

Consumer opinion and response to the REMOVAL OF SUGAR SWEETENED BEVERAGES in a regional Health Service

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BACKGROUND

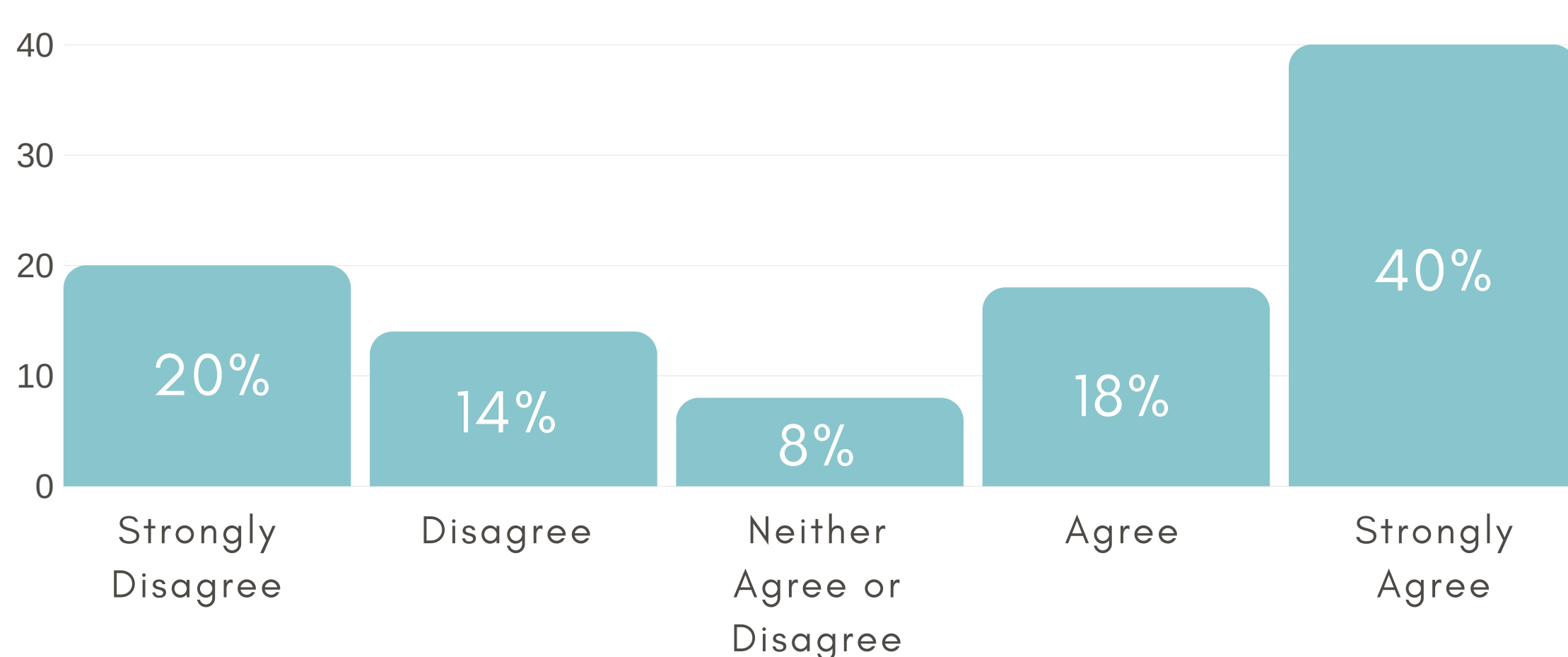
Sugar Sweetened Beverages (SSB's):

- the largest source of sugar in the Australian diet (ABS 2016)
- increase the risk of obesity and other chronic diseases (Basu, S. 2013)

SSB's were removed from sale to encourage consumers to choose healthier drinks and reduce sugar intake.

RESULTS

Agreement with **removal** of SSB's



KNOWLEDGE GAP

We wanted to know what consumers thought about this change and how it affected their purchasing behaviour.

METHOD

- Consumer Survey n=292
- Beverage ordering figures before, during and after removal of SSB's
- SSB's: all drinks with added sugar except milk based varieties

58%

agreed or strongly agreed with removal of SSB's

“ I think this is a great initiative for all staff, patients and families ”

34%

disagreed or strongly disagreed

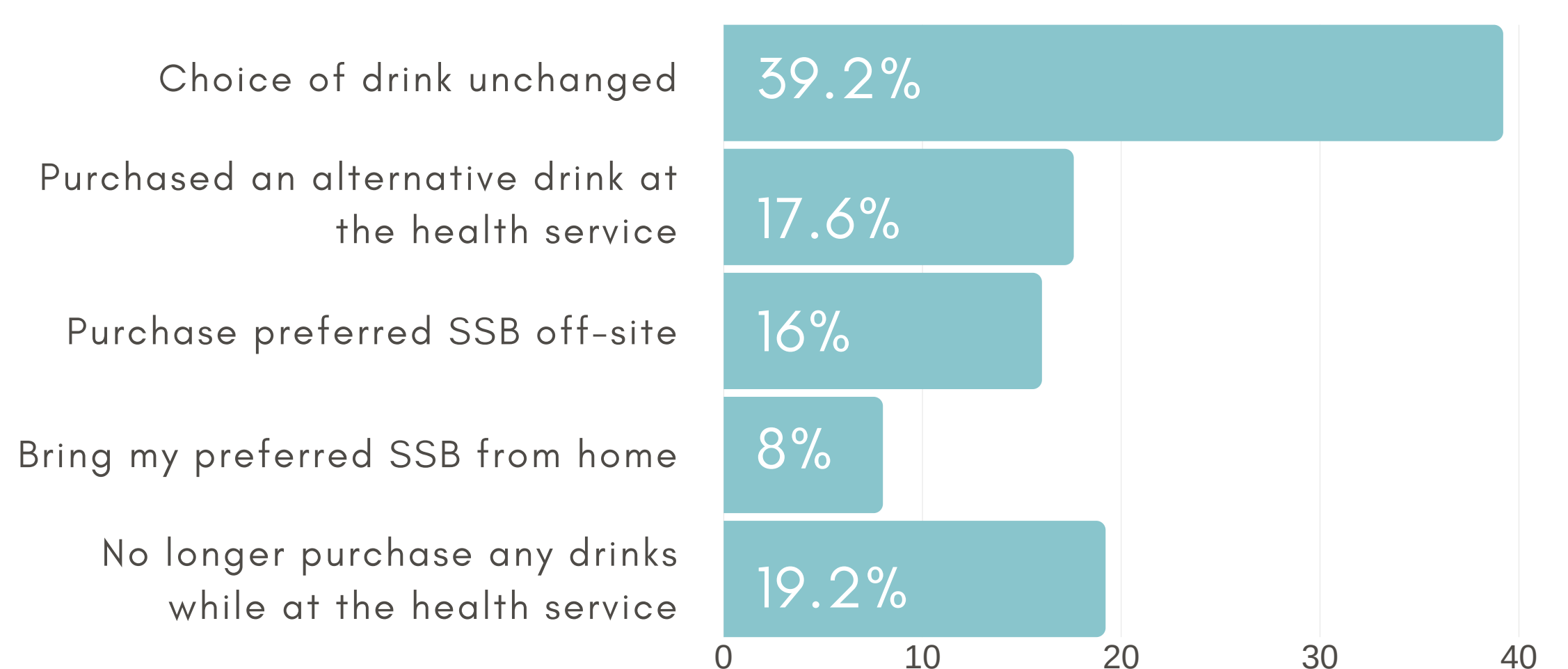
“ Great to have lots of healthy choices available... but I would still like to be able to get a sweet cold drink during a busy shift... ”

Has the removal of sugar sweetened drinks **influenced what you purchase** from University Hospital Geelong retail outlets and/or vending machines?

17.6% changed to purchasing healthier options after removal of SSB's from sale

39.2% did not change their choice of drink

43.2% modified their behaviour by bringing drinks from home, purchasing offsite or ceasing to purchase drinks at the health service



CONCLUSION

Removing SSB's from the health service



Increased sales of healthier drink options



Strongly supported



Positive action for a health service to implement



Positive behaviour change

“ I would strongly...support this initiative. The **health service needs to be a health leader**, there is absolutely no nutritional value in sweetened beverages and hopefully this initiative will help to convey this message ”



Email us at healthycommunities@barwonhealth.org.au for more information