

Guideline: Non-display of sugary drinks

Through our Healthy Partnership Program, Healthway provides funding to sport, arts, racing, and community events to create healthy environments which support Western Australians to live healthy lifestyles.

Our Healthy Food and Drink Provision policy applies to projects where food and drinks are offered for sale. One of the requirements of this policy is that sugary drinks will not be on display.

Sugary drinks and overweight and obesity

In 2018, 70% of Western Australian adults aged 16 years and over were classified as overweight (38.1%) or obese (31.9%)¹. Childhood obesity has remained steady since 2004 with one in four Western Australian children aged 5-15 years were overweight or obese, putting them at an increased risk of obesity and chronic disease in adulthood.¹ (refer to Figure 2).

Research suggests that sugary drinks play a significant role in driving obesity trends. Australians are big consumers of sugary drinks², yet evidence shows that regular consumption of sugary drinks can increase the risk of serious health problems including type 2 diabetes, heart disease, tooth decay, and stroke³.

Children are exposed to large volumes of marketing for unhealthy food and drink products. It is well-established this marketing influences the types of food and drinks children prefer and is likely to contribute to poor diet and negative health outcomes later in life. This evidence underpins the World Health Organisation's recommendation that active steps are taken to reduce children's exposure to advertising for unhealthy products, as a risk factor for obesity⁴. Sugary drinks are commonly available in child and family settings including sports and community venues. This sends an unhealthy message to our kids that sport, recreation and sugary drinks go hand in hand.

1 ww2.health.wa.gov.au/Articles/N_R/Overweight-and-Obesity-in-WA

2 Miller C, Ettridge K, Wakefield M, Pettigrew S, Coveney J, Roder D, Durkin S, Wittert G, Martin J, Dono J. (2020). Consumption of Sugar-Sweetened Beverages, Juice, Artificially-Sweetened Soda and Bottled Water: An Australian Population Study. *Nutrients*, 12(3), 817

3 National Health and Medical Research Council (2013) *Australian Dietary Guidelines*. Canberra: National Health and Medical Research Council

4 World Health Organization. (2010). *Set of recommendations on the marketing of food and non-alcoholic beverages to children*. Geneva: WHO.

Figure 1: Proportion of Western Australian adults aged 16 years and over classified as overweight or obese ⁵

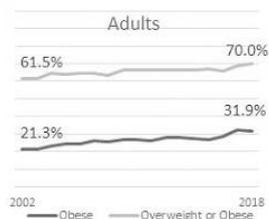
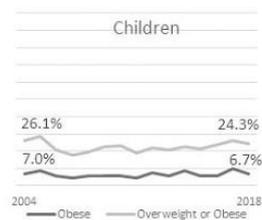


Figure 2: Proportion of Western Australian children aged 5-15 years classified as overweight or obese²



Source: Western Australian Health and Wellbeing Surveillance System

What are sugary drinks?

Sugary drinks contribute almost no valuable nutrients to Australian diets but deliver large quantities of sugar.⁶ ‘Sugary drinks’ refer to all non-alcoholic water-based beverages with added sugar, including sugar-sweetened soft drinks, energy drinks, fruit drinks, sports drinks and cordial. This term does not include milk-based products, 100% fruit juice or non-sugar sweetened beverages (i.e. artificial, non-nutritive or intensely sweetened)⁷. Figure 3 shows how many teaspoons of sugar are in different types of sugary drinks.

Figure 3: How much sugar is in your drink?



Source: <https://livelighter.com.au/The-Facts/About-Sugary-Drinks>

⁶ Miller C, Ettridge K, Wakefield M, Pettigrew S, Coveney J, Roder D, Durkin S, Wittert G, Martin J, Dono J. (2020). Consumption of Sugar-Sweetened Beverages, Juice, Artificially-Sweetened Soda and Bottled Water: An Australian Population Study. *Nutrients*, 12(3), 817.

⁷ National Health and Medical Research Council (2013) Australian Dietary Guidelines. Canberra: National Health and Medical Research Council

Why remove sugary drinks from display?

By removing sugary drinks from display and highlighting the health impact of drinking sugary drinks, Healthway aims to encourage Western Australians to rethink their sugary drink consumption and switch to healthier options.

What should and shouldn't be displayed?

ON DISPLAY



Examples: water (plain, sparkling, with 99% fruit juice), 99% fruit juice, fruit smoothies, coconut water (no added sugar), coffee, artificially sweetened drinks, 99% fruit juice slushies.

OFF DISPLAY



Examples: soft drink, slushies, energy drinks, sports drinks, iced tea, fruit drinks, flavoured mineral waters, and other drinks containing added sugar (except dairy)

Source: <https://www.fuelto.go.com.au/wp-content/uploads/2021/02/Sugary-Drinks-Fact-Sheet.pdf>

Additional resources

- Fuel to Go & Play - Sugary drinks fact sheet
- Cancer Council WA Sugary drinks are a rotten choice
- Rethink Sugary Drinks
- Webinar: Reducing Sugary Drinks Availability in Sport and Recreation Centres
- Case studies for examples of how other organisations have limited sugary drinks, and the evidence on their financial impact.

For further support, please email healthway@healthway.wa.gov.au.