

SUGAR SWEETENED BEVERAGES POLICY

OBJECTIVE

This policy supports the health of staff, visitors, and elected members at Nelson City Council workplaces through the provision of healthy beverage choices. This policy also supports the health of those visiting or attending public events delivered or funded by Council and public events at Council-owned facilities.

The overall objective is to support healthy beverage choices, particularly by children and young people, while also lessening exposure to sugar sweetened beverages so as to have a positive impact on the current and future health of the community.

DEFINITION

A Sugar Sweetened Beverage (SSB) is any beverage that has had calorific sweetener, usually sugar, added prior to sale. 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.

BACKGROUND

There is a growing awareness of the association between free sugars 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 Zealanders¹.

The World Health Organisation recommends that free sugars 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.

Nelson City Council is well positioned to positively influence the health behaviours of its staff, elected representatives, and visitors, and to model good health behaviours for the wider community.

In 2013, the Nelson Marlborough District Health Board became the first Health Board in the country to implement a policy limiting access to SSBs.

¹ University 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.

² World 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).

Nelson City Council supported this initiative by preparing this Policy on Sugar Sweetened Beverages and through a Council resolution on 28 August 2014 that *'All vendors and events operating on Council-owned properties be encouraged to exclude the sale or provision of sugar sweetened beverages from their operations.'*

Following the adoption of this Policy, Council was involved in further implementation by working with community partners to encourage them to take similar steps voluntarily. The community response has been positive.

Further amendments have been made to the Policy to extend it to ensure that improvements continue to be made towards supporting and encouraging healthy drink choices in Nelson.

PRINCIPLES

This policy is based on the following principles:

- Nelson City Council is a role model for the community and supports initiatives that have the potential to impact positively on the health of the community.
- Nelson City Council is a workplace which is concerned for the wellbeing of its staff and considers that it is important to create an environment that makes healthy drink choices the easier choice, not only for staff, but also for elected members and visitors.
- Nelson City Council encourages and supports the community to make healthy drink choices the easier choice.

HEALTHY BEVERAGE POLICY

Council workplaces

1. Council will ensure that when providing beverages which it has purchased to staff, volunteers, elected members and visitors, only those which are permitted under this policy will be available for consumption at all Council workplaces.

Public events primarily focussed on children, where Council provides funding

2. Where the event is delivered by Council, beverages not permitted under this policy will not be sold or provided.
3. Where Council is the principal sponsor for the event, contracts for funding will require that beverages not permitted under this policy are not provided using Council funds. Council will encourage event organisers to make healthy drink choices the easier choice and to exclude the sale or provision of beverages not permitted under this policy from their event operations.
4. Where Council provides funding, but is not the principal sponsor of the event, Council will encourage event organisers to make healthy drink choices

the easier choice and to exclude the sale or provision of beverages not permitted under this policy from their event operations.

Events where Council contracts Nelmac to provide the Nelmac Water Tanker

5. At events where Council contracts Nelmac to provide free water through the Nelmac Water Tanker, event organisers will be encouraged to make healthy drink choices the easier choice and to exclude the sale or provision of beverages not permitted under this policy from their operations.

Events at Council-owned facilities³

6. All vendors and public events operating at Council-owned facilities will be encouraged to exclude the sale or provision of beverages not permitted under this policy from their operations.
7. Encouragement of adherence to the policy will be included in the hire agreement for venues.

Vending machines

8. Vending machines at Council-owned facilities will provide only those beverages permitted under this policy.

Other

9. Information related to this policy including a list of healthy beverage choices and information related to why this policy has been implemented, will be available on Council's website. Links will also be provided to relevant information including health information. This will assist other organisations and businesses in Nelson who wish to follow Council's lead and develop their own policies.
10. Council will continue to identify further opportunities to influence choices in the consumption of healthy beverages.

OUTSIDE OF POLICY SCOPE

This policy does not apply to hot beverages (tea, coffee or milo), beverages that are already subject to an age restriction, or to beverages that are brought from home 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.

HEALTHY BEVERAGE CHOICES

³ Note, this policy does not apply to lessees at Council-owned facilities such as the café at Founders.

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 soft drinks.

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) Soft 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.