promoting CHANGE

Empowering communities to promote nutritious food

Why is Promoting CHANGE needed?

The food outlets where people buy their food and drink have an enormous role to play in making it easier for Victorians to eat nutritious foods to support their health and wellbeing. The Promoting CHANGE project has been launched to support Victorian local government facilities to shift towards healthier food and drinks in their food outlets.

Less than 4% of Victorian adults eat enough fruit and vegetables

Victorian Population Health Survey, 2020

of Victorian local governments promote nutritious foods in their community outlets

Risenberg et al, ANZJPH, 2022;46(5):696-703

What is Promoting CHANGE?

This project will empower local government-owned or managed facilities, such as sporting facilities, art centres, libraries, and community centres, to promote more nutritious '**green**' options over less nutritious '**red**' options by looking at the availability, pricing, labelling, and advertising of foods and drinks (aligned with the Victorian Government's Healthy Choices guidelines).

What are the benefits of Promoting CHANGE?

Participating facilities will learn about the most effective strategies to find 'win-win' opportunities to support their customers' health.

The impact of Promoting CHANGE will be evaluated by looking at the food and drinks available for sale and what customers buy.

Tools and resources will be developed to help support other communities to promote more nutritious foods in their food outlets.

Local governments involved are showing a strong commitment to making nutritious food the 'new normal' for all Australians.

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How will it work?

Local governments will receive the following to assist with making changes: a project officer, support and training from Nutrition Australia, feedback on progress, and financial support to assist with change. The impact of these changes will be evaluated by comparing the food and drinks offered and sold in facilities implementing the changes, with 'control' facilities which will continue to operate as usual. This 'control' group will later be included in the supported Promoting CHANGE program.

More than

40

facilities

within 7 local governments will participate in Promoting CHANGE

MID 2023 — **MID 2027**

When is this happening?

The three-year trial will start in mid-2023 when local governments in the first intervention group will receive support to make changes. Local governments in the 'control' group (where no changes will initially be made) will receive a one-year intervention from mid-2026.

The Promoting CHANGE partners

Promoting CHANGE is a joint initiative led by Deakin University, in partnership with City of Greater Bendigo, City of Greater Geelong, City of Greater Shepparton, City of Merri-bek, City of Monash, City of Yarra, Maroondah City Council, Menzies School of Health Research, Monash University, Municipal Association of Victoria, Nillumbik Shire Council, Nutrition Australia (Victorian Division), Sport & Recreation Victoria, The University of Newcastle, and the Victorian Department of Health.

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