



Make the **HEALTHY** choice
the **EASY** choice for **EVERYONE**
in your community!

Learn how to be a better Healthy Choices Facility.
Visit **www.StayActiveEatHealthy.ca** for:

- ★ tools & resources to help you including:
 - ▶ vending audit tool
 - ▶ food services audit tool
 - ▶ facilities assessment tool
 - ▶ sample vending RFP's
 - ▶ PowerPoint template and more!
- ★ learn about other successful facilities
- ★ make plans to improve your offerings so you can become A Healthy Choices Facility.



Stay Active Eat Healthy® is an initiative of the BCRPA

BC RECREATION AND PARKS ASSOCIATION | stayactiveeathealthy.ca



ADDRESSING MARKETING to Children in Your Facility

A RESOURCE FOR RECREATION PROFESSIONALS

Healthy eating isn't always easy. It seems that everywhere parents and children turn they are being bombarded by unhealthy food choices. It is sometimes difficult to know what the healthy option is and food companies marketing to children makes it even harder. Included here is some information to help your facility become a 'Healthy Choices Facility' so that you can make the healthy food choice the easy choice for your clients.

WHAT WE KNOW about marketing to children.

Children and youth in Canada have poor eating habits (few fruits and vegetables, lots of non-nutritious foods).

Poor eating habits contribute to unhealthy weights and the development of chronic disease in later life.

Foods that are marketed to children are typically unhealthy with high levels of sugar, fat and salt.

Marketers have learned that children respond to fun messages and images, bright colours, games and cartoons. Children even associate colours like the colour green with 'healthier stuff'.

Younger children don't yet have the cognitive abilities to differentiate truth from fiction. Older children are not able to relate to the longer term negative consequences of their immediate behaviour.

Marketing to kids is unfair to families as it undermines their attempts to make or provide healthy choices.

Marketing to kids is manipulative and many say, unethical.



Marketing isn't just advertising. It includes product placement in movies and on television, creating brand loyalty by providing incentives (toys, treats, prizes) with meals, associating the product with positive products (like recreation), creating peer pressure or the 'cool' factor, using colours, games and cartoons on the product, characters, internet and video games and digital advertising.

Even teens and adults are vulnerable because marketing strategies work!

As a recreation professional, you have a responsibility to your community to:

- ✔ Educate yourself
- ✔ Make changes in your facility to reduce the impact of marketing to children
- ✔ Educate the people that work and play in your facilities.

WHAT CAN I DO in my facility?



- ✔ Be aware of this issue
- ✔ Share this information with your colleagues and supervisors
- ✔ Develop a policy for your facility
- ✔ Ask your vending company to place only healthy choices at eye level for kids
- ✔ Ask your concession operator to do the same
- ✔ Plan snacks and rewards in children's programs that consist of fruits and vegetables
- ✔ Move or remove machines, signs, point-of-sale marketing that conflict with healthy choices
- ✔ Carefully consider sponsorship contracts and their impact on marketing to children.



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