**Video Transcript**

**Christina Zorbas v1**

[Text: Premier’s Awards for Health and Medical Research 2021 - Victoria. Finalist: Public Health Researcher]

My name is Christina Zorbas and I’m a postdoctoral researcher at the Global Obesity Centre and the Institute for Health Transformation at Deakin University.

[Text: Why did you become a medical researcher?]

I guess my interest in health came about when I was quite young.

When I was 10 I was diagnosed with Rheumatoid Arthritis and then at 20 with Lupus, so I think I’ve always understood the importance of good health especially when you’re managing chronic conditions.

[Text: What was your research project?]

My PhD focused on identifying policy opportunities to equitably improve population diets.

What that ultimately is trying to address is that, I guess, around the world we know people who experience social and economic disadvantage tend to have worse health outcomes and have fewer opportunities to access a healthy diet.

[Text: What were the outcomes of your project?]

We found that we can and should be using big data to transform the way we monitor food and drink prices, so doing this more regularly and more efficiently.

But then on the price promotions front, the specials front, we found that about half of what people purchase is on special and it doesn’t matter which social or economic group you belong to most people love a good special.

And then in addition to that though, we found that supermarkets tend to put specials more often on the unhealthy stuff compared to the healthy stuff.

[Text: How could this project make a difference in people’s lives?]

Vision: Christina Zorbas looking at data on screen and checking out prices on healthy food in a shop]

So the data that I’ve been using and the methods I’ve been creating really enable governments to use these powerful tools to keep an eye on food and drink pricing over time, and shape policies that ensure that healthy diets are affordable for everyone, I mean that’s the ultimate vision at the end of the day.

[Victoria State Government. Authorised by the Victorian Government, Melbourne]