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### Impact of a sugar sweetened beverage price increase in a convenience store

Miranda R. Blake<sup>2,1,\*</sup>, Anna Peeters<sup>2</sup>, Emily Lancsar<sup>3</sup>, Tara Boelsen-Robinson<sup>2,1</sup>, Kirstan Corben<sup>4</sup>, Christopher Stevenson<sup>2</sup>, Kathryn Backholer<sup>2</sup>

<sup>1</sup> School of Public Health and Preventive Medicine, Monash University, Melbourne, VIC, Australia

<sup>2</sup> Obesity and Population Health Unit, Deakin University, Geelong, VIC, Australia

<sup>3</sup> Centre for Health Economics, Monash University, Melbourne, Victoria, Australia

<sup>4</sup> Population Health and Health Promotion, Alfred Health, Melbourne, VIC, Australia

**Background:** Retailer-led price changes remain an underexplored avenue for changing beverage purchases in community retail settings. This study aimed to determine the changes in beverage purchases associated with a sugar sweetened beverage (SSB) price increase in a convenience store in Melbourne, Australia.

**Methods:** Beverages were classified using an existing traffic light system as 'red' ('limit', e.g. sugary soft drinks, juices over 250 mL), 'amber' ('choose carefully', e.g. diet soft drinks) and 'green' ('best choices', e.g. water). Prices of 'red' beverages were increased by 20% while 'amber' and 'green' beverage prices were unchanged. Weekly sales data were examined for 122 weeks before and 17 weeks post price change implementation. Time series segmented regression analyses compared volume sales of 'red', 'amber', 'green' and total beverages, and change in total beverage dollar sales post implementation with expected sales if no intervention had occurred.

**Results:** There was a significant reduction in the volume of 'red' beverages (−27.8%) and 'amber' beverages (−26.7%) sold and a significant 27.7% increase in volume of 'green' beverages sold in the 17th week post intervention compared to expected sales without an intervention. There were small significant reductions in total volume of beverages sold (−12.3%) and beverage dollar sales (−11.3%).

**Conclusion:** A 20% SSB price increase was associated with a reduction in their sales and an increase in sales of healthier alternatives. Community retail



settings present a key bottom-up approach to improving consumer beverage choices.

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### You wouldn't eat 16 teaspoons of sugar – So why drink it? Community response to the Aboriginal *Rethink Sugary Drink* advertisement



Catherine MacDonald, Jennifer Browne\*, Robyn Delbridge, Mikaela Egan, Keith Morgan, Alison McAleese, Belinda Morley, Philippa Niven, Petah Atkinson

**Background:** The evaluation aimed to assess community response to the Aboriginal *Rethink Sugary Drink* (RSD) advertisement. The Aboriginal RSD advertisement launched online in April 2015 and aired on NITV in October/November 2015. The advertisement was developed in Victoria, and featured members of the Victorian Aboriginal community.

**Methods:** An online survey was completed by 156 Aboriginal adults nationally (Vic=90, other states=66) in November/December 2015. The survey was distributed via email to Aboriginal and Torres Strait Islander adults through the Victorian Aboriginal Community Controlled Health Organisations (VACCHO) distribution networks, including Aboriginal health services and mainstream partner organisations, and social media.

**Results:** Around half (49%;  $n=76$ ) of respondents had viewed RSD (recall and recognition) and the proportion was significantly greater in Victoria compared with the other states (62% cf. 30%,  $p<0.01$ ). RSD was seen to have an important message for the Aboriginal community (89%), while 69% agreed it was relevant to them and 62% agreed it motivated them to improve their health. Those who had viewed RSD ( $n=76$ ) were somewhat more likely to identify the sugar content of regular soft drink, compared with those who had not ( $n=80$ ) (63% cf. 49%,  $p=0.07$ ). Just over half of those who viewed the campaign (55%) reported they drank less sugary drinks as a result. Somewhat more Victorians compared with respondents in the other states reported reduced sugary drink consumption (59% cf. 45%,  $p>0.05$ ) and increased water consumption (46% cf. 35%,  $p>0.05$ ) after viewing RSD.

**Conclusions:** These results provide some evidence RSD impacted knowledge about the content of sugary drinks and positively influenced sugary drink consumption among the Aboriginal