Healthy Supermarkets Community of Practice

Event etiquette

• Please stay on mute unless speaking
• Please give yourself an identifiable participant name
• Please use the chat for all questions and comments
• Please have your camera on if you are comfortable
Healthy Supermarkets Community of Practice

Agenda – what to expect today

1. Quick review of previous CoP & overview of today’s CoP
2. Nourish Network update
3. UNICEF work
4. Guest speakers (youth engagement)
5. Stretch break
6. Community health updates
7. Breakout rooms facilitated by VicHealth
8. Q & A session
9. Moving forward & close
Introducing our presenters

Dr. Deana Leahy
Associate Professor, Faculty of Education, Monash University

Krushnadevsinh (Kano) Ravalji
Youth and Multicultural Advocate
Introducing our presenters

Laura Duff
Public Health Nutritionist,
La Trobe Community Health Service

Khia De Silva
Nutrition Manager,
The Arnhem Land Progress Aboriginal Corporation

Julie Brimblecombe
Associate Professor, Public Health Nutrition, Monash University
Healthy Supermarkets Community of Practice Recap (April)

- Dr Christina Zorbas (VicHealth & Deakin Uni) – *The cost of a healthy supermarket shop and policy opportunities to enable people with lower incomes to access healthy diets.*

- Freddy Thuruthikattu (Ballarat Community Health Service) – *Eat Well Feel Good Ballarat project update*

- Irene Dunne Pfeiffer & Benjamin Brewin (Eastern Health) – *Building local stakeholder relationships*
Nourish Network: Organisation Snapshot

Director

Advisory Committee incl AT Leads

Coordinator

Strategic Advisors

Healthy Food Retail Resources Action Team
Lead: Margaret Rozman

Healthy Food Retail Toolkit Project

Healthy Food Retail Recognition Action Team
Lead: Maddy Craig

Healthy Food Retail Recognition Project

Farm to Organisation Action Team
Lead: Sonia Nuttman

Farm to School Project

Local Government Food Policy Action Team
Lead: Miranda Blake

Local Food-EPI

Systematic review of LG actions to support healthy eating

Campus Food Environments
Lead: Davina Mann

Uni-Food Tool

Healthy Supermarkets Community of Practice, led by VicHealth
Lead: Dheepa Jeyapalan

Student projects

Student projects

Student projects

Student projects

Student projects

Student projects (directed by VicHealth)
What’s been happening?

International Conference on Obesity: Melbourne, October: poster submission accepted

Healthy Retail Toolkit: almost complete! Currently being transformed by a graphic designer.

Events: lots of great events coming soon! :

- Leah Galvin Churchill Fellowship webinar: 1pm, 3rd August – see next slide
- Joy Parkinson, CSIRO in-person visit: 11th August - Supporting healthy eating behaviour change: drawing on marketing insights. Afternoon session, all welcome
- Healthy Retail Toolkit Launch: 1pm, 13th Sept - webinar with HEAS
Nourish Network invites you to attend a free webinar on

Values-based food procurement models: benefits & challenges

Wednesday 3rd August
1pm – 1:45pm

Register here!
Event Summary

Leah Galvin has recently returned from a [Churchill Fellowship](#) where she visited the USA, Canada, England, Denmark, Sweden, and Finland. The focus of her trip was to explore models and approaches to increase local food procurement by institutions including hospitals, aged care, schools, prisons, and meals programs such as Meal on Wheels.

Please join us to hear Leah’s insights and findings, plus recommendations on how we can accelerate the conversation and action to embed values-based food procurement in public institutions across Australia.

Leah’s short presentation will be followed by a Q&A with Alfred Deakin [Professor Anna Peeters](#), also a Churchill Fellow, and Director of the [Nourish Network](#) and [Institute for Health Transformation](#) at Deakin University. Then there will be time for webinar participants to ask questions. Please send through any questions you have ahead of time to victoria.hobbs@deakin.edu.au.

About the Speaker

Leah is a public health nutritionist with a background in research/evaluation, stakeholder engagement, food systems, social policy, and regional and community development. Previously she was the State Manager of Eat Well Tasmania, a not for profit organisation that promotes enjoying seasonal Tasmanian food and supporting Tasmanian food producers. Since 2020 she has established her own consultancy, working with social enterprises and industry, conducting research projects, stakeholder engagement, strategic policy development and enhancing collaboration in areas such as seasonal workforce development for perennial horticulture. She is the Board co-chair of The Community Grocer and lives in southern Tasmania.
About the Speaker

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Event Summary

Institute for Health Transformation and Deakin Business School

PhD SCHOLARSHIP

Healthy Store Accreditations – A fully-funded PhD opportunity
Towards Healthier Supermarkets for Children
Background

• On Oct 27, 2021, EAT, UNICEF and VicHealth convened a youth consultation.

• The purpose of this consultation was to invite young people to share their experiences with food retail environments, as well as their ideas on how to transform them to become healthy, affordable and sustainable.

• Throughout the two-hour session, participants discussed the themes of price, place, promotion and product, guided by five specific questions and an innovative digital dialogue tool.
Process

• Using the CO-CREATE digital Dialogue Forum, an interactive tool that allows users to write and draw on the screen, young people engaged in a series of questions and activities to explore food retail environments.

• Participants were divided into three breakout rooms, with moderators from UNICEF, EAT and VicHealth facilitating the discussion.

• We’ll now review the key findings and themes of the discussion.
Q1) What types of food and beverages do you want to see more of in your food retail stores?
Q2) Do you find it easy to identify healthy options based on the information provided in stores? What would help you even more?
Q3) What types of food and beverage do you see advertisements for while in your food retail store? This could be in-store advertisement, or online marketing via store websites or apps.
Q4) Do you prefer to shop for your food and beverage via an online app or in a physical food retail store?
Q5) If there is one thing you could change about your food retail environment, what would it be?

MOONEE PONDS
ESTELLE GRIEIINK
REPORTING

Together to ZERO Waste
Switch to a laundry detergent today and help reduce packaging waste
1
2
3

HERBS & CHILLIES

Your guide to fresh Aussie Herbs

DELICIOUS

Ask me to cut, slice, dice and give you some veggies

NEWS

20
For consideration

• Do these results surprise you?

• Do you think the retailers you work with would be surprised by these results?

• Do you think this type of information could support you in advocating for the change you want to see?
Kids Co-Designing Healthy Places

Associate Professor Deana Leahy
Faculty of Education
Monash University
The purpose of today is to

- Share the Kids Co-designing Healthy Places Project with you
- Present the model and some examples of how councils implemented the project
- Consider how the model could be adapted to focus on supermarkets
- Share an upcoming project “Building a Future Healthy World in Minecraft”
About the project

- KCDHP was one of two foundation modules in the VicHealth Local Government Partnership – (VLGP).
  
  *Young people leading healthier communities*
  
  - Connecting the Dots
  - Kids Co-Designing Healthy Places

- The partnership aims to create community environments where children and young people aged 0-25 could become physically active, socially connected and eat well

- Partnership involves 23 metropolitan, regional and rural Victorian Local Governments
Website Toolkit

Councils

Schools
- early childhood
- primary
- secondary (7-8)

Hello!

Kids Co-designing Healthy Places is a Monash University project supported by VicHealth.

The project supports councils and schools to engage with kids to co-design healthier places. It focuses on the things in our neighbourhoods that impact healthy eating, being active and feeling safe.

Kids live, learn and play in the places councils look after. By including them in the design process we can build healthier futures together.

www.kidscodesigninghealthyplaces.com.au
Project phases

- Kids learning about healthy places
- Kids auditing their everyday places
- Kids co-designing solutions for creating healthy places
Phase One

Important to develop kids understandings about how environments impact on health.

- SDOHs

Strengthen their literacies which help them complete the audits and participate more effectively in the process.

We have provided support resources to help teachers develop activities around the animation.
Phase Two

We wanted kids to collect data to be able to get a sense of what is in their local neighborhood. We provided a range of audit options

- Quick audit
- Digital story audit
- Survey
A MESSAGE FROM THE MAYOR

Our future belongs to our young people

Children and young people live, learn and play in places Council looks after so we want to hear from them about the things in our neighbourhoods that impact on their ability to live happy, healthy and connected lives.

Looking after the health of people in our community is one of the important jobs that local councils do. Our Municipal Public Health and Wellbeing Plan guides how we will work over the next few years to make our neighbourhood a healthier place to live.

We’re excited to be partnering with The Faculty of Education at Monash University and VicHealth to deliver the Kids Co-Designing Healthy Places program. The program aims to support local councils to co-design healthy places with children and young people by providing a range of online tools and guidance.

We really need your help! We are going to be designing places and spaces that children and young people use including local streets, parks, playgrounds, sporting grounds, libraries and shopping areas. We want to know what you think and how you would like to use places and spaces in your neighbourhood.

Your input and ideas will help us to plan for and build healthier places for you, your family and everyone else.

By including children and young people in the design process we can build healthier futures together.
I can run around and get fit

I can cook my food

This lets people go to the toilet and stay healthy

The toilets were locked and the facilities weren’t good

There are crates near the park that are old and graffitied, they haven’t been touched in years!
How healthy is your neighbourhood?

Central Bendigo

Fast food

Bendigo has many unhealthy fast food options such as McDonald’s, KFC, KFC, Domino’s and KFC.

Healthy options

Subway is one of the few healthful fast food options. Affordable stores and restaurants have healthy options on their menu. Visit Central Bendigo for healthy eating.

Outdoor spaces

Central Bendigo has many great outdoor spaces. Enjoy barbecues with family and friends, going for walks or runs or simply listening to the sounds of nature.

Sports

My neighbourhood has many options for sports. Including football at the Victoria Ground, basketball at the 35th Street Basketball court and netball at the Bendigo Netball Centre. For the outdoors, there are one of the onlyps in greater Bendigo.
Phase Three

The workshop provided the opportunity for kids to collate and analyse the data and determine key priorities in their local neighbourhoods.

Kids work with council staff to explore a range of possible solutions to address the priority issues.

Council staff take the solutions into consideration when developing their MPHWB plans and action plans.
What things impact on feeling safe in your community?

- Traffic lights
- Access to transport
- Fast food outlets
- Green spaces to visit
- School canteen
- Supermarket

Healthy Eating

- Free veggie patches
- School canteen
- Supermarket

Feeling Safe

- Accessible playgrounds
- Street furniture
- Food outlets
- Building blocks at the creche

Being Active

- Bike lanes
- Exercise equipment in houses
- Walking trails
- Inclusive play equipment
- Bike tracks

What things impact on being active in your community?
Dear Alisha and Audrey,

We just wanted to say thank you for coming to MCPS. You have shown us some of the problems children in Latrobe identified and have allowed us to be a part of the solution.

We really enjoyed doing the activities where we had to come up with solutions for these problems. It made us think about the bigger picture.

We learnt so much from you both. We are so happy that we got to meet such nice and kind people like the both of you and another big thanks for all your support.

Last week when we found out that you were going to give us a gift, we were all over the moon. Thank you for giving us a free family pass to the pools in Latrobe. We can’t wait to use our vouchers!

Thank you so much on the behalf of Miss Matthews’ Literacy class!
What next

- Interviews with key council staff are underway
- Collation of kid’s data to identify key issues across LGA’s
- Analysis of MPHWB plans and action plans
- New Minecraft project
KIDS BUILDING HEALTHIER FUTURES

#MINECRAFT

AN EXAMPLE CAPTION
I would like to begin by acknowledging the Traditional Custodians of the lands on which we meet today, and pay my respects to their elders, past, present and emerging. I extend that respect to all Aboriginal and Torres Strait Islander peoples here today.
Krushnadevsinh Champaksinh Ravalji

or

Kano
Why should we engage Young People?
Why should we engage Young people?

- Learn from lived / living experience
- Long term consumers
  - future parents
  - caretakers
  - biggest spenders
- Perspectives on what YP want now and into the future in supermarkets
  - eg. social media example
- Gather trend insights
  - big influence on brands
  - conscious about brands and what they represent
What Young People Think?
What Young People Think?

- **Growing up experience**
  - Didn't see 'healthy' supermarkets growing up as children
  - ‘Healthy’ food connotation of being expensive and not tasty
  - Cultural foods not represented

- **YP concerned about world issues** (climate change, healthy bodies, equality)
  - Lack of movement from institutions making YP more anxious about the future
  - They want to see orgs taking action

- **Cost of Living**
  - healthier supermarkets - better affordability
  - YP look to cook at home

- **More options, readily available options**
How to engage young people
How to engage young people:

- **By Inviting them**
  - supermarkets - a space where YP aren't traditionally involved
  - change of thinking to *(YP want to be involved and what they say matters)*
  - ethical Engagement

- **Co-designing**
  - giving YP ownership and reason to get involved

- **More platforms for YP to get educated, share their opinions and be heard**
Thank you!
Stretch/drink break
Community health updates
Healthy Supermarkets Latrobe project

Reach for the Stars

Laura Duff, Public Health Nutritionist
Latrobe Community Health Service
Background

STATISTICS FROM VICTORIAN POPULATION HEALTH SURVEY (2017)²

1 in 3 (33%) adults in Latrobe have been diagnosed with anxiety or depression, compared to 27% Victorian average

55% of adults in Latrobe meet the physical activity guidelines, compared to 50.9% Victorian average

6.6% * of adults in Latrobe have experienced food insecurity with hunger within the past year, compared to 3.6% Victorian average³

13.9% of adults in Latrobe consume sugary drinks on a daily basis, compared to 10.1% Victorian average

1 in 3 (33%) adults in Latrobe have 2 or more diagnosed chronic diseases, compared to 25% Victorian average

Only 4.3% of adults in Latrobe eat the recommended serves of vegetables each day, compared to 5.4% Victorian average
Reach for the Stars

Look for the Health Star Rating in-store
The more stars, the healthier

‘Reach for the Stars’ is making it easier for customers to find healthy foods in the supermarket
Interventions

In-store interventions

- All fresh fruit and vegetables are 5 stars!
- Health Star Rating shelf tags (4 ½ and 5 star rated products)
- Healthy eating messages from ‘Latrobe Stars’
- Healthy recipes

Complementary interventions

- Social marketing campaign
- Communications plan
Implementation

**Planning**
- Engagement and recruitment
- Plan interventions
- Design materials and resources
- Design evaluation
- Baseline data collection

**Implementation**
- Pilot – 8 week period
- Marketing materials in-store
- Communication plan
- Collect evaluation data

**Evaluation**
- Process evaluation
- Impact evaluation

**Scale-up**
- If successful
Progress to date

- Partnerships with three supermarkets
- Designed evaluation
- Collected baseline data
- Marketing materials finalised
- Communications plan created
- Five Latrobe Stars recruited

Reach for Stars website

Find out more

- What is 5 Stars?
- Health Star Rating System
- Latrobe Stars
- Healthy Recipes
Latrobe Stars

“I cook extra portions of healthy meals and freeze the leftovers. It’s my fake-away meal.”

- Jackie, Morwell

“I pack my kids’ lunchboxes with fruit & veggies to give them the energy to learn, grow & play.”

- Lixia, Moe

“Eat for love, eat for health, eat just enough.”

- Noeline, Churchill

“I cook from scratch, a healthy meal can be done in 10 minutes”

- Gina, Traralgon
Next Steps

**Implementation**
Aug – Oct 2022
- Pilot – 8 week period
- Marketing materials in-store
- Launch events
- Communication plan
- Collect evaluation data

**Evaluation**
Nov- Dec 2022
- Federation University
- Process evaluation
- Impact evaluation

**Scale-up**
Feb 2023 onwards
- If successful
- More stores
- More interventions
- Final evaluation
Contact us

Reach for the Stars project team

P: 1800 242 696
E: health.promotion@lchs.com.au
W: healthassembly.org.au/all-projects/healthysupermarkets/

Laura Duff, Public Health Nutritionist, Latrobe Community Health Service

P: 1800 242 696
E: laura.duff@lchs.com.au
ALPA Nutrition
Khia De Silva – Nutrition Manager
The Arnhem Land Progress Aboriginal Corporation
The ALPA Health and Nutrition Strategy

1. Increase the affordibility of healthy food and drink options
2. Increase the availability of healthy food and drink options
3. Support customers to make healthy food and drink choices
4. Increase the awareness and understanding of health and nutrition
The ALPA Nutrition Journey

- ALPA Health and Nutrition Strategy and Policy Developed
- Launched freight subsidy on fruit and veg
- Expanded freight subsidy to include dairy
- Expanded freight subsidy to meat and baby foods
- Employed ALPA Health and Nutrition Manager
- Collaborate with research organisation
- Expand to 3 ALPA Nutritionists
- Healthy Stores 2020
Healthy stores in remote Australia

Julie Brimblecombe on behalf of the Healthy Stores 2020 and the Benchmarking for Healthy Stores Research Collaborations

28th July 2022
Healthy Supermarkets Community of Practice
“Transformation to healthy diets by 2050 will require substantial dietary shifts. Global consumption of fruits, vegetables, nuts and legumes will have to double, and consumption of foods such as red meat and sugar will have to be reduced by more than 50%. A diet rich in plant-based foods and with fewer animal source foods confers both improved health and environmental benefits.”

Professor W Willet, Harvard T.H Chan School of Public Health

EAT: Healthy Diets from Sustainable Food Systems
Optimisation modelling to achieve nutrient requirements at least cost

Within current spend, a healthier diet (i.e., achieving NRVs) is possible with big shifts in food spending EXCEPT that sodium recommendations would not be achieved.

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Optimisation Modelling to Assess Cost of Dietary Improvement in Remote Aboriginal Australia

Julie Brimblecombe1,2, Megan Ferguson1, Selma C. Liberato3, Kerin O’Dea3,4, Malcolm Riley4

1Macquarie School of Health Research, Darwin, Northern Territory, Australia; 2Division of Health Sciences (School of Population Health), University of South Australia, Adelaide, South Australia, Australia; 3Leitchs Wilson Scientific Industrial Research Organisation (Australia) Food and Health Sciences; Parkville, Victoria, Australia

Abstract

Background: The cost and dietary choices required to fulfill nutrient recommendations defined nationally, need investigation, particularly for disadvantaged populations.

Objective: We used optimisation modelling to examine the dietary change required to achieve nutrient requirements at minimum cost for an Aboriginal population in remote Australia, using where possible minimally-processed whole foods.

Design: A twelve month cross-section of population-level purchased food, food price and nutrient content data was used as the baseline. Relative amounts from 34 food group categories were varied to achieve specific energy and nutrient density goals at minimum cost while meeting model constraints intended to minimize deviation from the purchased diet.

Results: Simultaneous achievement of all nutrient goals was not feasible. The two most successful models (A & B) met all nutrient targets except sodium (146.2% and 145.0% of the respective target) and saturated fat (132.1% and 117.5% of the energy goal). Model A was achieved with 3.2% lower cost than the baseline diet (which cost approximately AUD21.51/person/day) and Model B at 7.4% lower cost but with a reduction in energy of 4.4%. Both models required very large reductions in sugar sweetened beverages (~96%) and refined cereals (~99%) and an approximate four-fold increase in vegetables, fresh dairy foods, eggs, fish and seafood, and wholegrain cereals.

Conclusion: This modelling approach suggested population level dietary recommendations at minimal cost based on the baseline purchased diet. Large shifts in diet in remote Aboriginal Australian populations are needed to achieve national nutrient targets. The modelling approach used was not able to meet all nutrient targets at less than current food expenditure.

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Optimisation Modelling to Assess Cost of Dietary Improvement in Remote Aboriginal Australia. PLoS ONE 2013

Brindlecombe et al. PLOS ONE 2013
Free Sugar Sources in Stores:
percent contribution to weight sold

- Table sugar: 39%
- Non-targeted foods and drinks: 12%
- Sweet biscuits, targeted: 3%
- Lollies & chocolate: 6%
- Other targeted drinks: 16%
- Soft drinks, targeted: 24%
- Other targeted drinks: 16%
Healthy Stores 2020: 7-point

1.8 Tonnes less sugar sold

2.8% reduction in free sugar to energy
Adoption into Policy
Factors influencing implementation
How to achieve wide adoption of best-practice across remote stores?

Benchmarking for continuous quality improvement

Benchmarking is defined as “…feedback on performance versus a comparator such as a peer group and/or national standards.” It is a data-driven process involving internal or external comparison of performance metrics to achieve best performance and sustain continuous quality improvement for best-practice performance over time.

1) Determine which functions to benchmark;

2) Identify performance variables and measure;

3) Evaluate and compare performance;

4) Specify programs and actions to ‘meet and surpass’;

5) Implement and monitor; 6) Continuous improvement.
THE BENCHMARKING MODEL

We call this a benchmarking model. It is a way to rate stores on their healthy policy and practice.
BENCHMARKING ASSESSMENT

5 KEY AREAS

POLICY
• Policy Actions Progress Audit e-survey

PRACTICE
• The Store Scout App

PURCHASING
• Store sales data

ENVIRONMENT
• Environment scan e-survey

PRICING
• Healthy Diets ASAP
TRIAL OF BENCHMARKING

Randomisation

Strategy (test the benchmarking)

Control (usual practice)
ACKNOWLEDGEMENTS

Chief Investigators
• Julie Brimblecombe, Monash University
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• Leisa McCarthy, Menzies School of Health Research
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• Nicole Turner, Indigenous Allied Health Australia
• Amanda Lee, University of Queensland
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• Christina Pollard, Curtin University
• Louise Maple-Brown, Menzies School of Health Research

Associate Investigators
• Khia De Silva, Arnhem Land Progress Aboriginal Corporation
• Simone Nalatu, Health and Wellbeing QLD
• Adam Barnes, NT Health
• Clare Brown, Apunipima Cape York Health Council
• Eddie Miles, Menzies School of Health Research
• Ross Bailie, University of Sydney
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• Anna Peeters, Deakin University
• Gary Sacks, Deakin University

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Q&A discussion
Moving forward

• Contribute to the Healthy Supermarkets CoP Miro board: https://miro.com/app/board/uXjVO7gpqck=/

• Next CoP: **Tuesday 25th October 2022**

• Email: jfang@vichealth.vic.gov.au if you would like to present a project update, workshop a problem, have a community announcement or any feedback.
Healthy Supermarkets Community of Practice

Thank you!