

SWITCH UP THE SNACKS IN SPORT AND RECREATION FACILITIES

- **Switch to healthier ice creams**



WHY SWITCH UP THE SNACKS?

Healthy and delicious food and drinks give children the fuel, nutrition and hydration they need to perform, play, concentrate and be at their best.

Providing healthier snacks and reducing the availability of unhealthy alternatives such as confectionary is also a recommendation in the Victorian Department of Health's [Healthy Choices guidelines](#). We need to surround our kids with delicious, healthy food and drinks, wherever they spend their time. It's time to switch up the snacks so let's get started today!

Making changes to your sport and recreation facility kiosk or vending machine might seem overwhelming but there are small changes you can do to get started. You can 'Switch up the snacks' with the following 'bite' sized actions:

- **Switch to healthier snacks** – offer mostly healthier (**GREEN** and **AMBER**) snack options like lightly salted popcorn, rice crackers, cheese and crackers, trail mixes, muesli bars, fruit salad or seasonal whole fruit and reduce the amount of confectionary items and unhealthy (**RED**) snacks available.
- **Keep confectionary and unhealthy snacks out of sight** – all confectionary and unhealthy snacks removed from front counter or from point of sale, or from the top half of the vending machine if applicable – still able to be purchased but not readily viewed or accessible to customers.
- **Switch to healthier ice-creams** – no more than half of the ice cream freezers filled with chocolate-coated and other unhealthy (**RED**) options – replace with healthier (**AMBER**) options including reduced fat and fruit-based options.

The process is the same for each of the bites. You can try one 'bite' at a time or do them all at once. It's up to you. Whichever approach you take, this guide will support you through each step of the way.

The Healthy Choices guidelines use a traffic light system to classify foods and drinks based on their nutritional value as **GREEN** (best choice), **AMBER** (choose carefully) and **RED** (limit).

Achieving all bites, as well as those from the other action areas, should get you close to or fully achieving the Healthy Choices targets of at least 50% **GREEN** foods and drinks and no more than 20% **RED** foods and drinks.

SWITCH TO HEALTHIER ICE CREAMS – WHAT’S INVOLVED?

The ‘Switch to healthier ice creams’ bite includes ensuring no more than half of the ice cream freezer is filled with **RED** options, including:

- Chocolate-coated ice creams
- ice creams with added:
 - lollies, jellies/gummies, bubble-gum or other confectionary
 - cookies, cookie dough or biscuits, including crumbs
 - syrups (e.g. chocolate, caramel or fruit syrups)
- icy poles or iced confections with added sugar.

The ‘Switch to healthier ice creams’ bite also includes replacing **RED** options in the freezer with healthier **AMBER** options including:

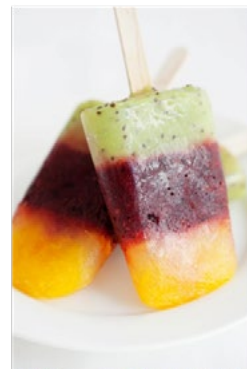
- milk-based ice creams that are low in fat and kilojoules (milk or milk alternatives are listed first in the ingredients list or second after water)
- icy poles or iced confections based on 99% fruit juice with no added sugar.

To **switch to healthier ice-creams**, follow our three simple steps:



STEP ONE: REVIEW

Start by using [FoodChecker](#) to review the ice creams and icy poles currently available at the facility. This will help identify which are the unhealthy **RED** options and which are the healthier **AMBER** options.





STEP TWO: PLAN

Now you know what you have, decide how you will make your changes.

Choose from many healthier ice cream and icy pole options that can be included in the facility's food service.

Use **FoodChecker** again to find new **AMBER** ice creams or icy poles to replace some of the **RED** options.

Decide which **RED** ice creams and icy poles you're able to stop selling and which you would like to keep. For instance, you may want to keep some of your best sellers and remove the less popular varieties. Or you may want to offer only one or two flavours of a chocolate-coated ice cream rather than four or five.

You also need to learn how the ice creams are purchased. Find out where the facility purchases its snacks from for the café/kiosk and/or vending machines. It could be:

- a major brand ice cream supplier
- a local distributor or wholesaler.

Once you know where the facility purchases its ice creams and icy poles from, contact the supplier to discuss and determine **AMBER** options the facility can purchase.

PREPARING FOR CHANGE

It is recommended that you make changes all at once. An ideal time to do this is at the beginning of a new year or term, however it can be done at any time.

TIP:

If there is a contract or agreement in place, discuss with the supplier what flexibility there is and how more **AMBER** options could be included in the existing contract.

If the facility uses a major brand ice cream supplier, the good news is they are generally open to modifying the types of ice creams in their freezers to offer mainly healthier options, as well as **removing branding associated with their unhealthy RED options.**

If the contract is set, you might need to wait to influence the contract when it comes time for renewal. Or consider using a different supplier that can offer the **AMBER** options you want.



STEP THREE: ACT

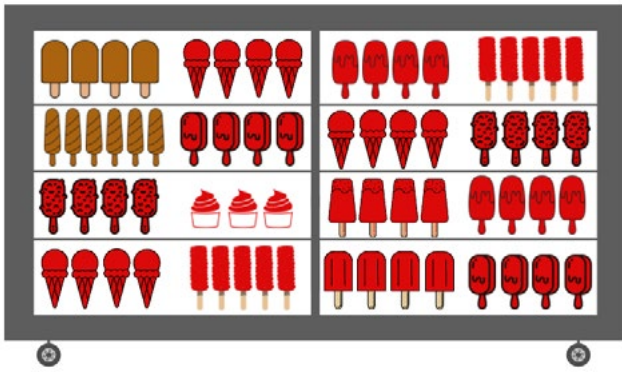
Now you've done all the groundwork, it's time to put it into action.

Here's a great example of switching up the ice creams.

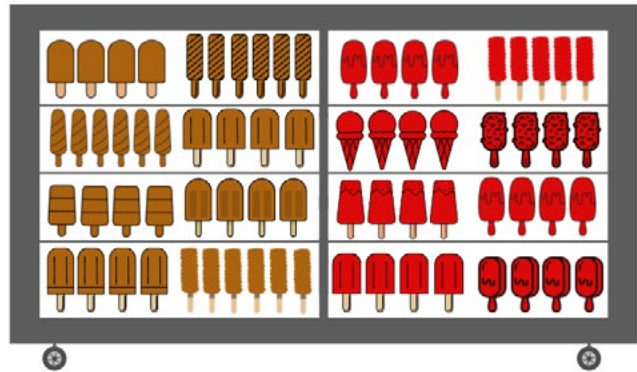
Vic Kids' Leisure Centre reviewed the ice creams and icy poles in their kiosk freezer and found that two out of 16 options available were unhealthy (unhealthy options are highlighted in **RED**, healthy options are highlighted in **AMBER**). Next, they identified healthier options they could make available instead. Vic Kids' Leisure Centre decided to remove or replace the unhealthy **RED** options as follows:



BEFORE CHANGES:



AFTER CHANGES:



Work with the facility staff or supplier to move the **RED** options to one side of the freezer (and in the least prominent positions i.e. away from the freezer door opening) and healthier **AMBER** options on the other side (in the most prominent positions i.e at the freezer door opening).

Use FoodChecker to review the new layout of the freezer. Ideally the **AMBER** ice creams and icy poles should now make up at least 50% of the products in the freezer and the **RED** options should make up less than 50%. You may need to make some slight tweaks to meet these targets.

Initially, you may also need to remind facility staff or suppliers about these requirements each time they restock the freezer. Providing them with a visual planogram (layout, see example above) of how the freezer should look can be helpful.

SUPPORTING SUCCESS

Think about the ways you can promote your new healthy options through the way they are placed, priced and promoted. You are more likely to have success by:

- **Placing healthier AMBER ice cream options competitively so they are the cheaper choice** e.g. consider lowering the price of **AMBER** options or increasing the price of **RED** options.
- **Putting up posters** advertising the new healthier ice cream options available.

Remember, this is just one of the 'bites' you can do to switch up the snacks. Check out '[Keep confectionary and unhealthy snacks out of sight](#)' or '[Switch to healthier snacks](#)' for how to provide and promote other healthier snack options in the facility.



CELEBRATE

Great job! You've finished the 'Switch to healthier ice creams' bite for Vic Kids Eat Well. You're also one step closer to meeting the Healthy Choices guidelines. Make sure to share the good news with the facility and plan how you will continue your great work in the other action areas of Vic Kids Eat Well.

FOR FURTHER HELP

Vic Kids Eat Well tech team

For advice or assistance regarding program support and delivery, setting engagement and website database issues

- 1300 185 725
- vickidseatwell@cancervic.org.au

Your local Health Promotion Officer

For on the ground support

Full name: _____

Job title: _____

Organisation: _____

Contact no. _____

Email: _____



If you are having trouble accessing this document, please email vickidseatwell@cancervic.org.au or call **1300 185 725**

Vic Kids Eat Well is supported by the Victorian Government, and is delivered by Cancer Council Victoria's Achievement Program, in partnership with National Nutrition Foundation's Healthy Eating Advisory Service

