

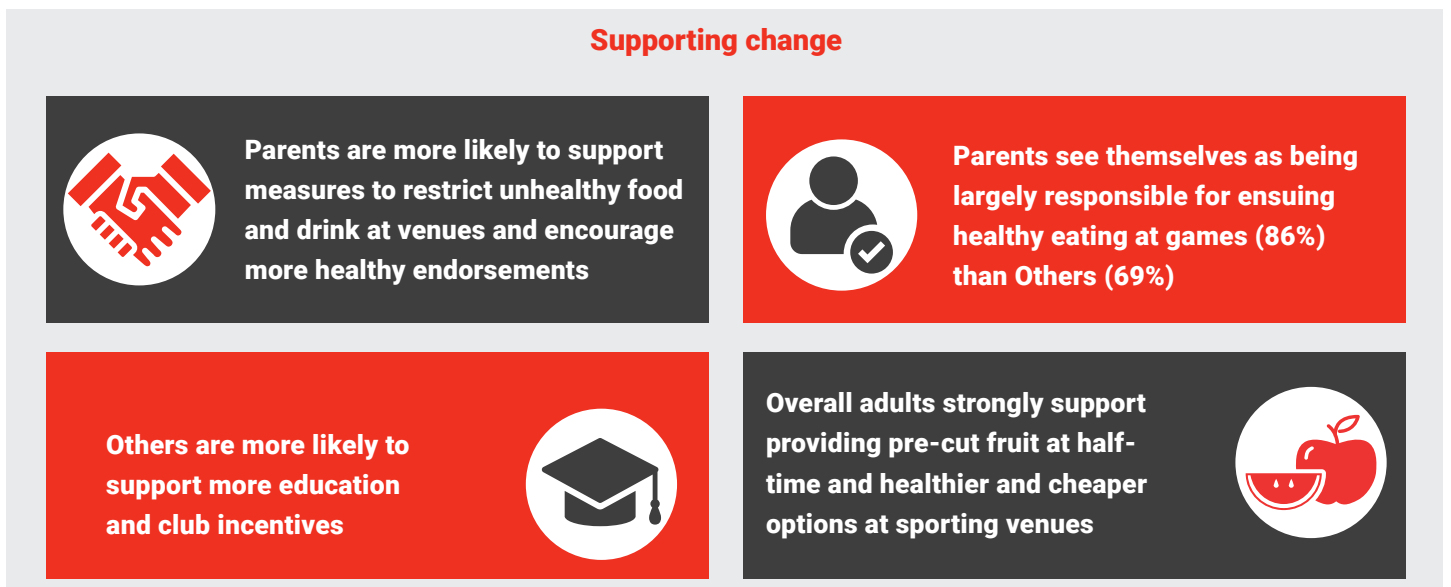
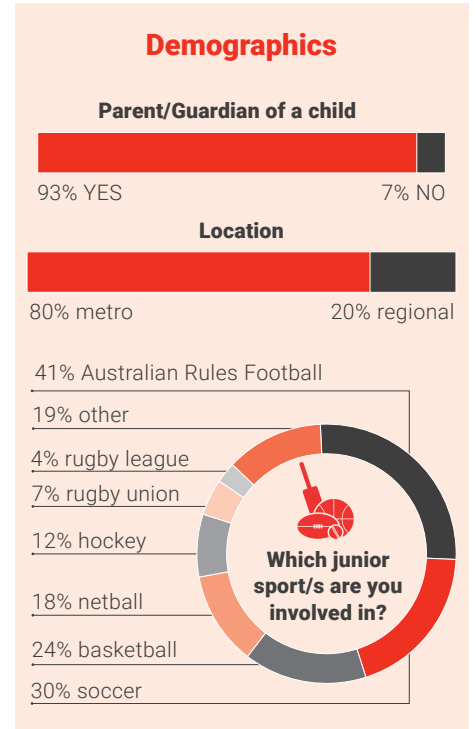
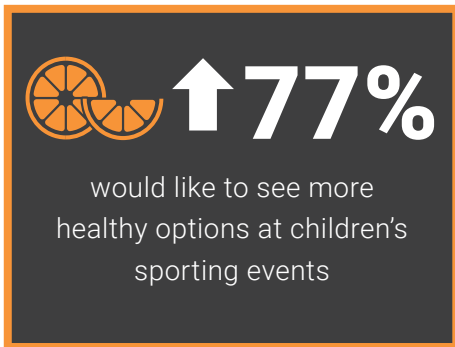
Healthy half-times

Food and drink choices at junior sport

The Healthy half-times project seeks to better understand the perceptions of coaches, parents and others regarding the availability of lollies and high sugary drinks including sports drinks at junior sporting games.

A survey of 200 people was undertaken by KANTAR, the majority were parents of children involved in sport within the past year.

This bulletin provides a summary of some of the key findings and provides options for health promotion strategies moving forward, aligned to Healthway's vision of a healthy and more active WA.



Half-time and full-time food and drinks

Overall, 82% of parents think that healthy eating and drinking is important for their children, and even more important at sporting games. 88% of parents and others support having pre-cut fruit provided at half-time.

The majority of children are served healthy food and drinks at half-time (94%) including water (74%) and fruit (65%). Most half-time foods are provided by parents (50%) including through a nominated person on a roster (27%). Even so, 41% say that children also have unhealthy food and drinks at half-time, including sugary drinks (17%) and baked goods (13%).

Post-game there is a significant increase in children eating or drinking unhealthy foods (60%) including sugary drinks (25%), confectionary (22%) and hot chips (21%). While parents are the main source of full-time snacks (41%) there is a big increase in the players buying foods and drinks (25%).

Of note, 80% say that unhealthy foods are available at their sporting canteen, while only 59% reported healthy options, excluding water.

Attitudes and actions

83% of people strongly agree that it's important to set a good example for children and 86% of those surveyed thought clubs should be provided with incentives to assist in promoting and providing healthy food and drink choices at junior sporting events. Through Healthway's grants programs there are opportunities to work with sports to provide education, promotions and environments that support healthier food and drink choices. More information on Healthway's funding is available at www.healthway.wa.gov.au

Some key findings and example actions are provided below.

Findings

- 77% would like to see more healthy options at children's sporting events

- 59% think unhealthy foods are easier to buy, 45% easier to prepare and 43% more convenient
- 25% source post-game foods from canteens

- 49% of parents agree other parents give unhealthy food and drinks to their children
- Overall, 88% of parents and others supported having pre cut fruit at half-time

- 73% of parents support more education for parents to encourage healthy eating at games
- 78% of parents support more education for coaches and clubs to encourage healthy eating
- Others (90%) are more likely to support measures such as providing more education for coaches/clubs and parents

- 44% says they often see unhealthy food and drink sponsorships at games

Example responses

- Implement a club-wide policy regarding healthy food and drink options and promotional activities including sponsorships

- Provide cheaper healthy food and drink options at canteens
- Promote healthy food and drink options such as through healthy meal deals
- Implement healthy food policies at canteens
- Provide healthy food training for canteen staff

- Implement a healthy food policy for parent rosters

- Provide coach and administrator education on healthy food and drink options
- Label canteen foods with healthy food and drink stamps

- Ensure all club events promote healthy food and drink options over unhealthy alternatives
- Provide club incentives that assist and provide healthy food and drink choices
- Don't use unhealthy brand promotions including within fundraisers and player awards