

# IMAGINE IF OUR SIDELINES WERE ALL WATER ONLY AND FAST FOOD SPONSORSHIP HAD NO PLACE IN SPORT



## MAKING WATER OUR FIRST DRINK OF CHOICE

When we drink water we're not drinking sugary drinks. By denormalising sugary drinks across settings we can make a significant difference to the health and wellbeing of our people – especially tamariki.

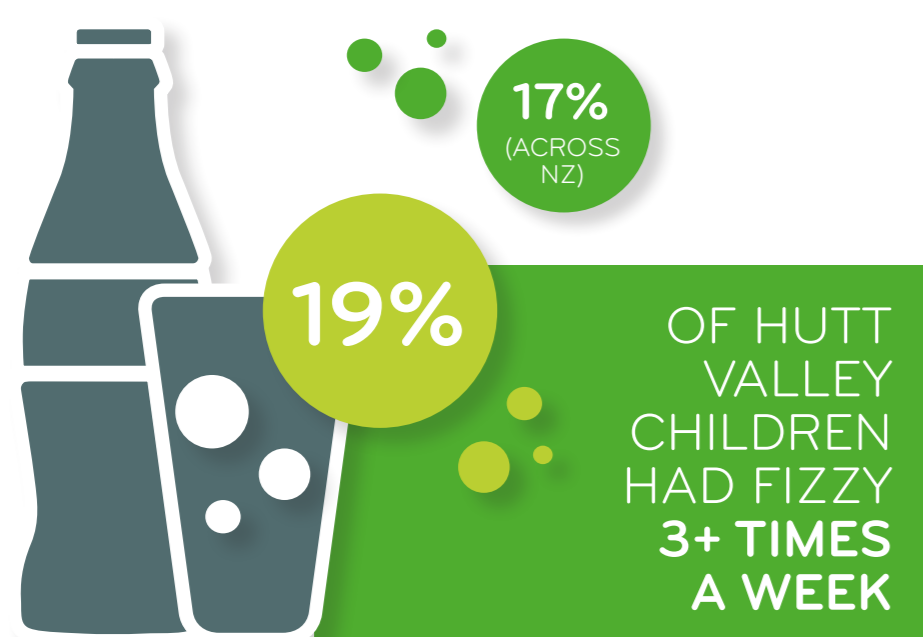
### OUR CHALLENGE

ON AVERAGE CHILDREN ARE EXPOSED TO **27** JUNK FOOD ADVERTISEMENTS EACH DAY

HVDHB SPENDS ON AVERAGE **\$1M** ON DENTAL TREATMENT UNDER GENERAL ANAESTHETIC FOR **385** CHILDREN 0-14 YEARS

**MĀORI CHILDREN** **5X** MORE LIKELY TO BE EXPOSED TO ALCOHOL MARKETING MOSTLY VIA SPORT SPONSORSHIP

HUTT VALLEY PASIFIKA CHILDREN **3X** MORE LIKELY THAN NATIONAL TO NEED HOSPITAL DENTAL TREATMENT



Sport and recreation organisations rely on funding from many different sources in order to operate and provide opportunities for young people in particular. Having a popular alternative to the more traditional player of the day rewards that supports health and wellbeing is an important step to changing the system.

– PHIL GIBBONS, CE OF SPORT WELLINGTON

### CHANGE DRIVEN FROM WITHIN SPORTS CLUBS AND CODES

Codes asked Healthy Families Hutt Valley to help make it easier to be water only on sidelines at sportsgrounds. They raised their desire to break the link with fast food sponsorship for player of the day.



### HUTT CITY COUNCIL PARTNERED TO ENABLE CHANGE TO HAPPEN

Council provided portable water fountains for use on sports grounds and funded pool passes.

It is win win for Councils.

It brings more people to the pools, is easy to implement, more cost effective than our traditional marketing and has the added benefit of supporting the water only movement.

– MARCUS SHERWOOD, HUTT CITY COUNCIL HEAD OF PARKS AND RECREATION.

# HEALTHY REWARDS MADE EASY

Water only

Unhealthy sponsorship

Pool pass



## IMPACT

69 CLUBS FROM 12 CODES  
WATER ONLY JUNIORS

THIS EQUATES TO 30,000 FREE POOL ENTRIES  
21,000 LESS BURGER VOUCHERS IN THE HANDS OF OUR TAMARIKI

\$100,000

INVESTMENT FROM THE PARTICIPATING COUNCILS

6 COUNCILS & 22 POOLS ACCEPT THE POOL PASSES



We know big change starts small, and this was a change we wanted to make. We now give our junior players a fun experience at a local pool, and the opportunity to be active again – this time with their families. The feedback from parents has been overwhelmingly positive.

**We're going to continue making Total Touch a healthier way to experience sport.**

– TOTAL TOUCH

The player of the day certificates have been a fantastic way to reiterate to players that we support water only sidelines, the addition of the free pool entry voucher goes one step further in encouraging activity - together to help our children build a clear picture of what a healthy lifestyle looks like and how much fun it can be.

– WELLINGTON RUGBY UNION

## OPPORTUNITIES

- Build a movement across settings – people don't live in silos so use local influencers.
- Connect different motivations for change – climate change, sport performance, sustainability and health for greater scale and impact.
- Collectively advocate for changes in how "big food" market to children.

## WHAT CAN YOU DO?

- Demonstrate your own **commitment** to the **pro water kaupapa**.
- Partner** with local government and sport **to create change**.
- Reorient resources and investment to **increase access to water**.
- Bring this initiative to your region**.

The pool passes offer a double benefit: breaking the link between traditional takeaway vouchers and junior sport while also providing a new opportunity for the player, and their whānau, to be physically active at our pools.

– HAYLEY BUCHAN, MANAGER OF HEALTHY FAMILIES HUTT VALLEY

Our community event, Te Rā o te Raukura, went Fizz Free in 2013, promoting a Wai Māori kaupapa. It was only right that Te Aroha Softball continues to promote our water kaupapa through the club.



As a coach I prefer to hand out a pool pass than a voucher for unhealthy food.



My daughter thought it was awesome and I really appreciated that it wasn't junk food.



I have seven children so even swimming is expensive. We collect them from various codes then make it a fun whānau day out.



It is cool that when I work hard for something I get something fun in return. In the holidays I can walk to McKenzie pool with my sister and use my pool pass.