

HEALTHY BEVERAGES POLICY

PURPOSE

The purpose of this policy is for Council to show leadership and contribute to actions that lessen the amount of sugar consumed within the local community. The overall objective is to support healthy beverage choices through creating environments where Sugar Sweetened Beverages (SSBs) are not provided; supporting the current and future health of the Hastings community.

OBJECTIVES

The objectives of the Healthy Beverages Policy are to:

- raise awareness of the impact that sugar has on the health of Council staff; councillors and the wider community;
- To not sell or provide SSBs at Council workplaces; facilities and Council-run events; and
- promote water as the recommended healthy beverage choice

BACKGROUND

There is a growing awareness of the association between sugar and a number of health related conditions including obesity, poor dental health, and serious medical conditions such as type-2 diabetes. SSBs are recognised as being one of the leading contributors of sugar to the diets of New Zealanders.¹ The World Health Organisation recommends that sugar should contribute to no more than 10% of total energy intake, equivalent to approximately 12 teaspoons of sugar per day for an average adult.² Britain has recently introduced new guidelines which halve this limit to no more than 5% of total energy intake. As a guide, one can of “fizzy” drink contains 10 teaspoons of sugar.

RATIONALE

New Zealand is currently facing an epidemic of obesity, diabetes and other diet-related illnesses. SSBs are a major risk factor for obesity, type 2 diabetes and other diet-related illnesses. Providing environments where SSBs are not available and healthy beverage choices are accessible, is an effective way of supporting local health outcomes.

STRATEGIC CONTEXT

This policy contributes to the Council’s *Social Wellbeing Strategic Framework*. The mission of this Strategy is “to provide communities with the support they need to effect positive social wellbeing outcomes”.

DEFINITION OF SUGAR SWEETENED BEVERAGES

¹University of Otago and Ministry of Health 2011, A Focus on Nutrition: Key Findings of the 2008/09 New Zealand Adult Nutrition Survey, Wellington, Ministry of Health.

²World Health Organisation. 2003. Diet, nutrition and the prevention of chronic diseases: Report of the joint WHO/FAO expert consultation. WHO Technical Report Series, No. 916 (TRS 916).

As SSB is any beverage that has had sugar added at time of manufacture. The main categories of sugary drinks include soft drinks/fizzy drinks, sachet mixes, fruit drinks, cordials, flavoured milks, cold teas/coffees, and energy/sports drinks.

HEALTHY BEVERAGE CHOICES (RECOMMENDED BEVERAGES)

The following beverages are accepted as alternative choices and are supported under this policy:

- Water
- 100% Fruit Juice
- Unsweetened milk
- Artificially sweetened or zero sugar drinks

While water is always the recommended option, having a range of healthy beverage choices is useful for host responsibility at events where alcohol is available and at sport events or activities where hydration is important.

While some experts consider that artificially sweetened drinks lead to the same issues created by SSBs,³ there are still a number of agencies with policies that support artificially sweetened beverages as a healthier option, including the Hawke's Bay District Health Board; Auckland Council⁴ and the Waitemata District Health Board. Future reviews of this Policy may look to phase out artificially sweetened drinks over time.

COUNCIL WORKPLACES

Council will not sell or provide SSBs at Council workplaces (Civic Administration Building and Heretaunga House); this includes drinks in vending machines within Council workplaces.

COUNCIL FACILITIES

Council will not sell or provide SSBs at the following Council-owned Facilities:

- Hastings District Libraries
 - Hastings War Memorial Library
 - Flaxmere Library
 - Havelock North Library
- Hastings City Art Gallery
- Flaxmere Community Centre
- Camberley Community Centre
- Hastings Sports Centre
- Aquatics Hastings
 - Clive War Memorial Pool
 - Village Pool
 - Frimley Pool
 - Swim Heretaunga Pool
- Splash Planet

³ Powell, S. (2015, September 30). Health board targets soft drinks. Stuff. Retrieved from <http://www.stuff.co.nz/life-style/food-wine/72525489/Health-board-targets-diet-soft-drinks>

⁴ <https://www.auckland.ac.nz/en/about/news-events-and-notice/news/news-2016/07/strong-leadership-on-sugary-drink-ban-in-auckland.html>

COUNCIL FUNDED EVENTS

Where the event is owned and delivered by Council, only water or other recommended beverages in this policy will be sold or provided.

For events where Council is a sponsor of an event, Council will promote this policy with the event owner by providing information on the impact of SSBs and encourage the provision of healthy beverage choices, however, will not be obligated to implement the policy.

EVENTS AT COUNCIL-OWNED FACILITIES

All vendors and public events (not delivered by Council) operating at Council-owned facilities will be encouraged to exclude the sale or provision of SSBs from their operations. Encouragement of adherence to the policy will be included in the hire agreement for venues.

OUTSIDE OF SCOPE

This policy does not apply to hot beverages (tea, coffee or milo), beverages that are already subject to an age restriction (alcohol), or to beverages that are brought for personal use or to share for personal celebrations.

This policy does not apply to private events held at Council-owned facilities.

This policy does not apply to lessees at Council-owned facilities.







IMPLEMENTATION & TRANSITION

The relevant business units of Council will be responsible for implementing this policy. Allowance is provided for any existing contractual obligations or Service Level Agreements that cannot be immediately amended to be in line with this policy; however when contracts are re-negotiated they must comply with this policy.

REVIEW

The policy will be reviewed after two years, and thereafter every three years, or earlier if requested by Council.

Appendix One: Information on sugar sweetened beverages and alternatives

Amount of sugar in common drinks	
Drink	Added sugar content
Water	none
Flavoured water	2.5 tsp 
Plain milk	none
Carton flavoured milk (1 cup/250 ml)	3 tsp 
Carton fruit juice (1 cup/250 ml)	7 tsp 
Energy drink (1 cup/250 ml can)	7 tsp 
Sports drink (600 ml bottle)	10 tsp 
Fizzy drink (1 can/355 ml)	10 tsp 

BEVERAGES PERMITTED UNDER THIS POLICY

Water: Water is the best choice for everybody.

Unsweetened and Unflavoured Milk: Milk which has not been sweetened or flavoured provides an important source of key nutrients including calcium, vitamin D, and protein.

100% Fruit Juice: Natural fruit juice is not considered to be a sugar sweetened beverage as no sugar is added to the product. Juice is high in natural sugars and citric acids, however, and has been associated with tooth decay and obesity.

Tea, Coffee and Milo: Neither tea nor coffee contains sugar at pre-point of sale.

Diet (artificially sweetened zero sugar) Drinks: Artificially sweetened drinks provide an alternative to sugar sweetened carbonated drinks as they do not contain the calorie content of sugar sweetened beverages.

BEVERAGES NOT PERMITTED UNDER THIS POLICY

Flavoured Milks: Although flavoured milk has a low acidic level similar to unsweetened milk and water, it is classified as a sugar sweetened beverage because of the high added sugar content.

Sports Drinks: A standard 750 ml “sports drink” contains 15 tsp of sugar. These drinks generally contain citric acids which contribute to dental erosion, and are high in sodium levels.

Carbonated Sugared Soft Drinks: Pre-sugared, carbonated soft drinks contain very high levels of sugar and are a major contributor to negative health outcomes.

Any other pre-sugared drinks are not permitted under this policy including fruit drinks, sachet drinks, iced teas or iced coffees.