Healthy Supermarkets Community of Practice

27 April 2023
Place a star on where you are dialling in from today
Healthy Supermarkets Community of Practice

Event etiquette

• Please stay on mute unless speaking
• Please give yourself an identifiable participant name
• Please use the interactive tools to participate – add questions and comments 😊
• Please have your camera on if you are comfortable
Healthy Supermarkets Community of Practice

Agenda – what to expect today

1. Community spotlight: Greg McGrath, BUPA
2. Q & A
3. Community health updates: Laura Duff, Latrobe Community Health & Mike Shaw, ACT Health
4. Q & A
5. Interactive breakout rooms using Miroboard
6. FSANZ and its influence on supermarkets
7. Q & A
8. Resource development
9. Nourish Network update
10. Moving forward & close
Introducing our presenters

**Greg McGrath**  
Preventative Health Program Lead – BUPA Health Insurance

**Laura Duff**  
Public Health Nutritionist – Latrobe Community Health

**Mike Shaw**  
Assistant Director, Health Promotion in the Population Health Division – ACT Health Directorate

**Steph Kilpatrick**  
Manager, Policy and Government Relations, VicHealth
Healthy Supermarkets Community of Practice Recap (16 Feb 2023)

• Katie Hammer, Nature and Biodiversity Manager, Sustainability Governance and Engagement, Coles – Overview of Coles’ Sustainability work

• Peter O’Brien, Team Leader, Environmental Health, Mornington Peninsula Shire – Best Bites Program and case study from Ritchies IGA Mt Eliza
Community Spotlight:

Greg McGrath
Preventative Health Program Lead – BUPA
Using social norms and health nudges in supermarket shopping trolleys to increase fruit and vegetable purchases

Dr. Greg McGrath

April 2023
PROBLEM

INSIGHTS

DESIGN

RESULTS

CONCLUSION
PROBLEM

OBESITY

CHRONIC DISEASE

COSTS
OBESITY

In 2017-18, 67% of Australian adults were overweight or obese, up from 57% in 1995.

In 1980, the proportion of men and women who were obese was 9.4% and 7.9%, respectively. In 2019, the prevalence had increased to 32.5% and 30.2%.

Compared to people with a healthy body mass index (BMI 20 – 25 kg/m²) the relative risk of death for people with obesity was 145% greater for those with grade 1 obesity (BMI 30 – <35 kg/m²).
Chronic diseases are long lasting conditions with persistent effects. Their social and economic consequences can impact on peoples’ quality of life.

Almost half of Australians (47% or 11.6 million people) were estimated to have a chronic condition.

The 10 major chronic condition groups include: arthritis, asthma, back pain, cancer, CVD, COPD, diabetes, chronic kidney disease, mental health conditions and osteoporosis.
OBESITY COSTS

The total financial cost of obesity to Australia was $8.3 billion in 2008 rising to $11.8 billion per year in 2018.

Some of the direct costs to the health system include greater demand for medical care services, such as administration, allied health professionals, general practitioners, specialists, surgeons and medicines.

Indirect costs include obesity impacting individuals’ ability to work effectively leading to productivity losses, carer costs, equipment transport, aids and medical devices and accommodation, other community services and programs and carer respite.
INSIGHTS

- Health Promotion
- Australian’s diet
- Supermarkets
HEALTH PROMOTION

- Ottawa Charter
- Creating supportive environments
- Settings-based approach
Poor diet is a key modifiable, behavioural risk factor for chronic conditions and is among the top five risk factors contributing to the total burden of disease.

Most Australians do not eat a balanced diet from the five food groups and eat too many discretionary foods typically high in fat, sugar and salt.

In 2018, only 6.1% (~1 in 17) of adults ate the recommended amount of both fruit and vegetables.
The ‘food environment’ has a significant influence on what people purchase and eat. The food environment means the combined physical, economic, policy and sociocultural environment that influences consumers’ food and beverage decisions.

The food environment in Australia is characterised by the wide availability and accessibility of cheap, nutrient-poor, energy-dense, and highly processed food; all of which are key contributors to unhealthy food choices and consumption.

In Australia, supermarkets are significant food environments and one of the main sources of food purchases contributing to 68% of food purchases made in 2018.
Thaler and Sunstein (2008) define nudge as “any aspect of the choice architecture that alters people’s behaviour in a predictable way without forbidding any options or significantly changing their economic incentives”.

“To count as a mere nudge, the intervention must be easy and cheap to avoid”.

Thaler and Sunstein argue that nudges should not be used as mandates. Therefore, placing fruit and vegetables at eye level on a supermarket shelf does count as a nudge, whereas banning junk food (foods high in sugar, fat, salt and kilojoules) does not.
FRAMEWORKS

EAST framework: Easy, Attractive, Social and Timely

MINDSPACE framework: Messenger, Incentives, Norms, Defaults, Salience, Priming, Affect, Commitment and Ego

FRESH framework: Fatigue, Reminders, Ease, Social influence and Habits
I wanted to investigate the government’s Go for 2&5 fruit and vegetable message.

Health Nudge message

Social Norm Nudge message
DESIGN

Population

2&5 message

Divider message

Social Norm message
An independent survey of 50 LaManna shoppers was conducted. Shoppers were predominately female (84%) and aged 35 to 54 years. More likely to be born in Australia than national average (86% v 71.5%).

On average shoppers had 3.4 people per household compared to 2.61 nationally. Most shoppers shop at LaManna supermarket once every one to two weeks (54%), with just over one in four (28%) shopping monthly or less.

Most shoppers (72%) recorded consuming at least two pieces of fruit per day compared to just over half (51%) at the Australian national level. Only 16% of shoppers consumed the recommended five servings of vegetables every day although this was double the national average recording of only 7.5%.

Just under one-half (44%) of shoppers performed a minimum of 150 minutes of physical activity per week compared to the Australian average of 55.4%.
For good health, eat 2 fruits and 5 vegetables everyday.

1 fruit serve = 🍎 or 🍏 or 🍊 or 🍇 or 🍓

1 vegetable serve = 🥒 or 🥦 or 🥦 or 🥦 or 🥦

Lettuce
For the love of food or 🥦
More than 9 out of 10 LaManna shoppers buy **fruits or vegetables** at each shop.
RESULTS

2&5 message
Divider message
Social Norm message
Total spending
Intervention: $115.50  $\textit{P}=0.001$
Control: $151.30$

Total F&V spending
Intervention: $26.00  $\textit{P}=0.004$
Control: $36.00$

Quantity of F&V
Intervention: 4.10 kg
Control: 7.11 kg
Total spending
Intervention: $135.90  \( P = 0.133 \)
Control: $155.60

Total F&V spending
Intervention: $41.40  \( P = 0.743 \)
Control: $39.80

Quantity of F&V
Intervention: 6.25 kg
Control: 6.03 kg
SOCIAL NORM

Total spending
- Intervention: $127.80  \( P=0.277 \)
- Control: $116.70

Total F&V spending
- Intervention: $36.20  \( P=0.008 \)
- Control: $27.10

Quantity of F&V
- Intervention: 5.45 kg
- Control: 4.19 kg
<table>
<thead>
<tr>
<th>Interventions</th>
<th>P-value</th>
<th>Interventions</th>
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<th>Interventions</th>
<th>P-value</th>
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<td>Inter.</td>
<td>Control</td>
<td>Inter.</td>
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<td>Inter.</td>
<td>Control</td>
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<td>n=101</td>
<td>n=102</td>
<td>n=102</td>
<td>n=102</td>
<td>n=109</td>
<td>n=109</td>
</tr>
<tr>
<td>Mean spending ($)</td>
<td>115.40</td>
<td>151.30</td>
<td>0.001</td>
<td>135.90</td>
<td>155.60</td>
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<tr>
<td>Cohen’s D Effect Size</td>
<td>-0.48 (medium)</td>
<td>N/A</td>
<td>0.48 (medium)</td>
<td>N/A</td>
<td>0.48 (medium)</td>
</tr>
<tr>
<td>Mean F&amp;V spending ($)</td>
<td>26.00</td>
<td>36.00</td>
<td>0.004</td>
<td>41.40</td>
<td>39.80</td>
</tr>
<tr>
<td>Cohen’s D Effect Size</td>
<td>-0.41 (medium)</td>
<td>N/A</td>
<td>-0.41 (medium)</td>
<td>N/A</td>
<td>+0.36 (medium)</td>
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<tr>
<td>Percentage (%)</td>
<td>22.5</td>
<td>23.7</td>
<td>N/A</td>
<td>30.4</td>
<td>25.6</td>
</tr>
<tr>
<td>Quantity of F&amp;Vs (kg)</td>
<td>4.10</td>
<td>7.11</td>
<td>N/A</td>
<td>6.25</td>
<td>6.03</td>
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The findings are not causal as shoppers were not randomised. The results show an association.

Shoppers could have modified their behaviour due to the colourful images and not the messages.

There may be differences in morning and afternoon shoppers that could explain the findings.
FURTHER RESEARCH

- Review shopper receipts to find out if there are compensatory or substitution effects.
- Investigate the impact that nudges have on online grocery shopping.
- How much awareness and attention to nudges is needed for them to be effective and for how long.
RECOMMENDATIONS

- Test social norms and health nudges on a range of healthier options in supermarkets for a longer period.
- Involve the community in the design and development of the messages.
- Pilot interventions for 1 month 4 times a year to reduce shopper fatigue.
- Make a compelling commercial business case to supermarkets.
Conclusion

- The 2&5 study found the opposite effects than expected and the Divider study showed no difference.

- The Social Norm nudge recorded a positive impact on shopper F&V sales while keeping total spending stable. Even though the impact on F&V purchases found in the Social Norm nudge group appears small at just under one-half a serving (57 g) of F&Vs more per day on an individual level, it does demonstrate the potential of a cheap, simple and easy supermarket nutrition intervention, that has the potential to meaningfully increase F&Vs purchases at the population level if maintained long-term.

- A 50 g per day increase in fruit and vegetable intake was associated with about a 20% reduction in risk of all-cause mortality (p<0.0001), independent of age, systolic blood pressure, blood cholesterol, cigarette smoking habit, diabetes, and supplement use.¹

- If one Tim Tam (96 calories) was swapped for half a small apple (30 calories) every day for one year, this would result in losing ~3 kg of body fat.

Thank you
Any questions?
Q&A discussion
Community health updates
Community Health update:

Laura Duff
Public Health Nutritionist – Latrobe Community Health
Healthy Supermarkets Latrobe - Reach for the Stars
Making it easier for customers to find healthy foods in the supermarket

A Latrobe Health Innovation Zone Initiative
Latrobe Community Health Service and Latrobe Health Assembly
Acknowledgement of Country
Look for the Health Star Rating in-store. The more stars, the healthier.

In-store interventions

- All fresh fruit and vegetables are 5 stars!
- Health Star Rating shelf tags
- Healthy eating messages from ‘Latrobe Stars’
- Healthy recipes

Communications plan
Video

https://fb.watch/gRoVFvi6Ts/
What happened in-store?

Store Scout - 4Ps

- Overall score: Baseline (+3.7), Implementation (+3.7)
- Product: Baseline, Implementation
- Placement: Baseline, Implementation
- Price: Baseline, Implementation
- Promotion: Baseline (-4.5), Implementation
What happened in-store?

Store Scout - Food categories

![Bar chart showing the comparison of Baseline and Implementation for various food categories.](image_url)

- Overall score: Baseline - Implementation
- Fruits & vegetables: 80 - 90
- Drinks: 60 - 70
- Snack foods: 40 - 50
- Meals/convenience: 20 - 30
- Breads & cereals: 100
- Meat & seafood: 70
- Dairy & egg: 80

Overall, the Implementation shows a significant improvement (+7.2) compared to the Baseline.
What did customers say?

64% of customers noticed Reach for the Stars signs (prompted)

Of those who noticed, 1 in 3 (31%) customers felt it influenced their purchases

9 in 10 (89%) customers agreed or strongly agreed supermarkets should promote healthy eating

1 in 2 (54%) customers had a health care or pension card
What did customers notice?

- HSR shelf tags: 44%
- F&V posters/banner: 27%
- Healthy recipes: 23%
- T-shirts: 13%
- Latrobe Stars: 12%
- Flyer: 12%
- Did not notice: 36%
What did supermarkets say?

“I have noticed a positivity through the customers [as a result of participating in ‘Healthy Stars’]. [Their]...baskets are much more filled up with four or five stars, rather than three and a half stars, which is good. Full points go to customers.”

IGA Owner and operator
What we have learnt...

- Independent supermarkets are interested, but they have limited time available
- Strong support from customers and community
- Implementation is time-intensive
- Reach for the Stars is having some positive effects, but room for further improvement
Where to next...

- Evaluation report
- Scale up phase
  - Focus on co-design with supermarket retailers
  - Focus on sustainability
Thinking of working with supermarkets too?

Community support
Scope supermarket interest
Form partnership
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
Community Health update:

Mike Shaw
Assistant Director, Health Promotion in the Population Health Division – ACT Health Directorate
Rethinking healthy supermarket interventions in a digital world
Acknowledgement of Country
Healthier Choices Canberra

Healthier Choices Canberra helps Canberrans to eat well by supporting the availability and promotion of healthy food and drink options at places they visit regularly.

**Business**
- Supermarkets
- Cafes
- Licensed clubs
- Restaurants

**Junior Sport**
- State Sporting Organisations
- Sporting clubs
2/3 of food purchasing decisions are made in the supermarket environment (1)

Food retailers play a critical role in shaping purchasing decisions including through the ‘four Ps of marketing’ – price, promotion, place and product (2)

Globally, supermarkets are the leading source of food and drink purchasing (3)

COVID-19 pandemic has moved our lives even further into the digital space

Previous interventions focused on physical in-store changes (shelf tags, trolley/basket signage, end-of-aisle displays) have been effective in driving customer choices (4)
The Pilot

We're working with Healthier Choices Canberra to help our local community eat healthier, one recipe at a time!

**Melba IGA x HCC Partnership**

**Recipe 5 - Roasted Vegetables and Couscous Salad**

**Previous Recipes**

**Colouring in Competition**

**Healthier Choices Survey**

**Home**

**Ingredients**

- Roasted Vegetables & ...

**Shopping List**

- 1 tsp sweet paprika (2)
- 1L low sodium chicken stock (2)
- 3 cups wholemeal couscous (3)
- 3 handfuls baby spinach, chopped finely (4)

**DISRUPT FOOD-PURCHASING JOURNEY**

**10 WEEKS AT MELBA IGA**

**PHONE/ONLINE APPLICATION**

**RECIPES**

**LIGHT TOUCH IN-STORE PROMOTION**

**COMMUNITY AWARENESS**
We used two methods of capturing data to provide findings on actual user experience.

Application data

Application activity, acquisition & usage

Store data

Purchasing data (sales) & in-store data
159 unique users accessed the application over the 10-week period

1391 interactions

Average number of in-app activities per user was 10.1

14% of all users completed a shopping list

18% of all users completed a recipe survey
Application acquisition

Four different QR codes
- Postcard
- Colouring in sheet
- Community messaging (communications toolkit)
- Shelf cards

Note: Shelf cards were only introduced late into the pilot (in the sixth week). When averaged by week, the shelf cards were the most popular source of QR code acquisition.
Application usage

Peak in activity on release date across all 5 recipes

A-frame signage updated on release date

Activity on release date declined over the 10-week – novelty factor

Most recipes had post-promotion activity
**In-store Data**

Weekly sales data for the items in the featured recipes

Purchasing data was aggregated over the period that each recipe was promoted

These numbers were then compared with a two-week baseline period

<table>
<thead>
<tr>
<th>Recipe:</th>
<th>Change:</th>
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<tbody>
<tr>
<td>Recipe 1: Tuna Pasta Salad</td>
<td>+0.6%</td>
</tr>
<tr>
<td>Recipe 2: One Pot Chicken</td>
<td>-4.0%</td>
</tr>
<tr>
<td>Recipe 3: Spinach &amp; Ricotta Lasagne</td>
<td>+2.3%</td>
</tr>
<tr>
<td>Recipe 4: Beef &amp; Noodle Stirfry</td>
<td>-9.5%</td>
</tr>
<tr>
<td>Recipe 5: Vegetable &amp; Couscous Salad</td>
<td>+23.1%</td>
</tr>
</tbody>
</table>
In-store Data

<table>
<thead>
<tr>
<th>In-store data</th>
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</thead>
<tbody>
<tr>
<td>340 customers per day, purchasing an average of 3.2 items per customer</td>
</tr>
<tr>
<td>Customer average/total of unique users 0.66% of daily Melba IGA customers and 2.27 customers scanning per day</td>
</tr>
<tr>
<td>The purchasing data does not show enough of a direct correlation between the recipes and items purchased</td>
</tr>
<tr>
<td>This is unsurprising as only 0.66% of customers were captured per day</td>
</tr>
<tr>
<td>Many variables affect consumer purchasing habits (price, promotion and product)</td>
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</table>
Learnings & Next Steps

Recommendations to further enhance and increase engagement:

<table>
<thead>
<tr>
<th>Increasing application acquisition</th>
<th>Enhance in-application engagement:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Shelf cards</td>
<td>• Improve customer experience and functionality</td>
</tr>
<tr>
<td>• Messaging</td>
<td>• Incentivise participation</td>
</tr>
<tr>
<td>• Produce-specific</td>
<td>• Increase interactivity</td>
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<tr>
<td>• Increase digital marketing</td>
<td></td>
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<tr>
<td>• Co-create recipes</td>
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Tips for engaging supermarkets

- Easier as we had existing relationship with supermarket
- Co-creation: working with the supermarket to understand their needs and their market
- Keep it super simple!
- Set clear expectations from the outset
- Staff briefing or staff ‘champion’

Source: Klarisa Cengic – Healthier Choices Canberra Program Manager and Owner of Future Fwd Pty Ltd.
Thank you!

Questions, more information or to connect with us


Healthierchoicescanberra@act.gov.au
References


Q&A discussion
Interactive breakout rooms

1. Please introduce yourself

2. From listening to all the presentations today, what is a key takeaway for you?

3. Following on from your key takeaway, how might you take action towards healthier supermarkets in your community?

4. Do you know of any other healthy supermarket initiatives that could be worth exploring in future CoPs?
VicHealth update:

Steph Kilpatrick
Manager, Policy and Government Relations – VicHealth
• Food Standards Australia New Zealand (FSANZ) is a statutory authority in the Australian Government Health portfolio.
Health Star Rating
Pregnancy Warning Labels

Old

Get the facts
Drink Wise.
It’s safest not to drink while pregnant.

New

PREGNANCY WARNING
Alcohol can cause lifelong harm to your baby
Upcoming

• Energy labelling of alcoholic beverages

• Added sugar labelling
Thank you
	policy@vichealth.vic.gov.au
Q&A discussion
Resource development feedback

- Would a resource on getting started with retailer engagement be helpful for CoP members?

- Any further feedback: healthyfoodsystems@vichealth.vic.gov.au
Healthy Supermarkets
Community of Practice

Nourish Network Update
What’s been happening in Nourish Network?

New Community of Practice!

Healthy & Sustainable Tertiary Food Environments (name TBA) CoP led by Shirley Phan of Monash University and Chris Livaditis of Deakin University

Focus:
• Hands-on support for operational personnel keen to make healthy/sustainable changes in food retail
• Incentivising retailers to offer healthier options

Get in touch with Shirley if you’d like to be involved: shirley.yee@monash.edu.au
Join us for a free webinar with visiting researcher Katrine Duus, PhD candidate

Supporting families to make healthy supermarket choices: the Danish experience

With Australian reflections from RE-FRESH's A/Prof. Julie Brimblecombe & Dr Megan Ferguson

1pm-2pm AEST
Thursday, May 4

REGISTER
Moving forward

1. **Contribute to the Healthy Supermarkets CoP Miro board** (papers, events, resources): https://miro.com/app/board/uXjVO7gpqck=/

2. **Next CoP: Thursday 27 July 2023** (calendar invite coming) Email healthyfoodsystems@vichealth.vic.gov.au if you would like to present a project update, workshop a problem, share a community announcement (interstate and international examples welcomed).
Healthy Supermarkets Community of Practice

Thank you!