

# Kicking Health Goals with Sports Clubs



## Healthy Canteens Project Pilot Summary July 2016 - June 2017

### SETTING THE SCENE

Sports clubs play a central role in communities providing an innovative setting to support health and wellbeing. Canteens in sports clubs often provide unhealthy food options, indicating a leverage point for intervention.

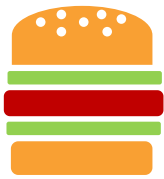
Collectively City of Casey and Monash Health established Healthy Canteens, aimed to increase healthy options in canteens by building the capacity of club influencers to identify and embed healthy changes.

### MAKING IT HAPPEN

A framework was created to support clubs to work towards the healthy choices guidelines (Healthy choices: food and drink classification guide, 2015). Three Casey clubs participated in a pilot over a 4 week period. Support for healthy changes was provided by Health Promotion Practitioners, Sport and Recreation Officers and a Dietitian.

Evaluation of the pilot boasted success. Reflection identified ways to enhance the project and support amplification. New clubs in Casey are participating and expansion into Cardinia is planned.

### HEALTHY CANTEEN CHANGES



SALAD ROLL SALES **INCREASED** FROM 10 TO 50 WHEN ADDED TO THE MENU

**“ There was certainly no loss of profit ... ”**

AFTER REMOVING **RED** DRINKS FROM DISPLAY, ONE CLUB REPORTED **INCREASED H2O** SALES



ANECDOTALLY THERE WAS **NO LOSS IN PROFIT** FOR ANY CLUBS

ONE CLUB INCREASED HEALTHY OPTIONS BY **20%**



**“ People...that weren't thrilled with (current) fatty food... started purchasing (new healthy items) ”**



**23** HEALTHY CHANGES MADE TO CANTEEN MENUS

### LESSONS

- PLACE EMPHASIS ON HIGHER LEVEL CLUB ENGAGEMENT
- SUPPORT CLUBS TO PROMOTE THE HEALTHY OPTIONS TO CUSTOMERS
- THE IMPORTANCE OF SUPPORTING CLUBS TO WORK THOROUGH THE HEALTHY CHOICES GUIDELINES
- ENGAGEMENT WITH LEAGUES TO SUPPORT CLUB INVOLVEMENT

### WHAT'S NEXT?

- PARTICIPATING CLUBS WILL CONTINUE TO WORK TO IMPROVE THEIR MENU
- OFFERING THE HEALTHY CANTEENS PROJECT TO ADDITIONAL CLUBS IN CASEY
- EXPANDING HEALTHY CANTEENS INTO CARDINIA WITH SUPPORT FROM CARDINIA SHIRE COUNCIL
- ALIGNMENT WITH EXISTING STATE INITIATIVES

*“We felt that what we did offer was great, it sold out...we got great feedback”*