

Healthy Drinks Charter

Australians consume more than twice the recommended amount of sugar in their diets with sugary drinks accounting for approximately one third of sugar intake. Dietary risk now surpasses smoking as the leading factor for global disease burden and high sugar consumption is a recognised contributor to obesity and associated chronic diseases such as Type 2 diabetes.

Healthier eating has been nominated by the Victorian Government as a public health priority with a focus on strategies that encourage individuals to make healthier food and drink choices.

The North East Healthy Drinks Alliance has been formed by members of North East Healthy Communities who are committed to working together to reduce the consumption of sugary drinks and promote water as the drink of choice across the north east catchment of Melbourne.

The North East Healthy Drinks Charter has the support of these agencies:



Our Mission

To work collaboratively to enable healthy drink choices by children and adults across our communities.

Our Objective

To trial initiatives and advocate for policy, regulatory and environmental reforms that reduce the promotion, affordability and availability of sugary drinks and promote water as drink of choice.

Our Approach

To follow key health promotion principles and practices - as cited in the Victoria Public Health and Wellbeing Plan 2015 – 2019, and the Ottawa Charter for Health Promotion 1986 - that guide and support preventive health collaborations and community based initiatives.

Our Principles

Collaborative: we identify opportunities to work together to implement and promote coordinated actions across community settings.

Strength-based: we work with existing resources and build on good practice to strengthen local initiatives promoting healthy drink choices.

Place-based: we prioritise opportunities to engage local service providers, client groups and at risk populations in the creation of public spaces that promote healthy drink choices.

Evidence-based: our strategies are informed by and build on evidence around the barriers and enablers of healthy drink choices by children and adults in a range of community settings.

Our Focus

Build Healthy Public Policy

Develop and promote evidence based policy and advocacy positions that support a healthier drinks culture.

Strengthen Community Actions

Work across our communities to strengthen public awareness and support for healthier drink norms and behaviours.

Create Healthy Environments

Trial and promote built environment reforms that create public spaces supporting healthier drink choices.

Our Roles and Responsibilities

North East Healthy Communities commits to providing support for work progressed under the Healthy Drinks Charter by:

- Convening the North East Healthy Drinks Alliance
- Coordinating actions by signatory organisations to progress Alliance priorities and objectives
- Providing research and evaluation support
- Developing links with external stakeholders

Signatory organisations to the North East Healthy Drinks Charter agree to:

- Provide representation on the North East Healthy Drinks Alliance
- Provide available data and resources to support collaborative actions and evaluation
- Participate in campaign collaborations as opportunities arise