

Increasing healthy eating

Case Study: Eat Well Feel Good Ballarat



Background

Eat Well Feel Good Ballarat (EWFG) is a partnership between the City of Ballarat and Ballarat Community Health that aims to increase the awareness and purchase of healthier food and drinks at council managed facilities and partnered sports clubs. Between 2021-2023, EWFG was implemented at Selkirk Stadium and Eureka Pool which formed part of an action within the VicHealth Local Government Partnership project to improve the health and wellbeing of children and young people.

EWFG Outdoor Pools

The Health Promotion Officer worked with Aquatic Centre staff to create a healthy food environment at the Eureka Outdoor Pool. Initial community surveys before the changes were made, identified the barriers and enablers to healthy eating:

- 53% of respondents rated the variety of general food options as low
- 78% wanted to see more healthy food and drink options added to the menu.

The engagement also identified that the previous signage about healthy food “did not make sense”. To mitigate this, City of Ballarat worked with Mt Clear PS students to develop new branding materials, to engage with children using the kiosk and highlight the healthy options. New branding was showcased across the kiosk facility including painting of the facility and improved signage. Training was provided for all outdoor pool staff through the induction process, the fridge was restocked and displayed with more healthy options, wraps and rolls were ordered for all school groups and healthy ice-cream alternatives were made available.

Project Outcomes

- There were 168 **fewer** litres of high sugar (red) drinks, 388 **more** litres of moderate sugar (amber) drinks and 175 **more** litres of low or no sugar (green) drinks sold in 2022-23
- The 2022-23 pool season saw healthier (green) food options made available for the first time, including an **increase** of lower sugar or fat (amber) foods and a **reduction** in high sugar or fat (red) food options provided.

EWFG Selkirk Stadium

The City of Ballarat, Ballarat Community Health and Basketball Ballarat collaborated with staff from Selkirk Stadium’s café to introduce healthier options and to create consistent marketing materials to promote the new, healthy products. This initiative also incorporated a healthy rewards scheme where sports clubs using Selkirk Stadium were given vouchers to the healthy options at the café as sports rewards.

Project Outcomes

- Five initiatives were piloted at Selkirk Stadium: i) marketing collateral and campaign; ii) launch event for media and stakeholders; iii) introduction of fresh and nutritious menu items; iv) healthy sports rewards; v) changes to drinks fridge to promote water and other healthier options
- A comparison of sales data since the start of the project showed:
 - fruit sales increased by 45%
 - fruit salad sales increased by 25%
- Survey responses showed 45% of people who noticed the Eat Well Feel Good branding at the café agreed that it either increased their knowledge of foods available or influenced their purchase.