

Little Jamie Olive was almost sick when his mum said...



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...he had to stay for school dinners

Feed Your Need to Succeed

Creating a healthier eating environment on campus - Formative Results

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Aims

- To create a healthier eating environment on AUT campus by:
 - Working within the university organisation
 - Changing the physical environment
 - Supporting organisational and individual behaviour changes

- To create guidelines for other businesses who wish to create a healthier eating environment

What we know and what we don't know

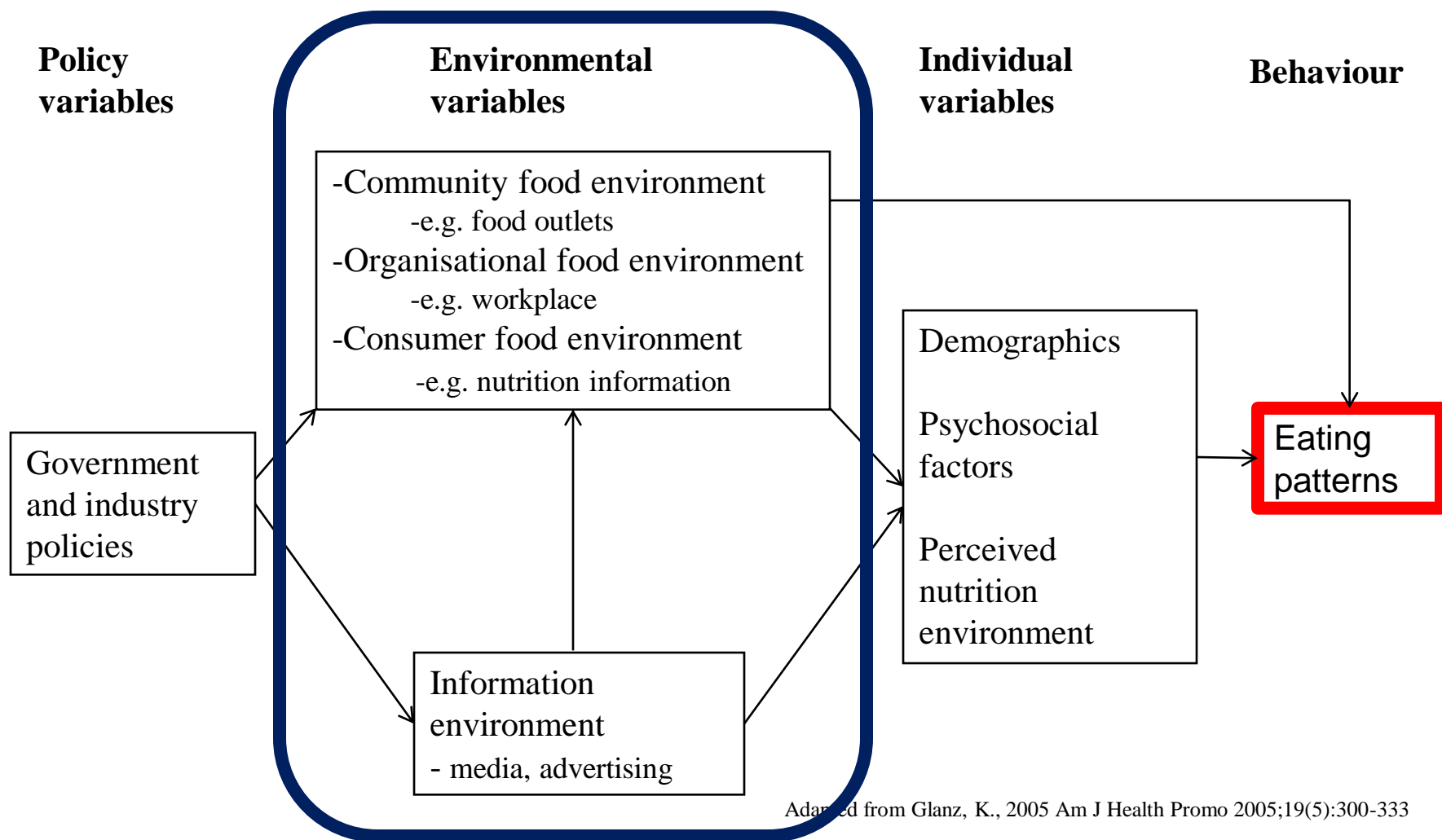
We know

- Previous research shows changes to the workplace eating environment can result in positive dietary changes
- Interventions that focus on individuals aren't necessarily effective at changing population level behaviours

We don't know

- Whether environmental changes in a New Zealand workplace will encourage measurable change in food intake

What factors determine what we eat?



Demographics of AUT

- 3 campuses
- 24,000 students
- 2,000 staff
- 60% of students are non-Europeans
- 40% of staff are non-Europeans

This was one small step for man, one giant leek for mankind...



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Current food environment at AUT

- 4 largest food outlets managed in house - 'café style food'
- External vendors onsite – sushi, kebabs, juice bar
- Limited identification and promotion of healthier choices
- Top sellers tend to be unhealthier options







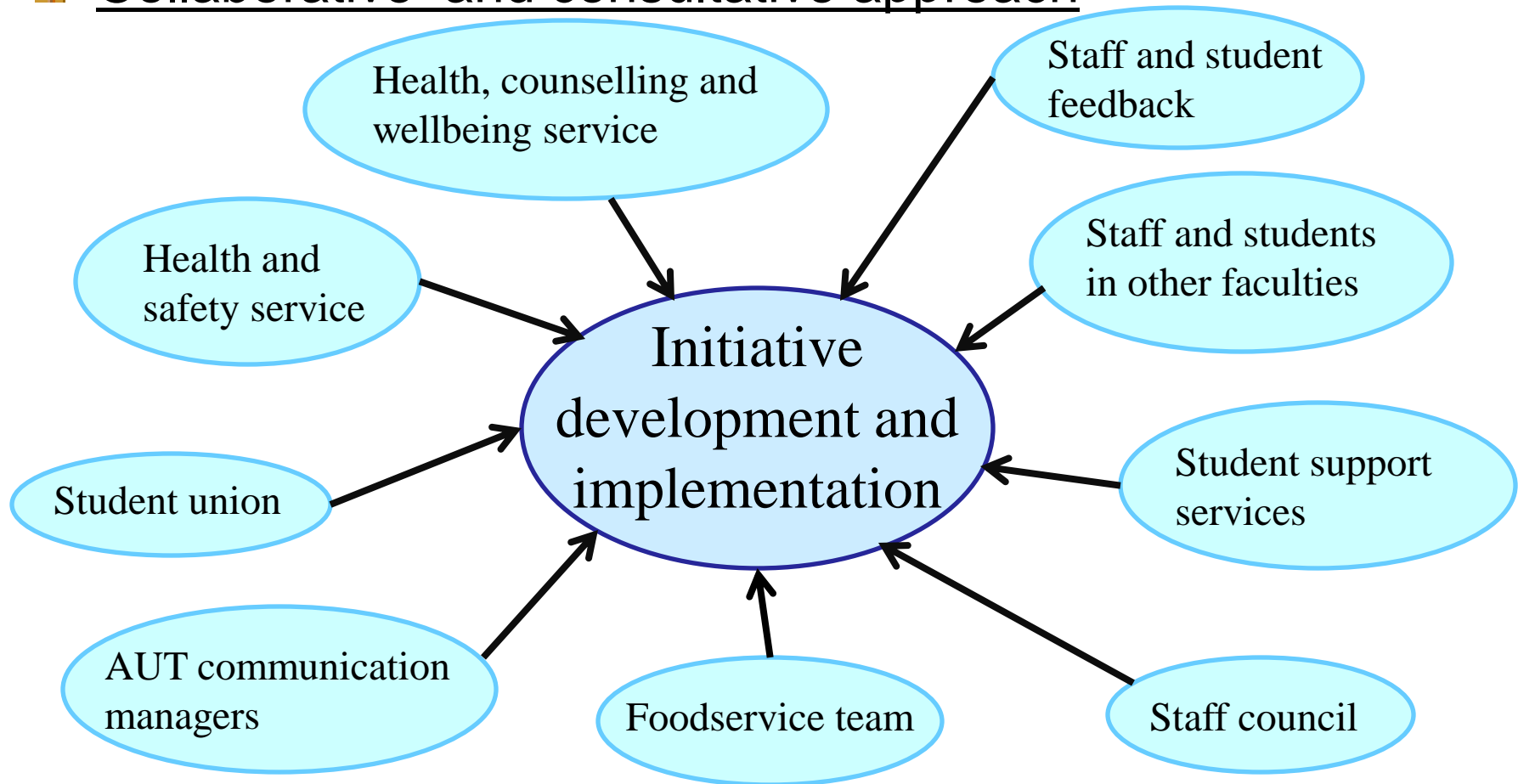
Overall attitude on campus

- Initiative has support from the Vice Chancellor and the General Manager – Finance and Resources
- Foodservice management team are VERY keen to make some positive changes
- Every staff and student member I have talked with on campus has been very enthusiastic about the initiative



Who's involved in this initiative

■ Collaborative and consultative approach



Stages of the research

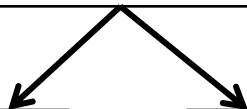
Stage 1: Needs Assessment

- Advisory group set up
- AUT online discussion forum
- Audit of current environment
- Consult with focus groups



Stage 2: Initiative planning and consultation

- Use Diffusions of innovations change theory to develop initiative strategies
- Consult with focus groups
- Comments from AUT online page
- Consult with foodservice management
- Sales outcome measures confirmed



Stage 3: Initiative implementation

- Promotion of initiative using social marketing campaign
- Roll out may be staged
- Informal review of financial impact and effectiveness, adapt if necessary
- Mid stage environmental audit



Stage 4: Evaluation and future action determined

- Evaluation with focus groups and foodservice management team
- Evaluation via AUT online discussion
- Endpoint environmental audit
- Collection and analysis of sales data

AUT Online webpage

AUTonline Home Help Logout

Home All My Courses My Old Courses Content System **Community** Staff Support Course Requests Scholar

Announcements
Staff Information
About the project
Communication
Discussion Board
Websites
FAQ's
Recipes to try

Tools
Communication
Organisation Tools
Organisation Map
Control Panel
Refresh
Detail View

OPERATION SNACK ATTACK (HES_ORG09_HRES) > DISCUSSION BOARD > ORGANISATION DISCUSSIONS: HAVE YOUR SAY ON HOW WE CAN CREATE A HEALTHIER EATING ENVIRONMENT ON CAMPUS

Organisation Discussions: Have your say on how we can create a healthier eating environment on campus Tree View List View

Thread Remove Collect Mark Read Mark Unread Change Status to:

<input type="checkbox"/>	Date	Thread	Author	Status	Unread Posts	Total Posts
<input type="checkbox"/>	5/05/09 08:35	What do you think is being done well at the moment?	Alicia Crocket	Published	0	1
<input type="checkbox"/>	5/05/09 08:35	Barriers to healthier food choices	Alicia Crocket	Published	0	1
<input type="checkbox"/>	5/05/09 08:34	Ideas for ways to promote healthier food choices	Alicia Crocket	Published	0	1
<input type="checkbox"/>	5/05/09 08:33	What would you change first?	Alicia Crocket	Published	0	1
<input type="checkbox"/>	5/05/09 08:32	Useful information we can provide you with	Alicia Crocket	Published	0	1
<input type="checkbox"/>	5/05/09 08:29	Any other comments or ideas?	Alicia Crocket	Published	0	1

Select All Items Per Page Display

Stage 1: Needs Assessment

- Focus groups
- Discussion areas in focus groups
 - Current situation
 - Barriers and motivators of picking healthier food choices
 - Effective ways of promoting healthier choices
 - Priority areas and suggested strategies for change

Priority areas for change

- Availability of food after hours
 - “nothing is ever available during weekends and students are really frustrated”... “we’re open until 11pm but the café will be closed
 - “if different outlets are closed it’s kind of hard to get something”
- **Suggested strategies:** fresh vending machines with sandwiches, fruit and yoghurt, healthier snack choices in vending machines.

Priority areas for change

- Labelling so people know how healthy a product is or whether it meets their dietary needs
 - “you really don’t have any idea in terms of gluten free, or if it’s vegan or not”
- **Suggested strategies:** Labelling on packages, codes on products, rating system
 - “Like a rating system... ...if it’s got 5 stars it means this, this, this and this... ... or the colours of the stars”

Priority areas for change

- Sourcing economical healthier options
 - “as long as the unhealthy choices are the cheapest ones that’s what people will keep buying”
 - “all students are affected by money”
- **Suggested strategies:** special deals, loyalty cards, home brand snacks, cheaper for a smaller serving size

Future plans

- Complete AUT Online webpage
- Labelling of items
- Range of healthier AUT branded snack items
- Fresh vending machines
- Work with foodservice to make products healthier

Already moving forward

- Fruit



- Pies



- Vending

- Sausage sizzles on campus

- Promotion campaign



Acknowledgements

- I would like to thank:
 - Professor Elaine Rush, Dr Geoff Dickson
 - Tertiary Education Commission, Living Healthy Limited
 - AUT Commercial Services team
 - Focus group participants
 - Advisory group

The carrot had got past the peeler...



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...but grater danger lay just around the corner

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