

attitude towards being able to positively influence consumer food choice.

**Conclusions:** Examination of business outcomes to date has been largely limited to objective commercial viability outcomes. A better understanding of the effect of healthy food retail strategies on retailer perspectives, and their interrelationship with commercial viability and customer perspectives, may assist in identifying strategies considered to be feasible and sustainable by retailers. These considerations are likely to be critical to encourage wide-scale food environment changes required to promote healthier population food and beverage purchases.

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### Childhood obesity prevention really is a whole-of-community systems approach – a partnership with industry case study

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**Background:** Due to the concerns over the perceived taste of the tap water at the local health service, cordial was regularly added to improve the taste for patients, staff and visitors.

**Aim:** To present a case study focusing on a crucial partnership created between the local health service (Portland District Health, PDH), the local water corporation (Wannon Water) and the Global Obesity Centre (GLOBE), Deakin University, to tackle the issue of improving water access and perceived water taste in a regional Victorian town.

**Methods:** Wannon Water attended a leader's workshop with GLOBE to explore and model the relationship between Portland drinking water and consumption of sugary drinks. The taste of Portland drinking water had been identified as a key influence on water and sugary drink consumption. Concurrently, the community was implementing a whole-of-community systems approach to tackle childhood obesity in the community.

**Results:** Wannon Water is investing a significant amount of money to install a newly upgraded reverse osmosis plant and two public drinking fountains at PDH in August 2018 to improve the perceived taste of water for everyone who drinks tap water at the health service. GLOBE are working with Wannon Water and PDH to evaluate this "Great Tasting Water" initiative. This project will examine water and sugary drink consumption by staff members; and sales data of beverages from the on-site café, and cordial. This data will be collected pre- and 6 months post- installation of the new water filtration system.

**Conclusion:** Through a realisation of a common agenda and common goal of improving health of the community; the creation and maintenance of a strong partnership between key leading organisations in the community was created to improve health behaviours such as consumption of water; and reduce consumption of sugary drinks.

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### Assessing the preliminary effectiveness of an m-health intervention to support parents to pack healthy school lunchboxes

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**Background and significance:** In countries such as Australia and New Zealand, most foods consumed by children at school are brought from home in lunchboxes [1]. The inclusion of energy dense foods in children's lunchboxes is common [2] and a driver to increased risk of overweight and obesity [1]. Scalable interventions that improve the nutritional quality of foods packed in lunchboxes are urgently required. This study assesses the effectiveness of an m-health intervention, 'SWAP IT', targeting parents to improve the nutritional quality of foods packed in children's lunchboxes.

**Methods/design:** A pilot RCT was conducted with twelve primary schools ( $n = 1769$  students, mean age = 8.0yrs) that utilised a school communication app in New South Wales, Australia. Six schools were allocated to receive a multi-component intervention comprising four strategies: (1) information to parents (sent via the app); (2) school nutrition guidelines; (3) curriculum lessons and (4) resources. Outcome measures were taken at baseline and immediately post intervention (6 months) and included mean total energy (KJ) packed in lunchboxes, mean energy from everyday foods and percentage of lunchbox energy from everyday foods assessed via observation.

**Findings:** A non-significant reduction favouring the intervention group in the mean total energy of foods packed within lunchboxes was observed between groups ( $-118.39$  kJ,  $CI = -307.08, 70.30, p = 0.22$ ). A statistically significant increase was observed between groups for mean energy from everyday foods ( $79.21$  kJ,  $CI = -1.99, 156.43, p = 0.04$ ) and percentage energy from everyday foods increased in the intervention group ( $4.57\%$ ,  $CI = -0.52, 9.66, p = 0.08$ ).

**Conclusion:** SWAP IT shows promise in reducing the energy content and improving the nutritional composition of school lunchboxes. A fully powered trial is warranted to determine the efficacy of the intervention on energy packed within the lunchbox and the impact on total daily dietary intake and child weight status.

### References

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