

## A Better Choice

Did you know most adults make around 227 decisions every day on food alone?

The decisions we make about food are so easily influenced by the environments we find ourselves in – the spaces we inhabit, the places we frequent, and the overall conditions of our lives. The availability of food and drink products, where they are positioned in an outlet, how much they cost, and how they are promoted all subtly guide our choices, often without us even realising it. Modern food environments are typically flooded with discretionary products high in saturated fat, sugar, and salt, and these are heavily marketed, especially for children. It is difficult to make a healthy choice in these conditions. However, research has shown that when food environments offer healthier options, and make them appealing, customers are empowered to purchase these options.

Health and Wellbeing Queensland is addressing this through the delivery of **A Better Choice** - a Queensland first public health approach. A Better Choice gives food venues strategies to help them provide Queenslanders with healthier food and drinks options when eating out. Settings targeted by A Better Choice include: (1) Healthcare; (2) Sport and recreation; (3) Workplaces; (4) Schools; (5) Restaurants and cafes; and (6) Remote food stores.



A Better Choice uses marketing principles to guide consumers towards the healthier options. This initiative ensures that healthier products are easily accessible, strategically placed, promoted, and competitively priced, so that they become the easiest and most obvious choice. It also reduces the availability of less healthy food and drinks while placing limitations on their promotion. These actions empower consumers to look for the healthier options that support their wellbeing.

A Better Choice focuses on promoting food and drinks in line with the [Australian Guide to Healthy Eating](#), and uses a traffic light system to classify products according to their nutritional value.

- **GREEN:** Best nutritional value
- **AMBER:** Some nutritional value
- **RED:** Limited or no nutritional value

Health and Wellbeing Queensland is implementing a series of innovative strategies to drive healthy food access in the settings where Queenslanders purchase food above. The strategies offer setting-specific tips, resources, and support, designed to make healthy options easy. Each Strategy sets targets around the provision and promotion of food and drinks from each category, to support key stakeholders in creating healthy food environments for their customers.

For more information about A Better Choice, visit: <https://hw.qld.gov.au/a-better-choice/>

