

Presentation 2

8.50am – 9.10 (20 mins)
Thursday 13th March



The NATSINSAP-
Implementing the
Remote Indigenous
Stores and
Takeaway project



Remote food supply

- In remote areas, stores and takeaways provide around 90-95% of all food that is consumed in the community (Lee et al 1996)
- Fresh, healthy foods are limited in variety, can be poor quality and expensive in remote communities; (esp. fruit and vegetables).



Healthy food costs more

Remote stores compared to capital city	NT (2006)	QLD (2006)
Average cost of food basket	↑ 29% (\$110)	↑ 33% (\$145)
Average cost of fruit & veg only	↑ 38%	↑ 30%
High fat/high sugar takeaways		↑ 23%



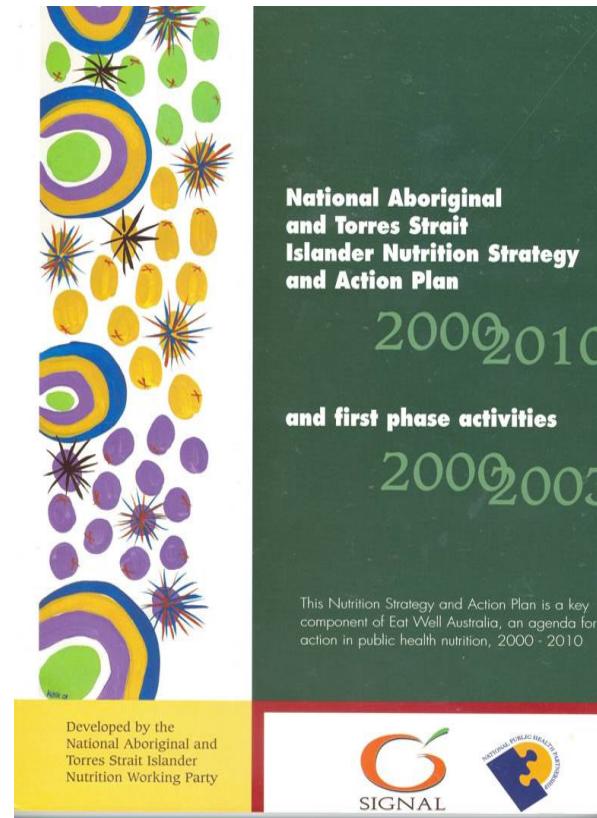
Healthy diets cost more

- Across NT remote stores **36%** of family income required to purchase the basket of foods (NT MBS Report 2007).
- Across Australia food and non-alcoholic beverages accounted for an average of **17%** of total household expenditure (ABS 2003-2004).



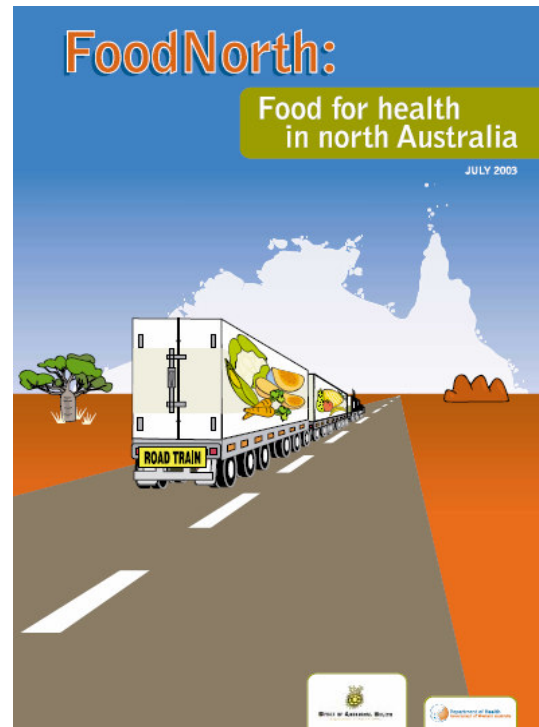
Food supply in rural and remote areas

- One of the seven key action areas of the NATSINSAP



FoodNorth Report 2003

- Investigation of factors which influence food supply to remote communities
- Led to the development of RIST



Remote Indigenous Stores and Takeaways project (RIST)

- Jointly funded by QLD, WA, NT, NSW, SA and the Aust. Gov. in 2005
- **Goal-** To improve access to healthy food in remote Indigenous community stores and takeaways



Key RIST objective

- Develop a common set of guidelines & tools that promote access to healthy foods & discourage the promotion of energy dense /nutrient poor food and drinks.



Who was involved

- Cross Jurisdictional Steering Committee
- Industry Reference Group
- RIST Project Officer
- Specific pieces of work undertaken
 - National Heart Foundation
 - Menzies School of Health Research
 - National Rural Health Alliance



RIST Resource Package

Official launch today!



Food Variety Guidelines

a checklist of minimum core foods to be stocked in stores

MILK, YOGHURT AND CHEESE

- Dairy foods are an excellent source of calcium for strong bones and protein for body growth and repair.
- They are also a good source of carbohydrate for energy and have some vitamins and minerals.
- The reduced fat, low fat/skim varieties are the best choice for most people as these contain less saturated fat. Saturated fat is the type of fat which raises blood cholesterol levels and can increase the risk of heart disease.
- Reduced fat, low fat or skim choices are not suitable for children under 2 years of age because of their high energy needs.

MILK

- Fresh and long-life (UHT tetra pack)
 - Reduced fat
 - Full cream
- Powdered milk
- Tinned evaporated milk (reduced fat)
- Reduced fat flavoured milks (400ml or smaller portion packs only)

YOGHURT

- Reduced fat, lite and diet choices
- Full fat

CHEESE

- Reduced fat choices
 - Hard cheese
 - Cheese slices
- Full Fat Cheese
 - Processed (does not require refrigeration)
 - Cheese sticks
 - Hard cheese
 - Cheese slices



Heart Foundation Buyers Guide

- Lists healthier **brands** of foods within each food category
- Categories based on RIST Food Variety Guidelines and data from Menzies research (frequently purchased foods)
- All products in the Guide have either:
 - Earned the Tick
 - Are eligible for the Tick
 - Or met provisional criteria developed specifically for this Guide

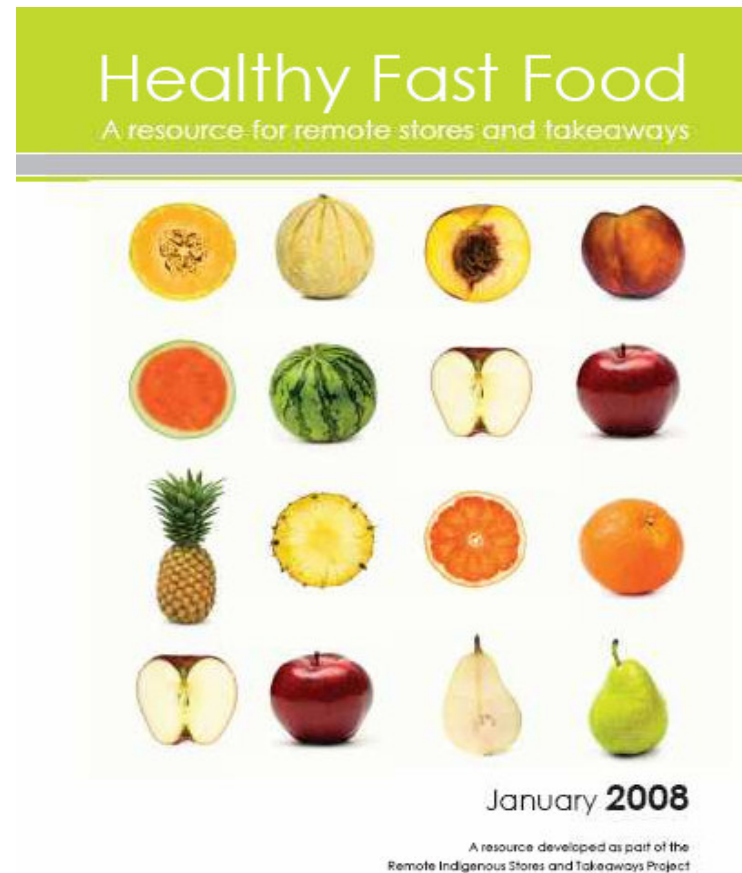


For managers of remote
Indigenous stores and takeaways



Healthy Fast Food

- **Takeaway guidelines**
 - info on food preparation, menu planning, workflow, recipes, reading food labels and food safety



Marketing

Strategies to promote healthier food choices and to discourage promotion of energy dense, nutrient poor food and drinks

Marketing Ideas

The Shelf Talker Program

2. Photo displays

- Make a photo display of products so that customers can see what foods you are promoting.
- You can take the photos yourself, access them from the internet or use the actual products, placing them on a shelf or attaching them to the wall.
- Laminate your pictures so that they last longer.

3. Promotional materials

- Link your shelf talker program with other forms of promotions, for example pamphlets, water bottles, caps, T-shirts, shopping bags.

4. Store staff training

- Staff should be aware of the shelf talkers and their intention.
- Discuss with your staff and decide on roles and responsibilities for putting up the labels, displays and ensuring they are maintained.
- Check that 'shelf talkers' stay in the right places.

5. Setting up the display and shelf talkers

- Determine the location where the shelf talker will be most visible. This may mean that you move the targeted food to a different location in the store. Identify the high traffic areas and put the targeted food items there.
- There may also be an opportunity to include the targeted food as an "end of aisle" promotion.

6. Launch

- Gain as much exposure as possible for the launch of a promotion.
- You could use a well recognised community identity to be the voice.
- Consider what opportunities exist to keep the awareness momentum going in the form of a spin-off promotion or new products to feature.

7. Maintenance of program

- Make sure that the shelf talkers remain on the correct products that they are promoting and the correct food images remain on display.

8. Ongoing promotion of the program

- A shelf talker needs regular updates.
- Have regular launches of foods with the shelf talkers.

9. Shelf talker promotions



3



Store and takeaway checklists

- Sets of minimum standard of foods, drinks and practices to ensure a healthy food supply in stores and takeaways.

Checklist

Place a tick in the box if your answer is yes
Aim to tick as many boxes as possible

Nutrition		
The store sells wholemeal or multigrain or "better choice" white bread (i.e. high fibre and/ or low GI)		<input type="checkbox"/>
The store sells at least 3 healthy breakfast cereals (eg porridge, wheat biscuits, untoasted muesli, oat and wheat/bran flakes)		<input type="checkbox"/>
The store sells pasta and/or low GI rice such as basmati		<input type="checkbox"/>
The store sells low fat dry biscuits (<10g/100g fat)		<input type="checkbox"/>
The store sells at least 8 types of fresh fruit	How many? _____	<input type="checkbox"/>
The store sells tinned fruit in natural juice or water only		<input type="checkbox"/>
The store has a delivery of fresh fruit and vegetables every week all year round		<input type="checkbox"/>
The store sells at least 4 different types of white/green vegetables (eg beans, spinach, zucchini, leeks, peas)	How many? _____	<input type="checkbox"/>
The store sells at least 3 different types of salad vegetables (eg capsicum, mushroom, radish, tomato, lettuce)	How many? _____	<input type="checkbox"/>
The store sells at least 3 different types of yellow/red vegetables (eg carrots, corn, pumpkin and sweet potato)	How many? _____	<input type="checkbox"/>
The store sells reduced fat, low fat or skim milk (fresh, dried or UHT) in addition to full cream milk		<input type="checkbox"/>
The store sells evaporated skim milk		<input type="checkbox"/>
The store sells low fat coconut milk/cream		<input type="checkbox"/>
The store does not sell hardened or solidified fats (eg copha, lard)		<input type="checkbox"/>
The store only sells monounsaturated and polyunsaturated margarines and oils		<input type="checkbox"/>
The store sells at least 2 different types of canned beans (eg baked beans, red kidney beans, 3 bean mix)		<input type="checkbox"/>



RIST electronic tools

- **Fruit & Veg quantity spreadsheet-** designed to set community-specific purchasing and sales targets for fruit and vegetables, in light of current national nutritional recommendations



Store food monitoring tool

- developed by Menzies School of Health research for RIST
- sales database tool to track variations in sales of key indicator foods and drinks
- reflects key dietary problems in remote communities
- part of progressive feedback, planning and action cycle to improve nutritional quality of the food supply



Freight Improvement Toolkit (NRHA)

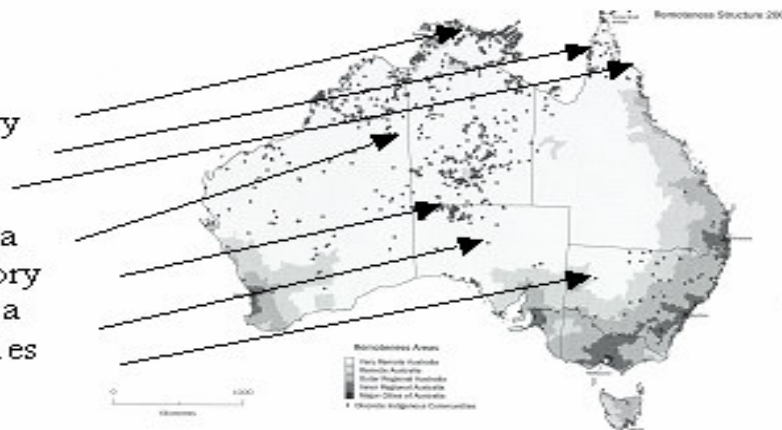
- **National Transport Forum** attended by over 70 people from all aspects of the food supply chain to remote communities
- The **Freight Improvement Toolkit** describes new technologies and practical examples of ways to streamline the freight of perishable goods to remote communities- to ensure quality, freshness and affordability (eg Group freight buying software).



2007 RIST trial sites

- The RIST trial of guidelines and resources took place in seven remote communities in five jurisdictions over 6 months.
- Process and impact evaluation
- Supporting Nutritionist important catalyst for change

Oenpelli, Northern Territory
Old Mapoon, Queensland
Hopevale, Queensland
Billiluna, Western Australia
Areyonga, Northern Territory
Oodnadatta, South Australia
Wilcannia, New South Wales



Building alliances for future use

- **Outback Stores-** Alliance established with OUTBACK STORES to utilise resources in staff training, promotion, nutrition policy development & monitoring
- **Nationally Accredited Training for Aboriginal Health Workers-** RIST resources will be available to support the new nationally accredited training Diploma unit in Food supply



Licensing of Community Stores

- Aus. Gov. NT Emergency Bill (2007) requires that stores be licensed in order to administer Income Management of Welfare Benefits
- Negotiating use of RIST resources to inform licensing requirements for remote stores



Distribution of RIST Resources

- State and Territory based distribution via workshops and existing networks
- Resources free to download from Australian Indigenous Health InfoNet

www.healthinfonet.ecu.edu.au



Recommendations

- Remote areas are included in a national food pricing enquiry with a plan for ongoing food price monitoring (national MBS).
- Research is effective ways of applying subsidies to achieve equity in the costs and availability of basic healthy foods; particularly in remote areas (including freight subsidies, as well as subsidies at critical life-stages such as pregnancy and lactation and early childhood)
- Community Stores prioritise and are accountable to nutrition indicators; as well as financial goals and targets through application of the RIST food sales monitoring tool (e.g. Outback Stores).
- Nutrition and health expertise is sought in the developmental stages of the mandatory store licensing program for remote Northern Territory communities with consideration of broadening this program to other States of Australia.



Thank you

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Success stories

- QLD DATSIP stores project: fresh fruit and veg sales increased by 50%
- Minjilang community project: fresh fruit and veg sales increased by 100%
- Saibai : community project plus upgraded store - fresh fruit and veg sales increased three fold
- Looma intervention increased fruit and vegetable sales by 30%

