

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

Authors: Melissa Tinney, Rowena Rittinger, Dan Borg & Tafadzwa Nyanhanda

## BACKGROUND

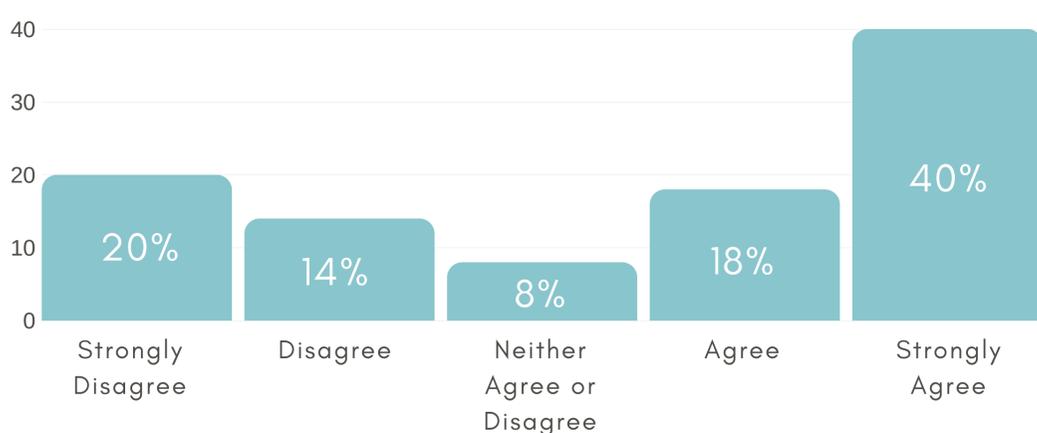
Sugar Sweetened Beverages (SSB's):

- 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

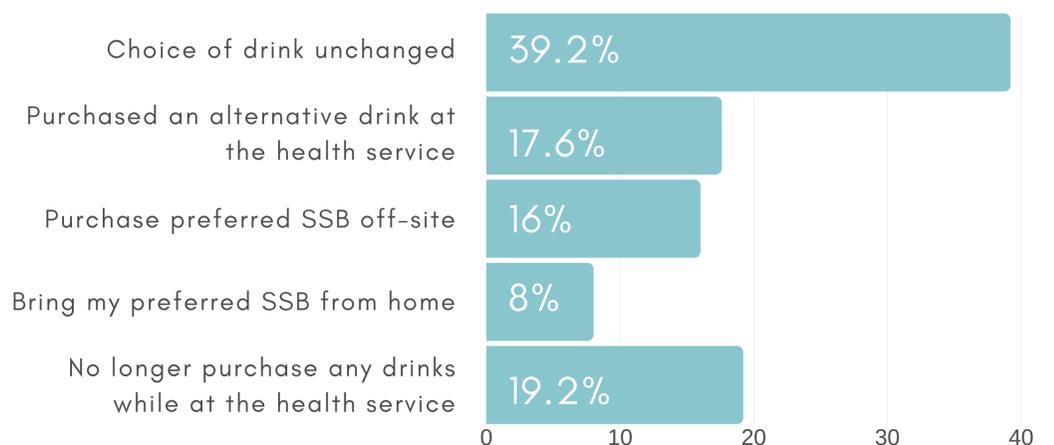
“ Great to have lots of healthy choices available... but I would still like to be able to get a sweet cold drink during a busy shift... ”

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](mailto:healthycommunities@barwonhealth.org.au) for more information