

Scoping the best practice guidelines for a successful healthy retail recognition program in Victoria

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Executive summary

The project was to increase healthy eating and reduce obesity and chronic diseases risks of Victorians by identifying best practice guidelines for a healthy retail recognition program in Victoria.

The reason for this is Victorians consume inadequate vegetables, fruit and wholegrains and consume too many foods and drinks high in energy, saturated fat, sugars, salt or alcohol. As a result, the rates of obesity and its associated non-communicable diseases, such as cardiovascular diseases, type 2 diabetes and some cancers, has increased. Therefore, it is essential to increase healthy eating through implementing policies in retail outlets such as restaurants, canteens, kiosks, vending machines and cafes.

Although various organisations have been offering healthier food and drink options at their retail outlets, they failed to receive the recognition they desire. Furthermore, retail outlets which have been encouraged to offer healthier choices have not been seeing much incentives to do so. As a result, a more holistic, successful and sustainable recognition program is needed to meet the needs of the government, population and retailers. Therefore, the Nourish Network Healthy Retail Promotion Action Group is formed to focus on developing and/or enhancing healthy retail recognition programs in Victoria.

Existing national and international healthy retail recognition programs were explored through electronic database searches, evaluation reports and interviews with stakeholders. Key successes identified were simplicity, education, and relationship and trust. Key barriers included time, transient nature of business owners and motivation for businesses to stay onboard.

Recommended best practice guidelines for a successful healthy retail recognition program in Victoria include

- keeping the program and its requirements/criteria simple to encourage businesses to adopt the program and to motivate them to stay onboard because offering healthier choices is not the main priority of many retail outlets;

- ensuring businesses are regularly followed-up by the same program staff, Health Promotion Officer or Environmental Health Officer to form a friendly and trustful relationship with retailers;
- ensuring menu changes have low or minimal cost implications on businesses to encourage businesses to adopt the program, to motivate them to stay onboard and to promote sustainability;
- engaging government and local councils onboard to implement the program;
- tailoring program to meet the needs and culturally understandings of the community; and
- obtaining/Requesting for appropriate amount of funding.

Further scoping would be beneficial in three areas:

- the best method to 'hook' retail outlets in;
- motivations to keep businesses onboard; and
- if food safety as the main priority/criteria of healthy retail recognition programs would attract/encourage more businesses to be involved.

Introduction

Obesity is a major public health issue internationally as it is a major risk factor of non-communicable diseases (NCDs), such as cardiovascular diseases (CVDs), diabetes mellitus, and some cancers. (1) These NCDs are the leading causes of global death in 2016 (2) and the risk for them increases with body mass index (BMI). (1) Globally, more than 650 million adults (13%) and over 124 million children and adolescents worldwide were obese in 2016, (1) and 41 million annual deaths (71% of all deaths) are attributable to the above-mentioned NCDs. (3) Nationally, 31.8% and 8.0% of Victorian adults and children were obese respectively in 2017-18 (4) and 320,200 (5.1%), 311,000 (5.0%) and 130,400 (2.1%) Victorians experienced CVDs, diabetes mellitus and cancer respectively. (4) Therefore, prevention is key.

A healthy diet helps to prevent obesity and its related NCDs. (3, 5) However, the global dietary patterns have changed for the worse due to greater production of processed food, swift urbanisation and lifestyle changes. (3, 5) The current dietary pattern revolves around greater consumption of food and drinks high in energy, saturated fat, added sugar and salt, and less consumption of fruit, vegetables and wholegrains, (5) which promotes obesity. (1) Such dietary pattern is no different in Victoria. (4, 6)

In Victoria, 75.6% of children and only half (51.3%) of adults met the Australia Dietary Guidelines' (ADG) recommended two daily serves of fruit, whereas only 7.2% of children and 7.8% of adults met the ADG's recommended five daily serves of vegetables. (4) On a daily basis, 5.1% of children and 7.0% of adults consumed sugar sweetened beverages (SSB). (4) On average, 14.5% and 41.8% of adults did not meet the ADG's recommendations for alcohol consumption, whereby they consumed more than two standard drinks daily and more than four standard drinks on one occasion in the past year respectively. (4) Furthermore, approximately one-third (35%) of Victorians' daily energy were obtained from discretionary foods, with that of adults and children being 34% and 38% respectively. (6) It is therefore of no surprise that one of the focus areas of the Victorian state government's Public Health and Wellbeing Plan 2019-2023 is to increase healthy eating in an attempt to reduce Victorians' disease burden (7, 8) and lessen the financial burden on the health system. (9)

Eating out is one of the largest industries in Australia because eating out at restaurants, fast food outlets and cafes is a tradition. (10) Australians are eating out two to three times weekly, which equates to at least 50 million and 2.5 billion meals out weekly and annually respectively. (10) On average, eating out attributes to \$94 in each Australian household, totalling up to \$45 billion annually. (10) In addition, with increased convenience of food delivery mobile applications and/or websites and fast food drive-throughs, take-out consumption will inevitably increase. Therefore, it is crucial to target these retail outlets, which are providing the food regularly consumed by Australians, to include healthier options in their menus.

Although many health promotion frameworks and guidelines have been developed for retail outlets, it has been challenging to persuade retailers to adopt these frameworks and guidelines. To address this, several healthy retail recognition schemes/awards/programs have been designed to motivate retailers to provide healthier menu options. Through literature analyses of government schemes, past and current evaluation reports, and interviews with stakeholders, this report aims to explore the success factors, barriers, incentives and motivation factors of different national and international recognition programs so as to inform the identification of the best practice guidelines for a successful healthy retail recognition program in Victoria.

Methods

Literature review

For the purposes of this report, “healthy food retail recognition” is defined as a public acknowledgement of a retail outlet that has demonstrated the provision and promotion of healthier foods and drinks to its clientele and/or community. With a focus on specific retailers, “retail outlet” is defined in this report as places which allow the general public to purchase packaged, ready-made or cooked foods to be eaten on or off the premises. The included and excluded settings are summarised in Table 1.

Table 1. Included and excluded “retail outlet” settings in this report.

Included settings	Excluded settings
<ul style="list-style-type: none">• Cafes• Restaurants• Fast food• School canteens• Kiosks• Hospitals• Sports and recreation centres	<ul style="list-style-type: none">• Supermarkets• Corner stores• Early years

A literature search of eight electronic databases, Academic Search Complete, Business Source Complete, CINAHL Complete, Global Health, Health Source-Consumer Edition, Health Source-Nursing/Academic Edition, MEDLINE Complete and APA PsychInfo, was conducted on 20 August 2020. Keywords used for the searches consisted of three concepts, namely healthy, retail and recognition program (Table 2). Filters applied included full text, published between 2010 and 2020, peer reviewed journals and published in English.

Table 2. Keywords used for database searches.

Concept	Keywords
Healthy	Health*, nutrition, nutritious
Retail	Retail*, shop*, canteen*, kiosk*, restaurant*, hospital*, café*, cafeteria, “fast food*”, takeaway, takeout, quick service restaurants, “sport* and recreation* cent*”
Recognition program	“recognition program*”, “recognition schem*”, “recognition award*”, “achiev* program*”, “achiev* award*”, “achiev* schem*”, “award* program*”, “award* schem*”, “voluntary agreement”

Healthy retail recognition programs

Names of past and/or existing healthy retail recognition programs were identified through the Nourish Network Healthy Retail Promotion Action Group and relevant stakeholders. Programs were excluded if they did not meet the “retail outlet” definition and did not provide any recognition or incentives for retailers to sell healthier food and/or drinks (Appendix 1).

Stakeholders’ interviews

Stakeholders were emailed to assess their interests in participating in a 45 to 60 minutes interview. Once interest was expressed, a Zoom invitation was sent out to the stakeholders. During the interview, basic characteristics, rationale, success, barriers and incentives of the healthy retail recognition program were explored. The interview was recorded, and the audio recording was emailed to the interviewees within a week from the interview.

Results

Literature review

In total, 136 publications were identified through the electronic database searches. After 55 publications were removed as duplicates, the remaining 81 publications were screened by title and abstract. All 81 publications were excluded as they did not meet the inclusion criteria of this report. Apart from the electronic database searches, two publications were identified via Google Scholar. (11, 12)

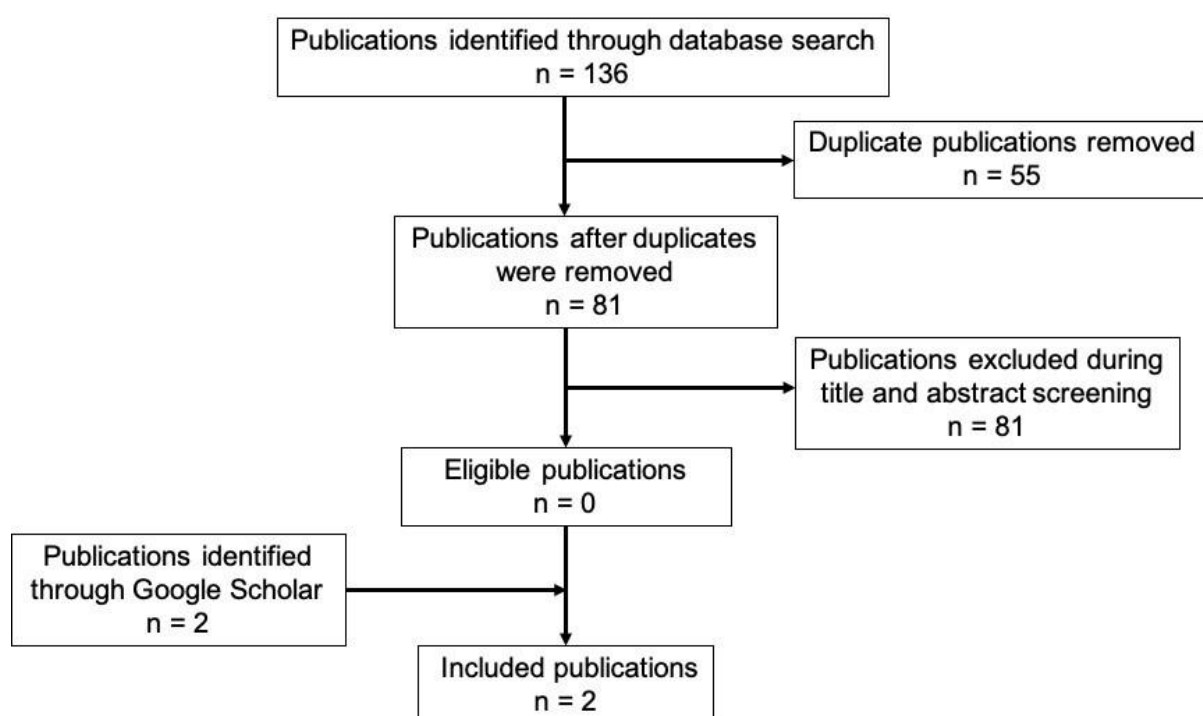


Figure 1. Literature search process.

Healthy retail recognition programs

A total of 19 recognition programs were identified, of which 10 were included in this report and only four were interviewed (Figure 2). The basic characteristics and summary of the included recognition programs are consolidated in Appendix 2 and Table 3, respectively.

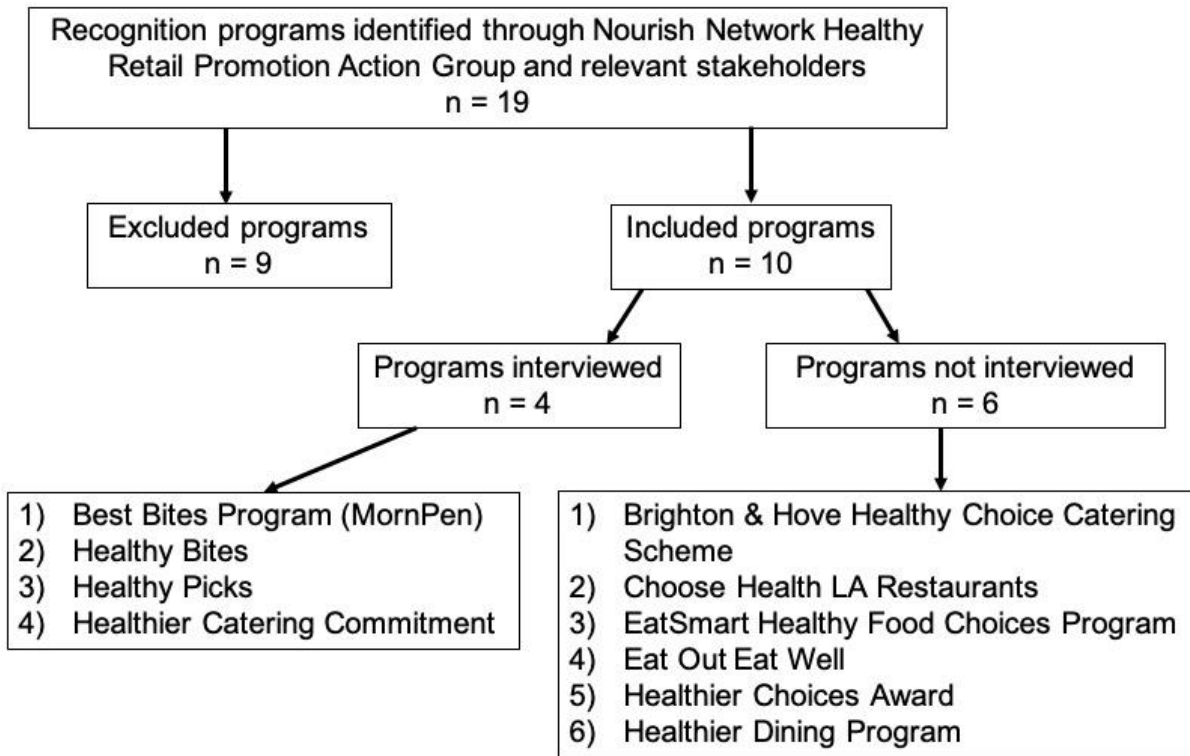


Figure 2. Identification process of recognition programs.

Stakeholders' interviews

Through the four interviews conducted, successes factors, key barriers, incentives and motivational factors of the programs were explored (Table 4).

Table 3. Overview of included recognition programs.

Program	Summary	Criteria	Incentives
<p>Best Bites Program (MornPen) (13, interview conducted on 27 August 2020)</p>	<p>Recognises the most outstanding local food businesses in the areas of food safety, healthy eating, sustainability, reduction of tobacco/alcohol, and access and inclusion</p>	<p>At least 95% food safety/hygiene rating</p>	<ol style="list-style-type: none"> 1) Best Bites certificate and window display 2) Recognition at Best Bites events (e.g. Best Bites Awards) 3) Free promotion or publicity through the Best Bites Food Guide, which is updated regularly and annually for the electronic and printed versions respectively
<p>Brighton & Hove Healthy Choice Catering Scheme (14)</p>	<p>Aims to increase opportunities for customers to make healthier choices by promoting, supporting and rewarding food businesses to use healthier cooking methods and ingredients</p>	<ol style="list-style-type: none"> 1) Businesses must be registered in Brighton & Hove 2) Food Hygiene Rating Scheme 3+ 3) Fresh preparation of dishes using unprocessed ingredients and reducing amount of salt, sugar and saturated fat used 4) Purchase ingredients that are local, seasonal and more sustainable, contain no or less added salt and sugar, and trans fat free 5) Use healthier cooking methods 6) Offer healthier toppings or sides and smaller portion sizes 7) Availability of healthier drink options (e.g. unsweetened, low sugar, no sugar, free tap water) 	<ol style="list-style-type: none"> 1) Certificate 2) Can use Healthy Choice logo in publicity 3) Free publicity on Council's website. 4) Free promotional materials 5) Free advice, training and support (e.g. free nutrition workshops and guidance, give information about local suppliers which makes it easier to choose healthy ingredients)

		8) Healthier options are promoted, prominently displayed and reasonably priced	
Choose Health LA Restaurants (12, 15)	Aims for local restaurants in LA County to provide healthier options	<ol style="list-style-type: none"> 1) Offer reduced-sized portions that are at least 1/3 smaller than full-size items 2) Provide free chilled drinking 3) Healthier kids' meals (at selected restaurants where they are offered) 	<ol style="list-style-type: none"> 1) Official Choose Health LA Restaurants decal 2) Free in-store promotional materials 3) Free on-site assistance from Choose Health LA Restaurants program staff to implement menu changes from start to finish
Eat Out Eat Well (16)	Based on a Bronze, Silver and Gold system, all types of catering establishment catering for the general public are scored on the type of food on offer, cooking methods, and how meals are promoted to customers. The higher the score, the higher level. However, to obtain a Gold Award, key members of staff usually need to undertake some form of accredited/recognised training in nutrition.	<ol style="list-style-type: none"> 1) Food Standards Agency food hygiene rating scheme score of 3 2) Make changes to food preparation according to the award conditions, where required 3) Provide and promote healthier menu choices in the establishment, where appropriate 	<ol style="list-style-type: none"> 1) Award with 2-year validity 2) Free publicity in local authority and publications 3) Have the right to use the Eat Out Eat Well award logo on stationery, menus headings and promotional boards and displays
EatSmart Healthy Food Choices Program (17)	Aims to increase access to nutritious food within the Knox community by helping local food service type businesses modify their menus and meals	<ol style="list-style-type: none"> 1) Food service type business (e.g. one whose primary business is the preparation of food for immediate consumption; excludes school canteens, childcare and aged care/hospital services) 2) Minimum score of 90% on food safety assessment component of EatSmart Program 	<ol style="list-style-type: none"> 1) Reported long term profitability, minimal negative consumer feedback and increased customer pool

		3) Obtain the minimum number of items in each of the criteria: Salt, fat, sugar category, fruits and vegetables, and portion control category	
Healthier Catering Commitment (HCC) (11, 18, interview conducted on 25 August 2020)	Helps businesses make simple, small and affordable changes to the way food is prepared and served	<ol style="list-style-type: none"> 1) Food Hygiene Rating Scheme score of 3 or above 2) Commit to at least 8 of 25 criteria, with 4 essential criteria for every food business operator (e.g. reduce saturated fat, salt and sugar, and offer smaller portions) and 3 additional “frying essential criteria” for business operators that deep fat fry (e.g. optimum temperature of cooking oil at 175°C, excess fat drained and proper maintenance of oil) 	<ol style="list-style-type: none"> 1) Free publicity 2) Free nutritional advice from qualified nutritionists
Healthier Choices Award (19)	Aims to give customers the option to eat healthier food by helping businesses make a few simple changes to the way food is prepared and cooked	<ol style="list-style-type: none"> 1) Hygiene rating of 3 or above 2) Reduce saturated fat and avoid deep fat frying 3) Reduce salt usage 4) Offer smaller portion sizes for children and adults 5) Increase use of fruit, vegetables and whole grains in menu items 6) Promote healthier food and drink options 	<ol style="list-style-type: none"> 1) Certificate and window sticker 2) One-to-one support from dedicated nutritionist
Healthier Dining Programme (20)	Aims to give Singaporeans healthier food options when eating out by making lower calorie meals, meals prepared with	1) Any F&B business registered and operating in Singapore; OR F&B businesses (part of the same	1) Distinctive Healthier Choice Identifiers

	healthier ingredients (e.g. wholegrain staples) and reduced-sugar beverages and water a prominent part of the menu offerings at all food and beverage (F&B) companies registered and operating in Singapore	<p>group of F&B companies) registered and operating in Singapore</p> <ol style="list-style-type: none"> 2) Submit monthly sales volume data of the endorsed dishes and drinks to Health Promotion Board (HPB) 3) Provide at least 1 “lower in calories” food type (e.g. less than 500 calories), and/or use healthier ingredients (e.g. offering wholegrain options and/or use healthier oil); whereas drink stalls need to promote lower-sugar drinks and cut fruits. 	<ol style="list-style-type: none"> 2) Up to S\$6,000 for businesses to enhance their point-of-sale systems to auto-generate customised reports to track their sales and for submission 3) Healthier Dining Grant: Reimbursement of up to 80% of the Qualifying Costs actually incurred, up to the approved grant amount 4) Healthier Dining Innovation funding scheme: Up to S\$5,000 is provided for F&B operators to take their first step towards capability upgrading in four areas (e.g. research and development, purchase of healthier ingredients, culinary training, and recipe reformulation)
Healthy Bites (21, 22, interview conducted on 21 August 2020)	Aims to increase availability of healthy food by educating café staff (including chefs and managers or owners) about healthy food choices and by increasing the number and visibility of healthy food options in local food retailers	<ol style="list-style-type: none"> 1) At least three Healthy Bites approved options (e.g. low in saturated fat and salt, high in fibre and must contain at least one serving of vegetables or fruit) 2) Meet general venue criteria that promote healthier ingredients and environments 	<ol style="list-style-type: none"> 1) Healthy Bites stickers on menus 2) Free publicity by Cardinia Shire Council (e.g. Facebook page, website)
Healthy Picks (23, interview conducted on	Aims to support people in the Yarra Ranges to make healthy choices when dining in local food outlets by increasing	At least three Healthy Picks approved meals (e.g. contain at least two serves of vegetables or make up at least 50%	<ol style="list-style-type: none"> 1) Healthy Picks stickers on menus 2) ‘Table talker’ menu 3) A4 menu display holder at the cashier

28 August 2020)	availability and visibility of healthy food options	of the dish, high in fibre, low in sugar and salt, and low in saturated fats)	<ul style="list-style-type: none"> 4) Venue posters 5) Active publicity through local health organisations, program partners and social media
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Table 4. Summary of interview findings.

Program	Key successes	Key barriers	Incentives	Motivational factors
<p>Best Bites Program (MornPen) (Interview conducted on 27 August 2020)</p>	<ol style="list-style-type: none"> 1) Built on community's interest in knowing which businesses are safe because food safety ratings are not allowed to be published in Victoria 2) Built on community's interest in sustainability, which translates into interest in healthy eating 	<ol style="list-style-type: none"> 1) Challenging to promote healthy eating while ensuring minimal cost implications 2) Time consuming as officers need to make multiple visits per business outlet to educate businesses one-on-one and conduct assessment 3) Require ambassadors to increase publicity of the program due to limited reach from a Council's perspective 	<ol style="list-style-type: none"> 1) Free program to join, and through the changes made, businesses may be able to save money 2) Implementation of small/incremental changes instead of massive changes 3) Publicity in the Best Bites Guides released annually 	<ol style="list-style-type: none"> 1) Cost-saving possibility in the long run through changes made 2) Ensuring small/incremental changes 3) Award nomination by businesses themselves and/or customers
<p>HCC (Interview conducted on 25 August 2020)</p>	<ol style="list-style-type: none"> 1) Simple and clear criteria 2) Builds on existing relationships in the community (e.g. contracting out delivery of program to external organisations that already have close ties or relationships with retailers; or most commonly, employing Environmental Health Officer or Public Health Officer who already have existing business relationships 	<ol style="list-style-type: none"> 1) Language barriers 2) Time consuming as officers need to physically visit businesses several times to get them interested or onboard 3) Businesses are afraid to make changes because they fear losing customers as a result 4) Insufficient monitoring of businesses' 	<ol style="list-style-type: none"> 1) Window certificate 2) Promotion material to advertise business as HCC compliant. 3) Free hygiene training courses and other courses 4) Focus on promoting the benefits of program 5) Inform businesses that other businesses are also HCC compliant, in hope to encourage 	<ol style="list-style-type: none"> 1) Ensuring changes have minimal cost implications on businesses 2) Emphasise on program's benefits

	<p>with the retailer to deliver the program)</p> <ol style="list-style-type: none"> 3) Flexibility, allowing program to be tailored to suit community's needs 4) Strong community of practice (e.g. has a network that includes all local governments and organisations involved) 5) Great support from higher authorities 	<p>compliance to criteria after accreditation</p> <ol style="list-style-type: none"> 5) Accreditation may be misleading to customers because businesses menus may still have unhealthy options 	<p>businesses to join the program.</p> <ol style="list-style-type: none"> 6) Set up taste testers for businesses (e.g. wraps for children to replace another unhealthy item) 	
<p>Healthy Bites (Interview conducted on 21 August 2020)</p>	<ol style="list-style-type: none"> 1) Trustful relationship built between businesses and program officer as the same officer visits the businesses regularly 2) Engaging businesses by keeping it light and friendly (e.g. officers do not enter outlets with a checklist to mark off and leave) and offering whatever support required by the businesses 3) Simple and manageable menu changes (e.g. minimum of 3 menu items) 4) Minimal cost implications of menu changes 	<ol style="list-style-type: none"> 1) Low/No budget for implementation, thereby requiring non-financial ways to incentivise businesses to stay onboard 2) Getting businesses to adopt program 3) Motivating businesses to remain onboard 	<ol style="list-style-type: none"> 1) Free and unlimited publicity on Council's Facebook page and website 2) Healthy Bites signage on door and/or window 3) Healthy Bites sticker on menus 	<ol style="list-style-type: none"> 1) Keeping relationships and conversations light with businesses 2) Using simple ideas and language in education materials 3) Being clear and upfront that menu changes are simple and have minimal cost implications
<p>Healthy Picks (Interview conducted</p>	<ol style="list-style-type: none"> 1) Relationship building 2) Social media publicity 3) Tapped on local business networks 	<ol style="list-style-type: none"> 1) Resource intensive (e.g. time, money) 2) Distance 	<ol style="list-style-type: none"> 1) Local business network 2) Free publicity (e.g. social media, recognition from local council) 	<ol style="list-style-type: none"> 1) Post Healthy Picks pictures online 2) Generate excitement

<p>on 28 August 2020)</p>	<p>4) Small and manageable menu changes</p>	<p>3) Cultural, language and/or knowledge barriers 4) Did not work with Council 5) Social media publicity 6) Transient nature of businesses</p>	<p>3) Customers given gift cards to spend back at participating cafes 4) Healthier food items are price comparable</p>	<p>3) Use stakeholder engagement and people skills to emphasise program's benefits</p>
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Discussion

Key successes

Several key successes were found across the four interviews. Firstly, simplicity is key. Keeping criteria simple for retailers to meet decreased chances of overwhelming them with the assumption that they need to change everything on the menu. Showing how simple and easy it is to make a meal healthier was crucial. Demonstrating that even changing one ingredient in a meal to a healthier alternative is all it takes. More often than not, the customers were not even aware of the changes.

Secondly, a lack of nutritional education was found among many of the retailers. Some believed that what they were providing was nutritionally sound when in fact was quite the opposite. Providing education to stores that healthier options do not equate to increased expenses was also a key finding among the interviews. Afterall, it is important to remember that these retail outlets are businesses and majority of retailers prioritise profits over nutrition. The misconception that healthier foods cost more can be diminished with officers or health champions showing that some healthier oils used for cooking can be cheaper.

Thirdly, building relationships and trust between the officers or health champions and the retail owners or chefs was a key insight to success. Having the same person visit the stores creates a friendly relationship with the retailers. When local councils are onboard in a program, this builds on existing relationships already made between the businesses and officers or health champions. The implementation process can be sped up by this existing familiar relationship.

Key barriers

A number of similar key barriers were found across the four interviews, highlighting the inadequacy of some of the incentives used in motivating retailers to stay onboard the program. The first key barrier was the time intensive nature of these programs. To

elaborate, for the officers or health champions to implement the program, it was challenging to get hold of businesses via phone calls. Hence, the need for these officers or health champions to visit these retailers face-to-face was very time intensive, especially when these retail outlets were spread across vast geographical locations. This continues onto those programs lacking the resources with government or local council on board. This was evident through Healthy Picks being run by one person alone, sustaining this program became exhaustive with Healthy Picks no longer running. A team approach is essential especially when face-to-face visitation is required.

Another barrier was the transient nature of business owners and staff. When working with a business for several months and the owner or chef change hands, it becomes extremely time consuming and frustrating with menus reverting back to its original form.

Incentivisation by window or door certificates, stickers on healthy menu items and/or table talkers promoting the program were inadequate in motivating stores to continue participating in the program. All four programs offered free social media advertising, postings on local council websites, and free nutrition training with qualified dietitians. However, where they differed was the difference in authority levels involved, budget, and initial persuasion or 'hook' into the program along with incentives.

Key outcomes

An interesting finding from these interviews was the 'hook' Best Bites used when implementing the program. From the interview, findings that retail stores seem to be more motivated in food safety as opposed to improving their nutritional space was discovered. Due to a high demand for retail stores to be recognised for having a 'clean' or 'hygienic' premise, this motivated stores to achieve that 95% hygiene criteria Best Bites require, and from there stores were more motivated to learn about creating a healthier retail environment. An interesting discovery found in this interview was hygiene ratings of retail outlets are not publicly available online. Given this, the Best Bites Guide highlights retail stores that have adopted the program, while also showing

the stores' hygiene ratings. This is an incentive for customers to not only find out where they can purchase safe food but also promote those that are recognised under the Best Bites program.

Government or local council involvement in implementing and sustaining a recognition program was a key outcome from the interviews. HCC and Best Bites being the two most successful programs, measured through the number of business adopting this program, had local council support. Council support led to funding, which led to the availability of several resourcing opportunities. Both Best Bites and HCC held yearly ceremonies run by the local governments to award those retailers and give recognition for the good work they have done undergoing the given program. A success with the Best Bites program was the community involvement in these award ceremonies, with community members given the chance to vote. Again, with government or local council involved led to enhanced manpower, with more people available to implement these programs.

Recommendations

Further research into what other programs used to 'hook' in the retail stores is vital. Further investigation on the motivational factors that keep retailers onboard these programs is also required. An additional area which could use further scoping would be the 'delivery' of the program to the retailer and who would be the best person to do these 'face-to-face' visitations. With concerns that some retailers may be intimidated by an environmental or health officer, assuming these officers come with a 'checklist' for them to live up to, this is an area which needs further investigation.

Conclusion

In summary, Best Bites and HCC showed the greatest success, with the key discoveries and differences these two programs provide are one; having government or local councils on board to implement the program, showing higher success rates than one person running a program or having independent health promotion businesses try persuade retailers to join the program. Two; with local council having this pre-existing relationship with retailers and knowing the cultural needs of its community, this helps adapt and tailor the program to better suit each community. Three; with local council or government on board, comes budget and grants, which ultimately is one of the greatest advantages in what can enhance a recognition program. Through discovering the importance of government or local council support and the advantages they bring; the outlined key successes are crucial components that need to be considered when implementing a successful recognition program in Victoria.

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Appendices

Appendix 1 - Exclusion reasons for excluded programs

Program name	Reason for exclusion
Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Framework (24)	Framework only, with no recognition or incentives for business to sell healthier food/drinks
Cardinia Food Circles Project (25)	Focuses on fair local food movement instead of retail and is more community focused, such as selling local, healthy foods in farmers markets or events, as opposed to retail
Fame and Shame (26)	Focuses on raising awareness of good marketing strategies for unhealthy food businesses instead of recognising or promoting healthier options in retail outlets
Achievement Program - Healthy Eating and Oral Health Benchmark (27)	Based on framework to create a healthier environment and targets early childhood services
Frantastic Food Safety Awards (28)	Based on food safety requirements to provide customers with the safest possible food
Healthy Sports Clubs (29)	Based on framework and is not focused solely on healthy food and beverages whereby clubs can choose which of the nine different health areas they want to focus on (e.g. healthy food and beverage, active recreation, responsible alcohol consumption, preventing drug harms, sun protection, smoke free clubs, injury prevention, and mental wellbeing)
Healthy Choice Award (30)	Targets breakfast clubs and early years settings, which do not include point-of-sale
SHOP Healthy Here (31)	Targets small stores and markets
Healthy Retail Recognition Pilot (32)	Involves retail stores (e.g. merchandises), targets on women who are the main grocery shoppers for their households and focuses on environmental changes to increase access to healthy food

Appendix 2 - Basic features of included recognition programs

Name	Area	Host organisation	Year started	Target audience	Number of businesses involved
Best Bites Program (MornPen) (13, interview conducted on 27 August 2020)	Mornington Peninsula Shire, Melbourne, Australia	Mornington Peninsula Shire and Monash University	2011 and ongoing	Local food businesses	400
Brighton & Hove Healthy Choice Catering Scheme (14)	Brighton and Hove, UK	Brighton and Hove City Council	Not available	Food businesses catering for the general public	Not available
Choose Health LA Restaurants (12, 15)	Los Angeles County, United States of America	Los Angeles County Department of Public Health	2013 and ongoing	Local restaurants	Over 700
Eat Out Eat Well (16)	Multiple counties in UK	Surrey County Council	Not available	All types of catering establishment that cater for the general public	Not available
EatSmart Healthy Food Choices (17)	Knox, Melbourne, Australia	Knox City Council Health Services	2013 but discontinued	Food service types businesses	126 (2013)
Healthier Catering Commitment (11, 18, interview conducted on 25 August 2020)	London, United Kingdom (UK)	Association of London Environmental Health Managers	2011 and ongoing	All food businesses	24 boroughs with 80 retail organisations

Healthier Choices Award (19)	Blackpool, UK	Blackpool Council	Not available	Food establishments located in Blackpool with food hygiene rating of 3 or above	191
Healthier Dining Programme (20)	Singapore	Health Promotion Board	2014 and ongoing	Any food and beverage (F&B) business registered and operating in Singapore; OR F&B businesses (part of the same group of F&B companies) registered and operating in Singapore	1600
Healthy Bites (21, 22, interview conducted 21 August 2020)	Cardinia Shire, Melbourne, Australia	Cardinia Shire Council	2013 and going	Cafes and restaurants around Cardinia Shire	23 (2019) 19 (2020)
Healthy Picks (23, interview conducted 28 August 2020)	Yarra Ranges, Melbourne, Australia	Inspiro Community Health	Mid-2016 but stopped in 2020	Privately run cafes	7 to 8