



# Gold Coast Health: Healthier Food and Drinks Guideline

May 2020

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**V1: Gold Coast Health: Healthier Food and Drinks Guideline 2019: endorsed by GCHHS EMT 8 July 2019**

**V2: Gold Coast Health Healthier Food and Drinks Guideline 2020: endorsed by (insert)**

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GCHHS Strategic Communication and Engagement. GCHSS Staff Carmen Jones, Melinda Knowles, Kim Stambanis & Jill Sabatini, Bayberry Café Robina Hospital 2020

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## Key Supporting Documents

A Better Choice webpage: <https://qheps.health.qld.gov.au/abetterchoice>

- [A Better Choice – Healthy Food and Drink Supply Strategy for Queensland Health Facilities](#)
- [A Better Choice Food Classification Guide](#)
- [A Better Choice Drinks Classification Guide](#)

Health Service Directive:

- [Health Service Directive: Healthier Food and Drinks at Healthcare Facilities](#)

Department of Health Policy and Standard: Healthier Food and Drinks Supply (A Better Choice)

- [Policy](#)
- [Standard](#)

Workplace Health and Safety Queensland:

- [Healthy Choice Catering](#)

Queensland Procurement Policy sets out our commitment to *Buy Queensland first* for food and beverages at events and corporate functions.

- [Strategy](#)
- [Policy](#)
- [Food and beverage buyers guide](#)

GCHHS commits to protect our environment by minimising the environmental impact of its services.

- [Environmental Policy](#)

# Summary




Gold Coast Health (GCH) is leading by example by increasing accessibility and availability of high nutritional value to staff and visitors at all of our facilities. We have developed a Healthier Food and Drinks Guideline to create an environment that supports patients, staff and visitors in making choices that promote their health and wellbeing.

The Guideline outlines GCH efforts to deliver the Healthier Food and Drinks in Healthcare Facilities Health Service Directive (HSD), effective 1 July 2020, which directs Hospital and Health Services to ensure that healthier food and drinks are sold, provided, promoted and advertised at healthcare facilities. This will establish GCH as a place where staff and visitors are supported to make choices that promote health and wellbeing.

The HSD and is based on 4 principles:

1. *Leadership – healthcare providers have a responsibility to lead the way in modelling environments that support healthier choices.*
2. *Quality – to support the delivery of health services that promote health and wellbeing.*
3. *Consistency – in the sale, provision, promotion and advertising of healthier food and drinks for staff and visitors across Hospital and Health Services.*
4. *Alignment – with the Australian Dietary Guidelines, that recommend consumption of food and drink from the five food groups; drink plenty of water, and limit intake of food and drinks containing added sugars, fats (including saturated fat), salt and/or alcohol.*

The HSD is supported by the *A Better Choice* strategy, which is based on the Australian Dietary Guidelines and applies a traffic light system to classify food and drinks as:

-  **GREEN:** Best nutritional value - choose mostly
-  **AMBER:** Some nutritional value - choose carefully
-  **RED:** Limited or no nutritional value - choose rarely



Gold Coast Health will focus on improving the range, availability and accessibility of healthier food and drinks, along with the promotion of healthier choices within the GCH food environment; vending machines, retail outlets, catering and fundraising activities.

Gold Coast Health: Healthier Food and Drinks Guideline (guideline) provides the information and tools to assist with the local implementation of the Health Service Directive.

**Refill, reuse, rehydrate.**

[www.goldcoast.health.qld.gov.au/healthier-you](http://www.goldcoast.health.qld.gov.au/healthier-you)

**Gold Coast Health**



**DRINK  
WATER  
for health**

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# Background

The consumption of foods high in saturated fat and refined sugar is known to be associated with long-term outcomes such as cardiovascular disease, type 2 diabetes and some cancers, obesity and also has short term impacts on body functions. The pathway to obesity is complex—a combination of food (energy in), physical activity (energy out), genetics and environment<sup>1</sup>. In 2018 approximately 91,000 adults and 6,400 children on the Gold Coast were reported to be experiencing obesity<sup>2</sup>.

Cognitive functions such as memory, attention, speed and flexibility have all been found to be impaired by high saturated fat intake<sup>3</sup>. Additionally, evidence shows that even a short-term uptake of a diet high in both saturated fat and added sugar has an impact on the hippocampus, and in turn, memory, learning and ingestive control<sup>4</sup>.

Over the past 30 years, changes to the environment in which we live, work and play have made it easier to consume excess energy compared to our needs. For example, readily available, cheap, energy-dense and nutrient-poor foods and drinks in combination with work and leisure activities that are mainly sedentary have been driving increases in obesity in Queensland and Australia<sup>1</sup>. A supportive healthy food environment makes healthy food choices the easy choices and is characterised by the wide availability and promotion of healthy foods, beverages and meals that are also affordably priced<sup>5</sup>.

The HSD sets the following mandatory requirements:

For all Facilities selling or providing food and drinks

- Free drinking water is readily available, promoted and accessible, and water is promoted as the drink of choice.

For all Retail Outlets

- Hospital and Health Services shall ensure compliance with the A Better Choice Food Classification Guide and the A Better Choice Drinks Classification Guide as follows:
  - No more than 20% of the total proportion of food displayed or provided is unhealthy, classified as **RED**.
  - There is no sale or provision of unhealthy drinks, classified as **RED**.
  - Alcoholic drinks are restricted in supply, or not supplied at all.
  - Artificially sweetened drinks, classified as **AMBER**, must be no more than 20% of the total proportion of drinks displayed or provided.
  - Only healthy food and drinks, classified as **GREEN**, can be promoted and advertised.
  - At least 50% of the proportion of drinks displayed or provided are healthy, classified as **GREEN**.
  - For vending machines, at least 30% of the proportion of foods displayed or provided are healthy, classified as **GREEN** by 1 July 2020.
  - For all other retail outlets (excluding vending machines), at least 30% of the proportion of foods displayed or provided are healthy, classified as **GREEN** by 1 July 2020, increasing to 50% by 1 July 2021.

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<sup>1</sup> Queensland Health. The health of Queenslanders 2018. Report of Chief Health Officer Queensland. Queensland Government. Brisbane 2018

<sup>2</sup> Department of Health. Changes in weight status of children and adults in Queensland and Australia: 2017–18 prevalence and jurisdictional differences. Department of Health, Queensland Government: Brisbane; 2019

<sup>3</sup> Beilharz JE, Maniam J, Morris MJ. Diet-Induced Cognitive Deficits: The Role of Fat and Sugar, Potential Mechanisms and Nutritional Interventions. *Nutrients*. 2015;7(8):6719-6738. Published 2015 Aug 12. doi:10.3390/nu7085307

<sup>4</sup> Attuquayefio, T., Stevenson, R. J., Oaten, M. J., & Francis, H. M. (2017). A four-day Western-style dietary intervention causes reductions in hippocampal-dependent learning and memory and interoceptive sensitivity. *PLOS ONE*, 12(2), e0172645.

<sup>5</sup> Swinburn B et al 2013 INFORMAS: Overview and Key Principles, *Obesity Reviews* 14 (1), 1-12

For all Fundraising activities and all Catering activities

- **GREEN** food and drink choices must be available and actively promoted.
- There is no sale, provision, promotion or advertising of unhealthy drinks, classified as **RED**.

## Alignment with Gold Coast Health Strategic Plan 2020-2024

The Guideline contributes to delivering Queensland Health's leadership role in making healthy choices easier and keeping Queenslanders Healthy. This is further supported through the GCH Strategic Plan 2020 – 2024 which commits to keeping Queenslanders healthy by providing high reliability, innovative healthcare and maximising our capacity to growing demand. An environmentally sustainable agenda is being developed to make the best of our resources.

The Guideline also contributes to achieving the Gold Coast Active and Healthy City Strategy 2018-2022 objectives by:

- *Organisations working to reduce sugar drinks availability*
- *Restrict food advertising and other forms of commercial promotion of foods and drinks that are high in fat and/or sugar and low in nutritional value.*

The Gold Coast Hospital and Health Service Board and Executive are committed to support the wellbeing of staff and visitors to Gold Coast Health and to this end advocate increasing the availability of healthier food and drink options across its facilities and services.



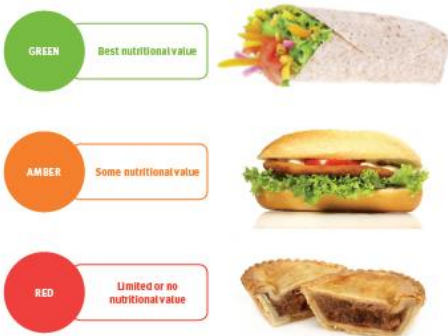
Don't wait until you're  
**THIRSTY**

**Water is the best choice  
to quench your thirst.**

Gold Coast Health



**Healthier food choices  
are available.**



**Green** choose mostly  
**Amber** choose occasionally  
**Red** choose rarely

Gold Coast Health



## Scope

The Guideline applies to all GCHHS facilities and workplaces.





This Guideline does not apply to:

- In-patient, residential and aged-care meals; and
- Food and drinks that staff and visitors bring from outside the facility for their own personal consumption.

## Guideline application

The recommendations within this Guideline apply to all situations where food and/or drinks are supplied, offered or made available for purchase within all Gold Coast Health facilities and services (excluding out of scope as above).

The 4 P's of marketing can be used to successfully promote healthier food and drink purchases.

4 P's	Outlet type	Requirement
<b>Product</b> 	Cafes and kiosks that primarily sell food and/or drinks.	The mandatory requirements for food and drinks as outlined in the Health Service Directive must be met.
	Other retail outlets (convenience store, newsagents and pharmacy)	The mandatory requirements for <u>drinks</u> as outlined in the Health Service Directive must be met, however due to pre-packaged foods restrictions and permitted use in leases, these outlets will be given an extension to meeting the <b>GREEN</b> food requirements until June 2021 to enable viability assessments in these outlets.
	Vending machines	The mandatory requirements for food and drinks as outlined in the Health Service Directive must be met.
<b>Position</b> 	All	<p>Placement of <b>GREEN</b> food and drinks should be in the most prominent position makes these products an easier choice.</p> <p>Place <b>GREEN</b> food and drinks at eye level or in the middle section within cabinets, shelves fridges and vending machines.</p> <p>Place <b>GREEN</b> food and drinks at outlet entrance and point of sale/cash register.</p> <p><b>RED</b> foods placed in least prominent positions.</p>
<b>Promotion</b> 	All	<p>Only <b>GREEN</b> food and drinks should be promoted or advertised within store or on signage (product display stands, menu boards, sandwich boards, shelf and table talkers, staff notice boards).</p> <p>Only <b>GREEN</b> food and drinks can be used as the basis of meal deals.</p> <p>Product listing and description on menus is not considered promotion unless item is presented differently to the majority (eg meal deal, special or highlighted).</p>
<b>Price</b> 	All	<b>GREEN</b> food or drink should be offered at a price that increases healthier purchases and promotes healthier choice options.

## Catering for meetings, functions and special events

Catering for meetings and functions for staff and visitors either prepared or paid for by Gold Coast Health or external agencies are within scope of this Guideline, to ensure food and drinks of better nutritional value are provided. This includes:

- Meetings and forums.
- Staff education and training courses.
- Conferences, exhibitions or symposiums.
- Special events, such as awards nights, official announcements, celebratory or fundraising breakfasts, lunches or dinners.

### Queensland Procurement Policy

Sets out the government's commitment to prioritise *Buy Queensland first* for food and beverages at events and corporate functions.

Catering at meetings functions and special events should ensure:

- **GREEN** food and drinks must comprise at least 50% of the proportion of food and drinks through catering.
- **AMBER** drinks with added intense artificial sweeteners should not comprise more than 20% of total drinks provided.
- **RED** food must be limited to no more than 20% of the total proportion of food and drinks displayed or provided through catering.
- **RED** drinks must not be provided through catering.

## Fundraising activities, events, prizes and incentives

Facilities and workplaces are encouraged to consider promoting health and wellbeing in fundraising, promotional and sponsorship activities, such as gifts, raffles, fundraising BBQs, bake sales, cake stalls, competitions, incentives and giveaways.

External and internal fundraising through staff social clubs is within scope of the Guideline.

These activities should ensure:

- **GREEN** food and drinks are actively promoted in fundraising activities (seasonal fruit drives and healthy barbeques).
- **RED** food must be limited in fundraising to no more than 20% of all food offered (where practical).
- **RED** drinks must not be used in fundraising activities.

## Out of scope

This Guideline does not apply to food and/or drinks that Gold Coast Health staff and visitors bring from outside the facility for their own personal consumption or to share with colleagues on an irregular basis (e.g. birthday cake). However, in the spirit of the Guideline staff are encouraged to include **GREEN** food and drink options.



CONNECT  
to NATURE



Explore our  
community  
garden.

You are  
here

Gold Coast Health





# Community Engagement

To inform and guide action, GCHHS staff and visitors were engaged via an online survey to explore the:

- GCH food environment
- influences on food purchasing decisions
- types of point of purchase material that would best prompt healthier food choice.

A total of 571 respondents participated in the Healthier Food Choices Survey, the majority of which were staff, volunteer or intern (89%). Key findings were as follows:

## GCH food environment

- 84% respondents strongly agreed (56%) and agreed (28%) with the statement “Gold Coast Health should provide healthy food choices for staff and visitors”.
- For both retail and vending, 71% of respondents reported a desire for additional healthy food options.
- Outside retail hours access to healthy food options is limited, with 70% respondents considering the healthy food options offered through vending was very low (46%) to low (24%).
- 29% of survey respondents reported satisfaction with current food choices at their facility, 36% were ambivalent and 35% were dissatisfied. GCUH respondents were slightly more likely to be satisfied (36%) than dissatisfied (26%) about current food choices in shops and cafes.

### Survey respondent

*“QH is excellently placed to promote good health. With the availability and access to large range of food choices it makes sense to promote the best health for everyone.”*

## Food purchasing behaviour

- Whilst the majority of respondents reported purchasing from cafes or shops within the facility, 53% reported purchasing from cafes or shops in the surrounding area and 12% purchase from a delivery service.
- The majority of food purchases are to provide a main meal around lunch time (between 12noon and 3pm).
- Purchasing behaviour is more likely to be a few times a week – a few times a month for all meal types (main meal, tea break snack or treat).
- Respondents reported taste (68%) quality (58%) and nutritional value (41%) impact their food purchases. Price is a consumer consideration at the point-of purchase.
- Of those respondents reporting a dietary influence on food purchases weight management was nominated most often.

## Point-of-purchase communication

- Uncomplicated point-of-purchase material can influence healthy food purchases. The GCH Food for Health poster was identified as the most helpful to inform a healthy food choice. Aspects that attracted respondents to this poster include understandable, uncluttered, visual appeal and non-judgemental messaging.

**FOOD for health**

**Healthier food choices are available.**

**GREEN**  
Best nutritional value

**AMBER**  
Some nutritional value

**RED**  
Limited or no nutritional value

**Green choose mostly**  
**Amber choose occasionally**  
**Red choose rarely**

Gold Coast Health

# Governance

Guideline implementation will be a staged process in collaboration with service providers, staff and community.

## Stages

The Guidelines staged approach; remove, replace and introduce, promotes flexibility and incremental change.

- Remove **RED** products, starting with lines that do not sell well.
- Replace **RED** products with similar **GREEN** or **AMBER** healthier products, considering serving size and/or brand replacement.
- Introduce only **GREEN** or **AMBER** products when possible.

Timeline	Reach	Outcome
Jul 2019	GCHHS	Executive endorsement of Healthier Food and Drink Guideline by EMT.
Jul 2019	Vending	Vending machines contain 0% <b>RED</b> drinks and <20% <b>AMBER</b> artificially sweetened drink.
May 2019	GCHHS	Healthy Food and Drinks communication plan developed and implemented.
Ongoing	GCHHS	Promote healthy food choices through community garden activities. Incorporate community garden in staff and visitor activities.
Jan 2020	GCHHS	Staff and consumer engagement to inform strategies.
Feb 2020	Retail	ABC compliance request to GCUH retail lessees.
Mar 2020	GCHHS	Revision of Guidelines and communication plan based on changes to Health Service Directive.
April 2020	GCHHS	Increase access to and promotion of water across all facilities.
Apr 2020	Retail	Remove <b>RED</b> drinks from all retail outlets.
Feb-Jun 2020	Retail	Increase retail capacity to use ABC guidelines for assessing product options.
June 2020	GCHHS	Promote health and wellbeing in fundraising and sponsorship activities.
July 2020	Retail	<b>GREEN</b> food 4P's: product (increase proportion), only promotion, best position and price option. Reduce the promotion and visibility of <b>RED</b> foods in retail outlets.
	GCHHS	Support the creation of healthier food environments through the establishment of additional community gardens across GCH sites.
	GCHHS	Catering guideline communicated to all approved catering suppliers and supply reps who provide foods during product demonstrations.
Ongoing	GCHHS	Enact <i>Buy Local</i> in food and beverage procurement opportunities.
Baseline Apr 2019 Year 1 Dec 2019 Year 2 Dec 2020 Year 3 Dec 2021	GCHHS	Monitoring and evaluation through annual audit and survey.

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## Sponsor

The Guideline sponsor is the Food and Nutrition Steering Group.

## Implementation group

Group responsible for coordinating the implementation of guideline is: Healthier Food and Drinks working group.

The Group's role is to oversee the implementation of guideline across all situations where food and drink are supplied to staff and visitors at the facility/service.

Key tasks may include:

- Advice to contracting team when new contractors are engaged
- Coordination of audits
- Advice to contractors on supply to meet guidelines
- Support to retailers to trial implementation strategies as guideline is rolled out
- Inform communication strategies for guideline to staff and visitors
- Report to the Executive on guideline implementation
- Encourage communication between different groups regarding implementation of guideline.

## Monitoring

The GCHHS will monitor compliance with the HSD requirements and report outcomes to the Department of Health by 31 December each year.

## Version control

Version	Date	Prepared by	Comments
V1	April	Senior Health Promotion Officer, Gold Coast Public Health Unit	Initial version.
V2	20 May 2020	Health Promotion Officer, Gold Coast Public Health Unit	Major amendment based on changes to Health Service Directive # QH-HSD-049 (effective July 2020).