen or freshly prepared ready to eat meals, mixed hot food or plated dinners	>2500kJ	>2g	>300mg	>900mg	<3g

Nutrient criteria to identify RED snacks

Table 4. Snack foods (assess per serve and/or per 100g)

Category	Nutrient criteria				
	Energy (kilojoules) per serve	Energy (kilojoules) per 100g	Saturated fat (g) per 100g	Sodium (mg) per serve	Fibre (g) per serve
*Savoury snack foods and biscuits	>600kJ	>1600kJ	>3g	>200mg	–
*Cakes, muffins, sweet tarts, slices and pastries	>900kJ	>1200kJ	>3g	–	<1.5g
**Snack food bars, muesli bars and sweet biscuits	>600kJ	–	>3g	–	<1g
**Ice-creams, milk- or soy-based ice confection and premium dairy desserts ^{4,5}	>600kJ	–	>3g	–	–

Key: > means more than, < means less than, – means not applicable.

Note: All types of confectionery fit into the RED category and their supply should be limited. Confectionery contains little nutritional value.

* Builds on *Smart Choices* which was based on the NSW Department of Health and NSW Department of Education and Training *Fresh Tastes@School* NSW Healthy School Canteen Strategy (2004) and Canteen Menu Planning Guide.

** Based on NSW Department of Health and Department of Education and Training *Fresh Tastes@School* Canteen Menu Planning Guide, which is part of the *Fresh Tastes@School* NSW Healthy School Canteen Strategy.

All deep-fried foods and confectionery are considered **RED** choices and should automatically be placed into the **RED** category

How to determine if a food or drink fits into the RED category



- What category?
- What table?
- Assess by per 100g and/or per serve?
- Nutrients of concern
- Compare labels against nutrient criteria

Reading labels – cereal bar

Servings per package: 1

Average serving size: 37g (1 bar)

	Quantity per serve	Quantity per 100g
ENERGY	517kJ	1396kJ
PROTEIN	1.4g	3.7g
FAT		
-Total	1.2g	3.2g
- Saturated	0.5g	1.4g
CARBOHYDRATE		
- Total	25.6g	69.1g
- Sugar	15.8g	42.7g
SODIUM	56mg	150mg
FIBRE	1.9g	5.0g

Reading labels – cereal bar

Category	Energy (kJ) per serve	Saturated fat (g) per serve	Fibre (g) per serve
Snack food bars, muesli bars & sweet biscuits	> 600kJ	>3g	<1g
Cereal bar	517kJ	0.5g	1.9g



Getting started

1. Consider a planning committee
2. Assess the current situation
3. Classify menu items

Door 1	Door 2
Soft drink	Sports drinks
Soft drink	Sports drinks
Soft drink	Diet soft drink
Water	Fruit juice
Water	Flavoured milk

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Door 1	Door 2
Soft drink	Sports drinks
Soft drink	Sports drinks
Soft drink	Diet soft drink
Water	Fruit juice
Water	Flavoured milk

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Getting started

4. Determine the proportion of products available

Door 1	Door 2
Soft drink	Sports drinks
Soft drink	Sports drinks
Soft drink	Diet soft drink
Water	Fruit juice
Water	Flavoured milk

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GREEN = 20%

AMBER = 30%

RED = 50%



Getting started

5. Develop alternatives

- Determine products to be phased out or reduced
- Identify alternatives to be trialled
- Timing
- Promotional ideas
- Feedback from customers
- Final menu selection

Developing alternatives



Products to phase out or reduce	<ul style="list-style-type: none">• Soft drink• Sports drinks
Alternatives	<ul style="list-style-type: none">• Increase diet soft drink range• Trial flavoured waters and plain milk
Timing	<ul style="list-style-type: none">• Reduce soft drinks, increase diet ranges and introduce flavoured waters by end of January (2 months)• Reduce sports drinks, introduce plain milk by end February (1 month)• Finalise drinks menu and changes by March
Promotional ideas	<ul style="list-style-type: none">• Offer taste test for new flavoured waters• Special lunch deal with plain milk or plain water
Feedback	
Final menu selection	

Door 1	Door 2
Water	Water
Flavoured water	Plain milk
Diet soft drink	Flavoured milk
Diet soft drink	Fruit juice
Soft drink	Sports drinks

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GREEN = 30%
AMBER = 50%
RED = 20%

Getting started

6. Develop an action plan

- Prioritise issues
- Explore options
- Select preferred option
- Identify strategies
- Set time lines
- Assign people
- Record the outcome

Tools & support

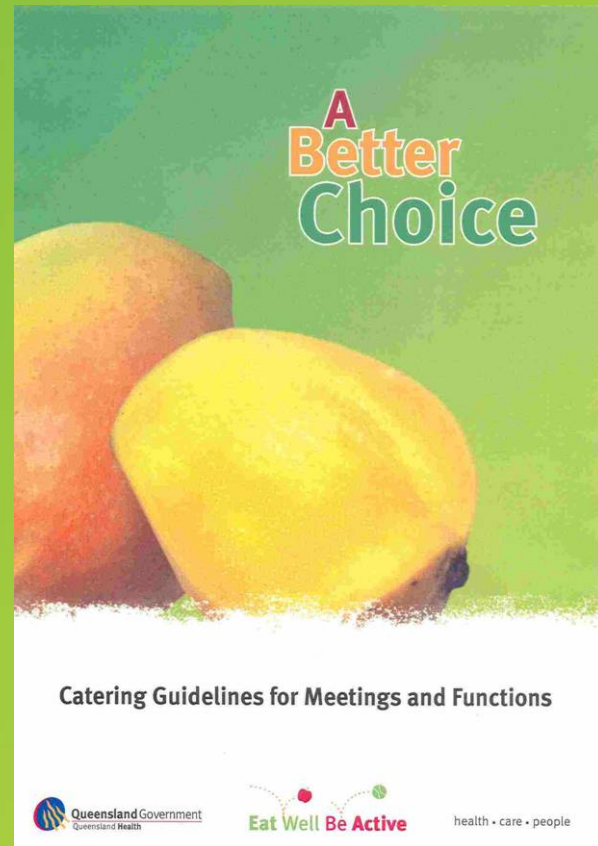


- Materials
- Implementation workshop
- A Better Choice Website (for internal Queensland Health staff)
<http://qheps.health.qld.gov.au/abetterchoice/>
- On-line A Better Choice Website (for external groups)
http://www.health.qld.gov.au/health_professionals/food/default.asp#choice

Tools & support

- Catering guidelines
- Communication tools
- District contacts

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Further information:

Visit *A Better Choice* website

- Internal Queensland Health staff:

<http://qheps.health.qld.gov.au/abetterchoice/>

- On-line:

http://www.health.qld.gov.au/health_professionals/food/default.asp#choice

Email: abetterchoice@health.qld.gov.au

For additional copies of strategy materials contact
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