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An Initiative of these BC Healthy Living Alliance Members:



Introduction

- A brief overview of the context for action
- Overview of the *Healthy Food & Beverage Sales In Recreation Facilities and Local Government Buildings* initiative
- Presentation of the results of the initiative
- Real world examples of implementing strategies to improve the food environment
- Discussion



Recreation Facilities: The Irony

“We support physical activity, sport, and wellness ...”



“We sell hotdogs, French fries, chocolate bars, candy, chips and pop ...”



Making the Healthy Choice the Easy Choice

- ✓ Offering healthy choices is a chance to make a difference in the health and well-being of the community
- ✓ In community settings, people should have the opportunity to support their health
- ✓ Action aligns with our values
- ✓ The public want a healthy choice environment



Customer is King!

"My child is often hungry before/after doing activities, but I will not encourage poor eating habits. I find it disappointing and frustrating that there are really only junk food items available ... I would be refreshing to see a good selection of healthy options that would appeal to children."

~Patron Survey Comment

"If people want unhealthy food they can bring it from home! The food offered should match the mission of the recreation centre. Thanks for getting us all to think about healthy eating."

~Patron Survey Comment



Healthy Food and Beverage Sales in Recreation Facilities and Local Government Buildings (HFBS)

- ✓ Encouraging the sale of healthy food and beverages through on-site vending machines, concessions, cafeterias and snack bars and for programs and fund-raisers
- ✓ Making healthy food and beverage purchase choices widely (and predominantly) available where people live, work and play



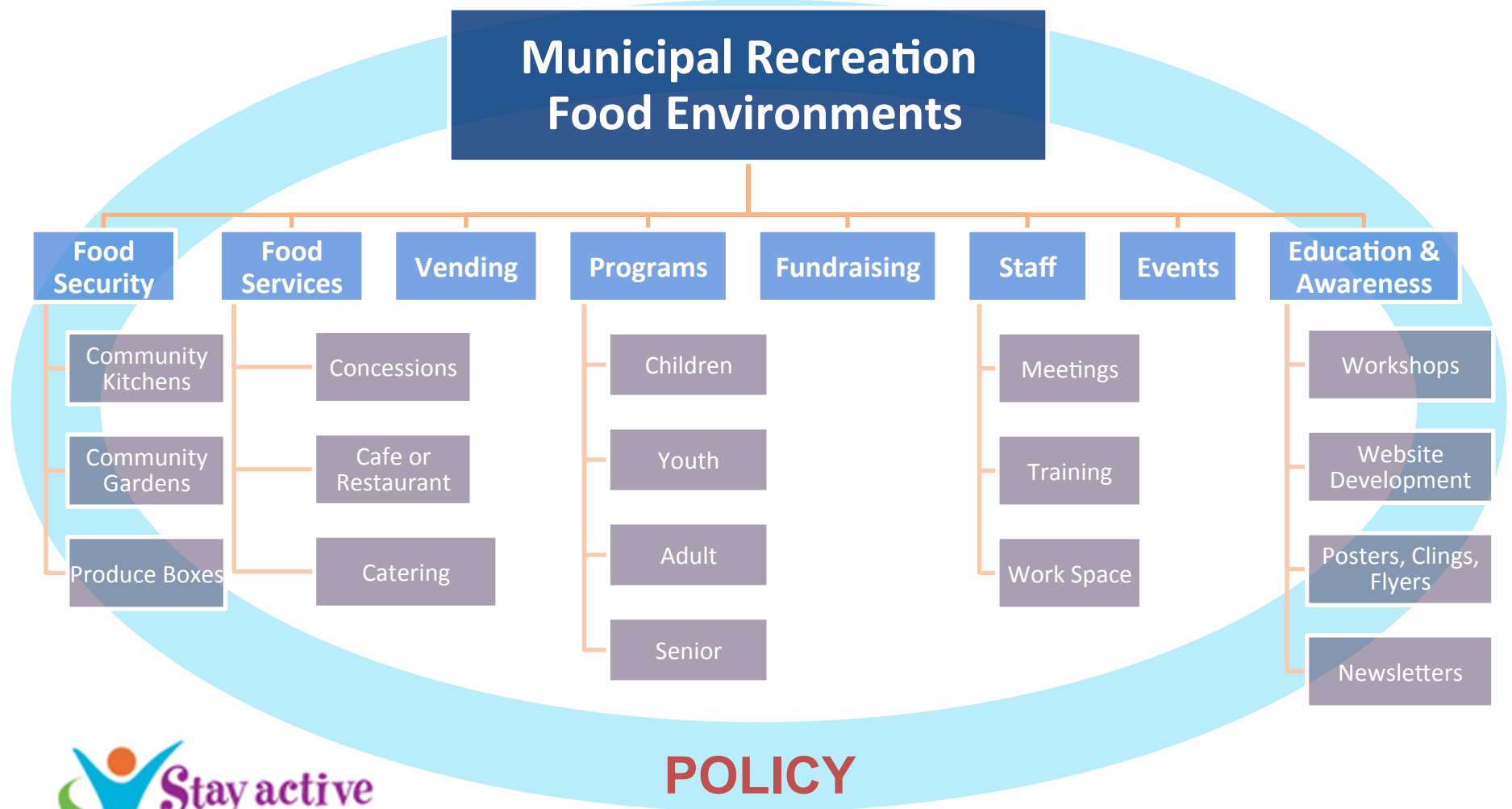
Healthy Food & Beverage Sales in BC

So What Went On?

- First initiative of it's kind in North America
- 49 BC Municipalities/Districts (including 12 First Nations) applied across four phases of grant funding
 - Less completed the evaluation
- Approximately 150+ facilities
 - Pools, arenas, multiplexes, sports complexes, fitness facilities, outdoor sports fields, community meeting spaces, municipal buildings, band offices
- Aligning with BC school guidelines and guidelines for government buildings



The Framework: Operational areas within recreation where food policy and programs may have an impact



Program Components – Capacity building approach

Grants, Toolkit and Resources

Planning Grants

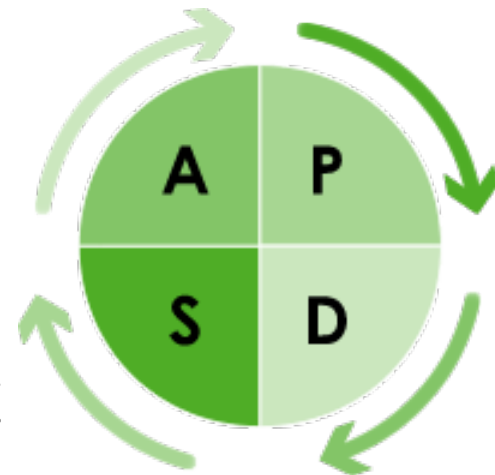
- Support communities planning for change

Toolkit

- Developed and piloted prior to initiative

Other Resources

- Quick Start Guide
- Rack cards, Quick facts cards
- Distribute resources from other HE programs



Program Components – Capacity-building approach

Orientation, Training, and Communications

Technical Support

- Live and interactive web-based

Cross-community sharing

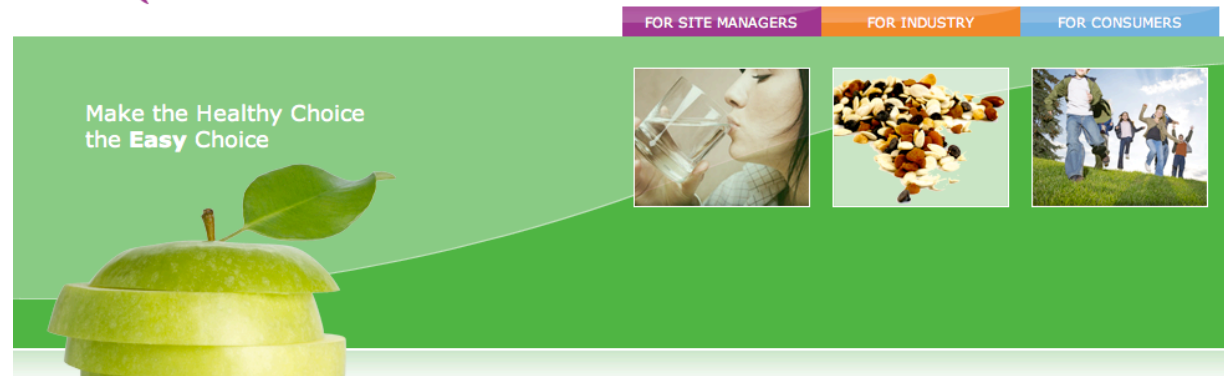
- Teleconferences



HFBS Program Components – Capacity-building Approach

Web-based Resources

- www.stayactiveeathealthy.ca
- www.healthysales.ca
- www.brandnamefoodlist.ca



Stay Active, Eat Healthy

The [BC Recreation and Parks Association](#) and the [Union of BC Municipalities](#) are co-leading an initiative to encourage the sale of healthy food and beverage options in community recreation facilities and local government buildings through on-site vending machines, concessions, cafeterias and snack bars.



Promising Practices Videos

http://www.stayactiveeathealthy.ca/managers/promising_practices.html

Prince George



Featuring Colleen Van Mook, Manager of Recreation Services



Stay Active Eat Healthy Presentation

Vending Audit

>>The Brand Name Food List

Brand Name Food List | British Columbia - Microsoft Internet Explorer

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Product Name

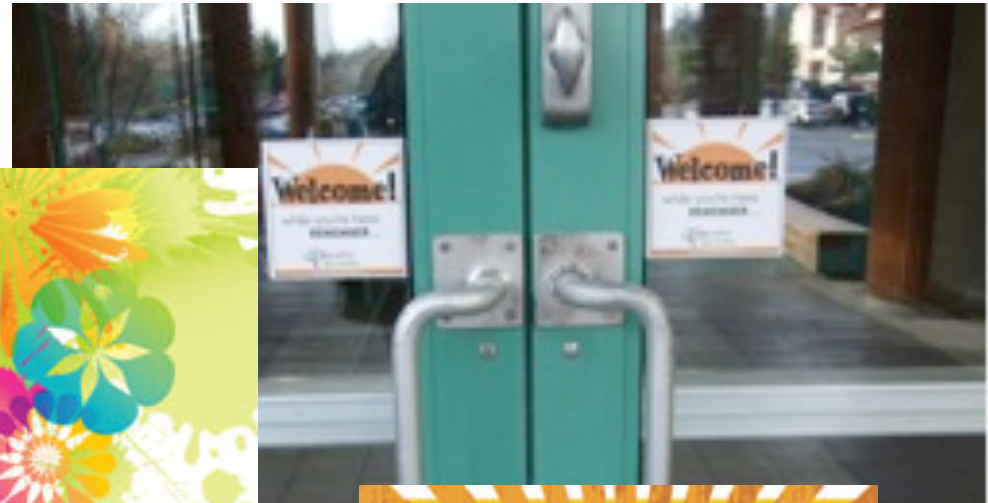
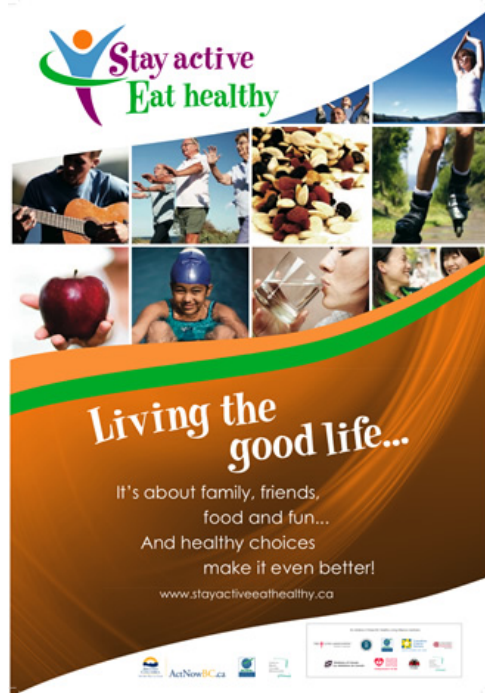
Flavour

☐ Choose Most ☐ Choose Sometimes

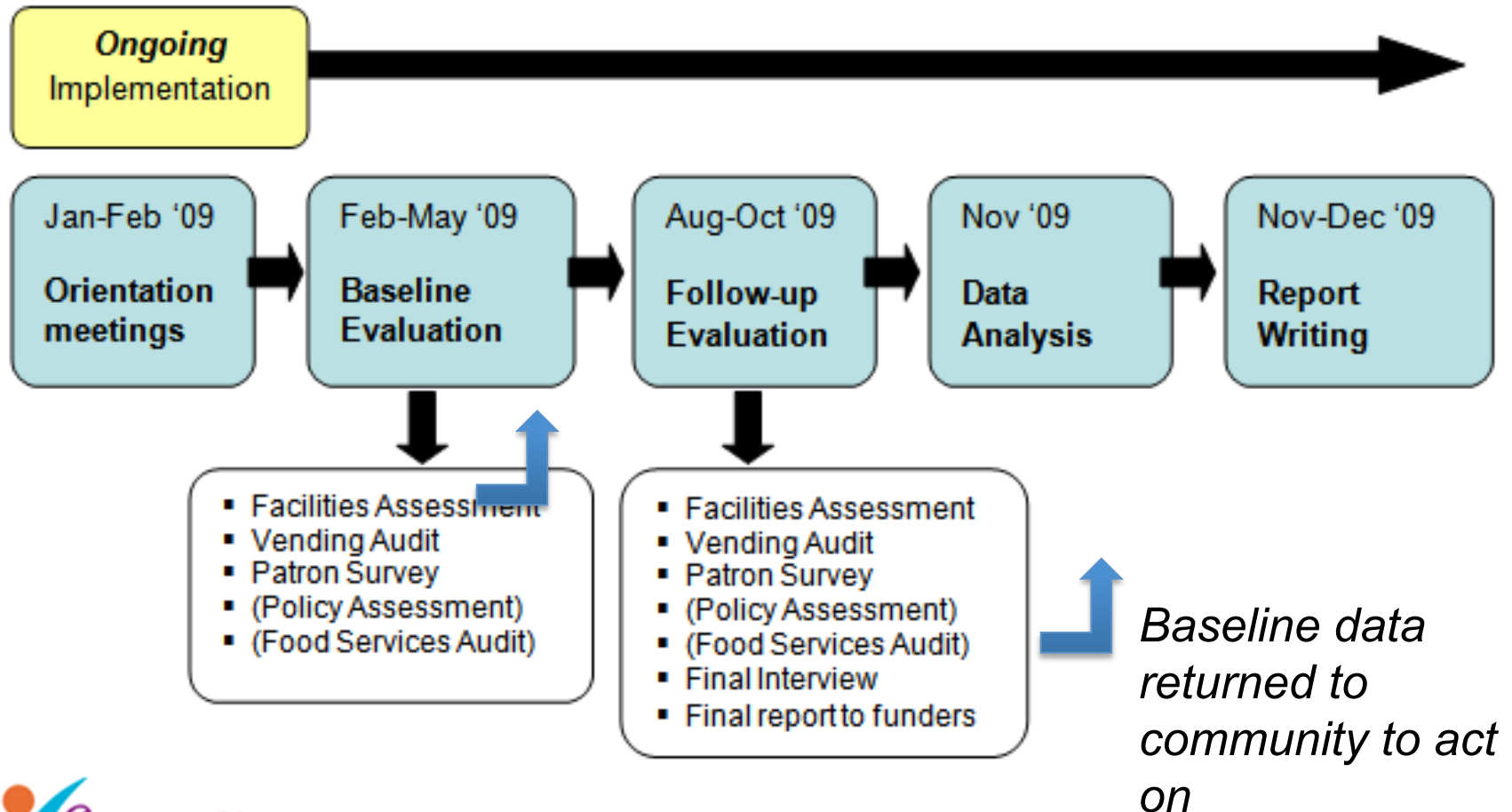
☐ Choose Least ☐ Not Recommended

Can't find what you're looking for? Click [here](#) for help.

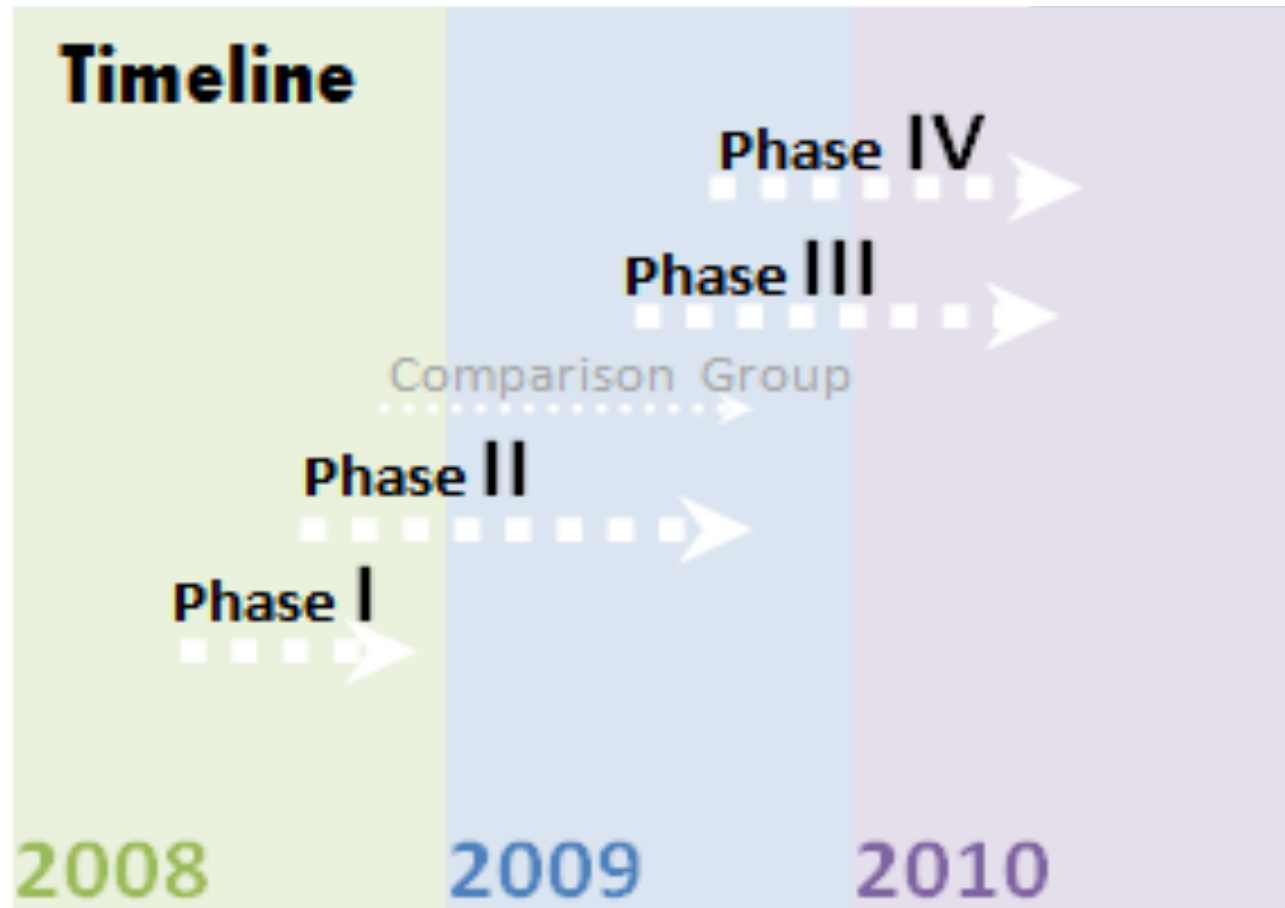
HFBS Program Components>> Marketing Resources



Program Components: Community Evaluation



Project Phases and Initiative Timeline

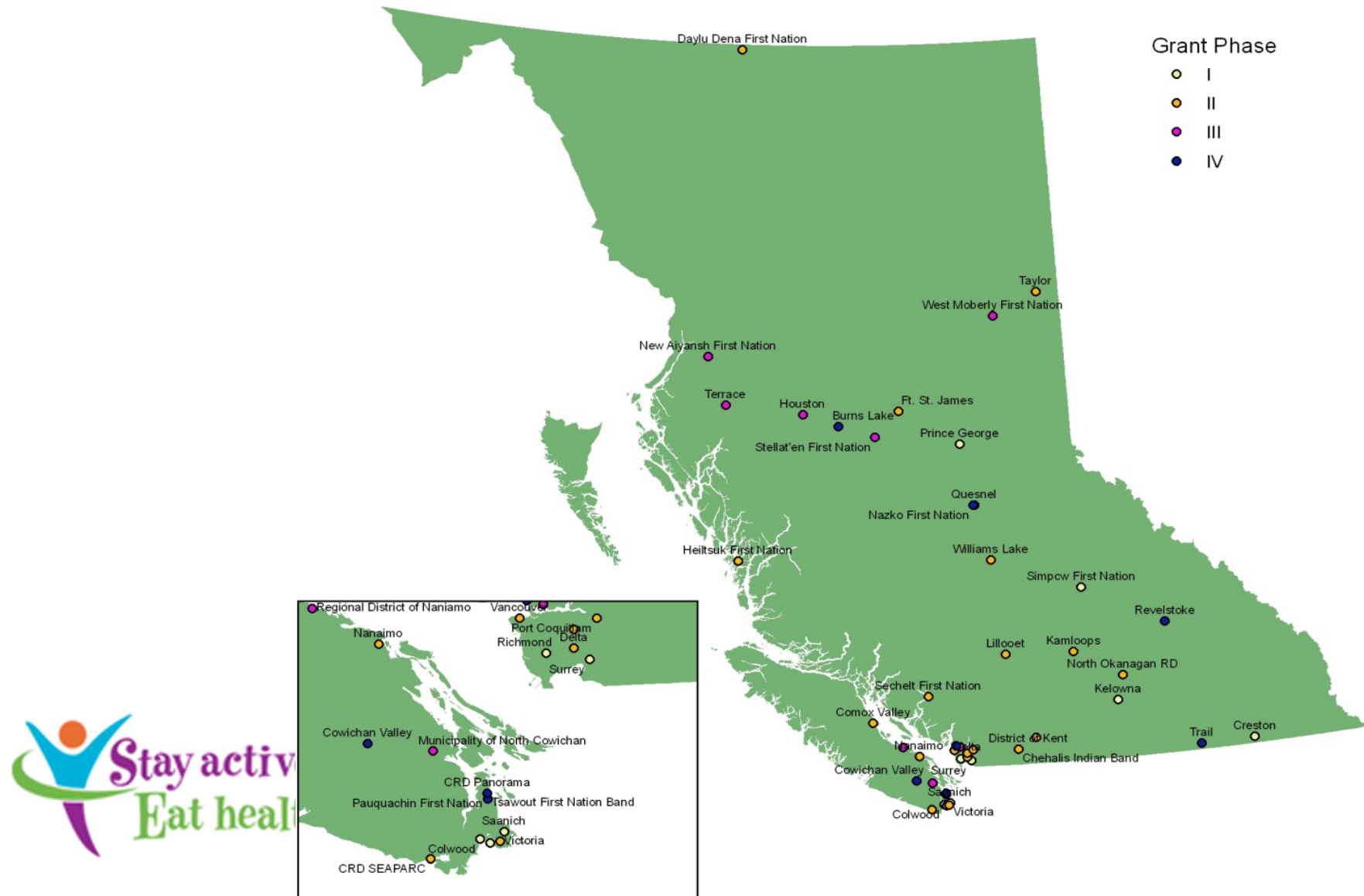


Detail of Project Phases 2008-2010

Grant Phase	# of Communities	Application & Grant Approval	Orientation & Training	Baseline Evaluation	Follow-up Evaluation
Phase I "Mentor Communities"	9 (1 FN)	April 2008	May 2008	May-September 2008	November-December 2008
Phase II	21 (5 FN)	October 2008	February 2009	February-May 2009	July-October 2009
Phase III	7 (3 FN)	May 2009	July 2009	June-September 2009	December 2009-April 2010
Phase IV	10 (3 FN)	November 2009	March 2010	January-April 2010	August-September 2010
Non-HFBS Comparison Communities	23	N/A	N/A	August-October 2009	January-February 2010



Geographical Location of All HFBS Participating Communities (Including First Nations), Phase I-IV



PHASE I

1. Colwood
2. Creston
3. Esquimalt
4. Kamloops
5. Kelowna
6. Prince George
7. Richmond
8. Saanich
9. Surrey
10. *Simpcw First Nation*

PHASE II

11. Comox Valley
12. CRD Panorama
13. CRD SEAPARC
14. Delta
15. Fraser Valley-Hope
16. Ft. St. James
17. Lillooet
18. Nanaimo
19. New Westminster
20. North Okanagan
21. Port Coquitlam
22. Quesnel
23. Taylor
24. Vancouver
25. Victoria
26. Williams Lake
27. *Chehalis First Nation*
28. *Daylu Dena First Nation*
29. *Heiltsuk First Nation*
30. *Seabird Island First Nation*
31. *Sechelt First Nation*

PHASE III

32. Municipality of N. Cowichan
33. North Vancouver
34. RD Nanaimo
35. Terrace
36. *New Aiyansh Village Government*
37. *Stellat'en First Nation*
38. *West Moberly First Nation*

PHASE IV

39. Burns Lake
40. Cowichan Valley RD
41. Dist. Of Houston
42. Dist. Of Kent
43. Dist. Of West Vancouver
44. Revelstoke
45. Trail
46. *Nazko First Nation*
47. *Pauquachin First Nation*
48. *Tsawout First Nation*

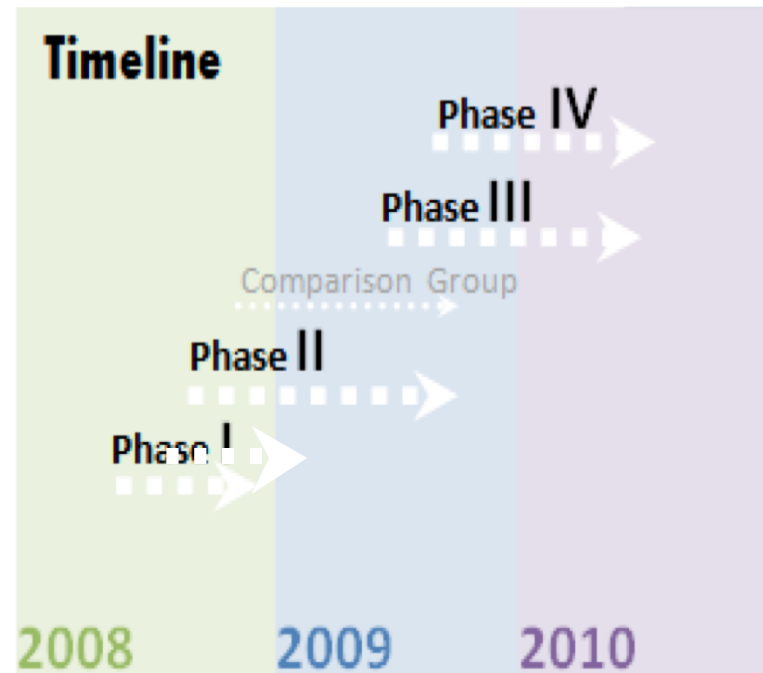


Figure 3: Geographical Location of Facilities Impacted by HFBS, Phase I-1V

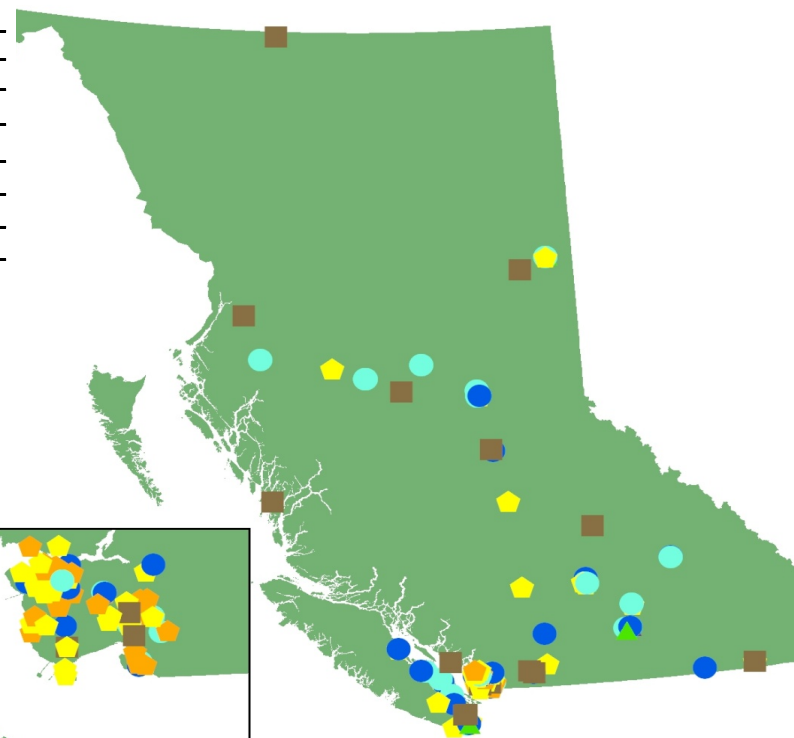
LEGEND

Facility Type	n=
● Aquatic centre/pool	22
● Ice arena	27
▲ Fitness centre	2
▲ Outdoor sporting facility	5
★ Multiplex ^a	44
★ Community centre ^b	25
■ Other buildings ^c	17
TOTAL	142

^a Multiplex defined as two or more of the following: pool, ice arena, fitness centre, outdoor sporting facility, gym

^b Community centre includes meeting spaces and maybe a gymnasium or fitness facility

^c Other local government building could be hospital, school, First Nation band office, municipal administrative building



Phase I-IV

EVALUATION METHODS & RESULTS



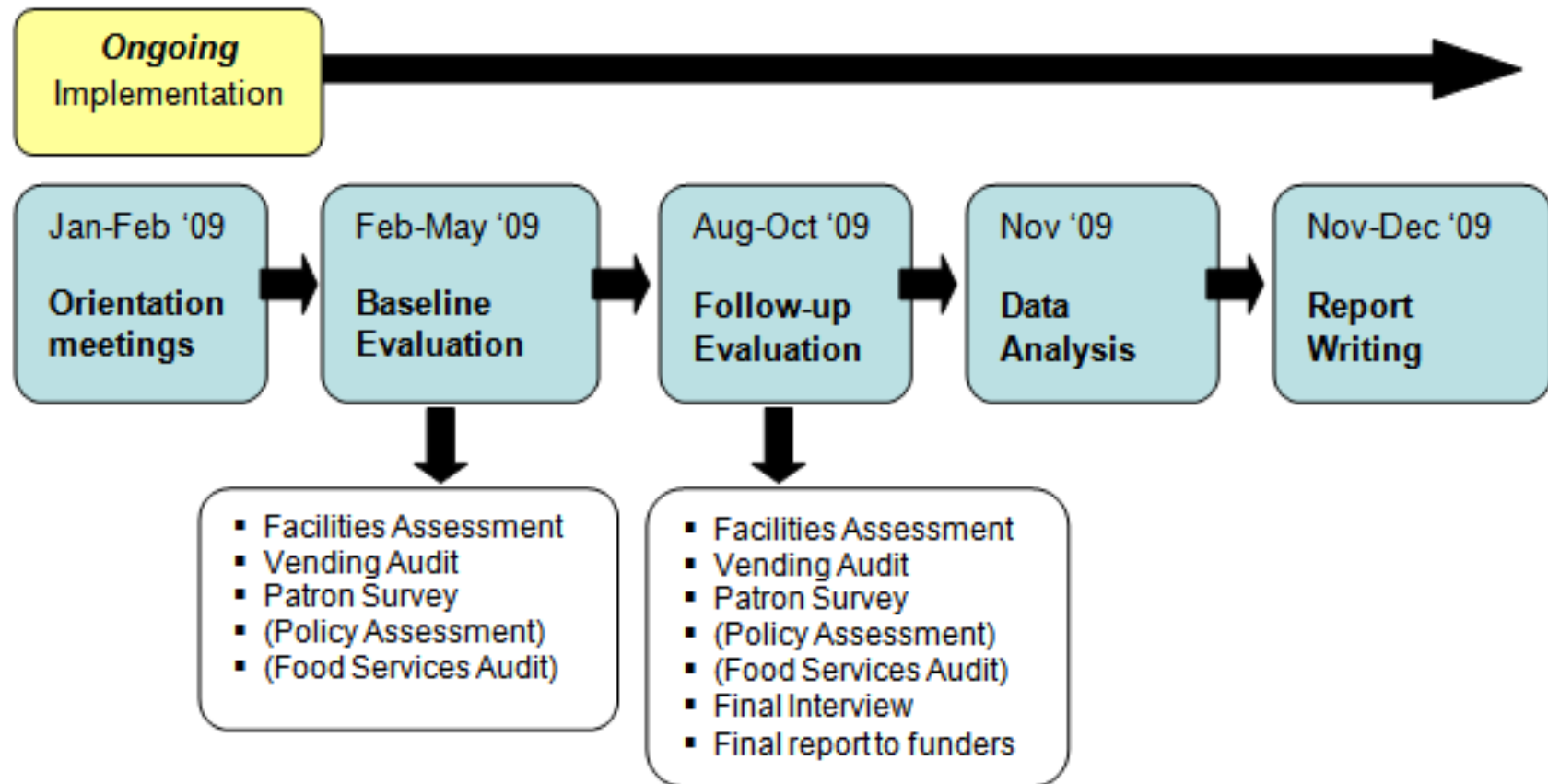
HFBS: A Natural Experiment

The purpose of evaluating the Healthy Food and Beverage Sales initiative in Phases I-IV was:

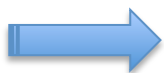
1. To describe what activities were undertaken. —————→ *What Went On?*
2. To determine the impact of HFBS project work on:
 - The overall facility food environment.
 - Policy development and strategic planning efforts.
 - Vending and concession services.
 - Customer choices and perceptions. } *What was the Impact?*
- 3) To identify key issues related to implementation:
 - The process of changing food & beverage sales.
 - Facilitators and barriers to implementation.
 - The use of project resources and supports.
 - Plans for future action and sustainability. } *How Did it Go?*
Where to Next?
- 4) To act as a catalyst to encourage and support communities in the planning and process of making sustainable changes.



Evaluation Design



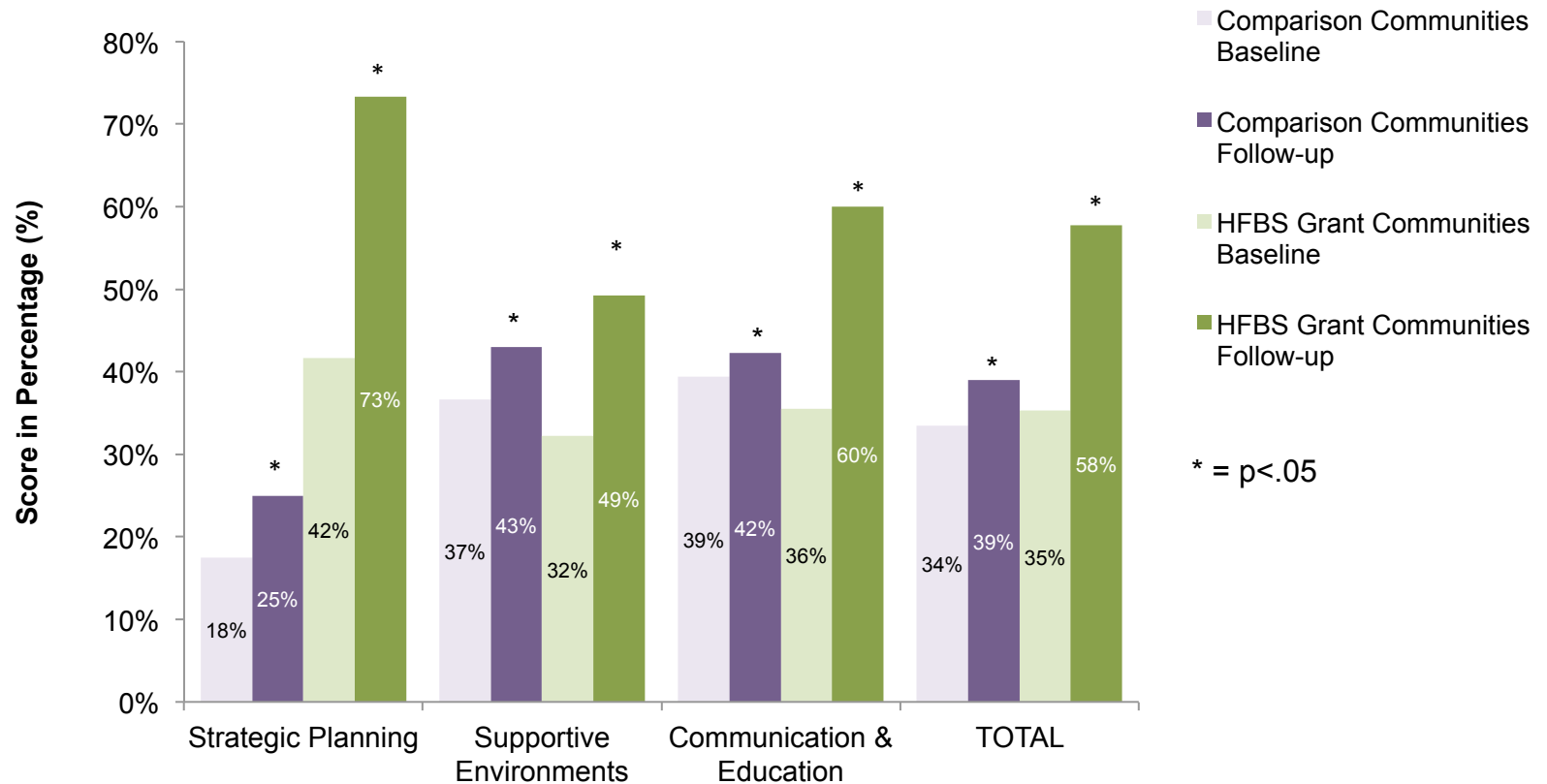
Comparator Community Assessment



EVALUATION ACTIVITY & PURPOSE	Evaluation Tools Used in Grant Phase			
	I	II	III	IV
Facilities Assessment* [CORE] Community self-assessment tool that rates the extent to which organizational capacity and facility environment support healthy eating. This assessment is based on a 4-point rating scale and divided into three main categories: 1) Strategic Planning, 2) Supportive Environments and 3) Communication & Education. <i>Note: This tool was modified for First Nation's communities.</i>	✓	✓	✓	✓
Policy Assessment [OPTIONAL] Assesses if healthy eating policy is developed in the areas of food provision, events and programs and staff. Staff may rate if specific policy area is in place according to "yes", "no" or "in progress."	✓	✓	✓	
Food Services Audit [OPTIONAL] Assesses the operations, preparation facilities and foods served through food service outlets including concessions and cafes. This looks at the operations, food storage and preparation tools, and what types of foods are served on a regular basis and how many of these would be classified as not recommended products.	✓	✓	✓	
Vending Audit [CORE] Assesses the products in standard snack and beverage vending machines according to the Provincial Guideline "Choose Categories" using the Brand Name Food List.	✓	✓	✓	✓
Patron Survey [CORE] Collects data on facility users in regards to vending and concession use; attitudes toward healthy food and beverages; and awareness of healthy choice messaging/promotion and changes.	✓	✓	✓	✓
Interview* [CORE] Semi-structured phone interviews where recreation staff and project leads are asked questions regarding the implementation process (challenges, facilitators) and resources used. Interviews were recorded, transcribed and coded for common themes.	✓	✓	✓	✓

Facility Assessment - Capacity

Average Facilities Assessment Scores for Comparison and HFBS Grant Communities



Facilities Assessment Category

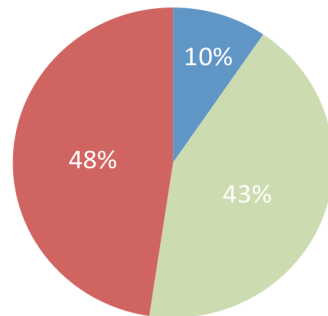
Stay Active Eat Healthy Presentation

Healthy Food & Beverage Policy

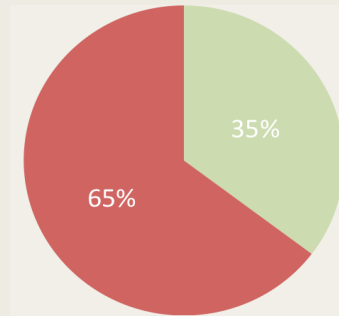
Category Legend ■ Policy Implemented ■ Policy Under Development ■ No Policy

BASELINE

HFBS Grant

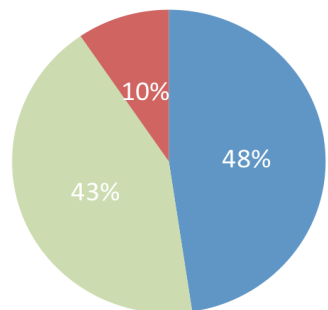


Comparison

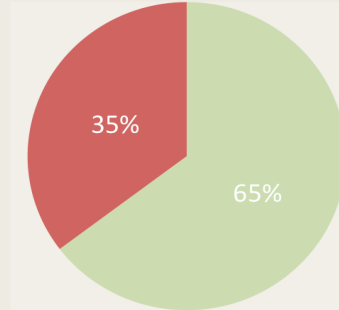


FOLLOW-UP

HFBS Grant



Comparison

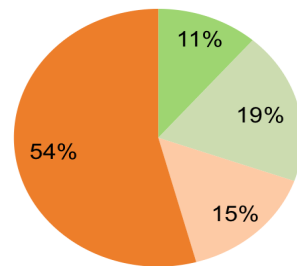


Vending

Category Legend

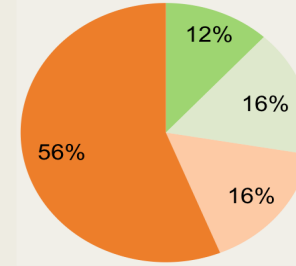
■ Choose Most
 ■ Choose Sometimes
 ■ Choose Least
 ■ Not Recommended

HFBS Grant



Feb-May 2009 (Ph II)
N= 73 vending machines, N= 1842 products

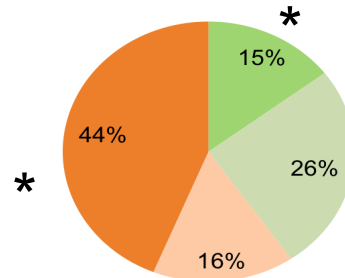
Comparison



Sept-Oct 2009
N= 101 vending machines, N= 2259 products

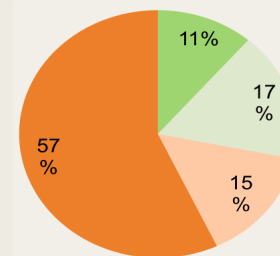
FOLLOW-UP

HFBS Grant



Feb-May 2009 (Ph II)
N= 71 vending machines, N= 1846 products

Comparison



Jan-Feb 2010
N=100 vending machines, n=2314 products

*=p<.05



Transitioning to Healthy Choices In Vending

>> What it Looks Like



Transitioning to Healthy Choices In Concessions

>> What it Looks Like

Before



“We sell pop, we sell chips, we sell hotdogs.”

After



“Everything is offered on whole wheat bread, or buns or wraps, and everything comes with a salad. It doesn’t mean that they can’t choose fries, they just have to ask.”



Transitioning to Healthy Choices In Concessions

>> What it Looks Like



1005-6th Avenue, Hope BC
604.860.4268

Breakfast (all day)

Sausage & Egg Bunwich	\$3.75
Bacon & Egg Bunwich	\$3.75
Egg only	\$2.80
Toast	\$2.50
Wraps	\$3.75
Bagel	\$2.50
add cream cheese	\$1.00
Muffins	\$2.50
Cinnamon Buns	\$2.80

Salads

Tossed Green	\$5.75
Caesar Salad w/garlic toast	\$6.75
Chicken Caesar Salad w/garlic toast	\$10.00
Chef Salad w/toast	\$10.00

Wraps

Veggie	\$4.50
Tuna	\$4.50
Crispy Chicken	\$5.75
Grilled Chicken	\$5.75
Chicken Caesar Wrap	\$5.75

Classics

Hamburgers:	
Plain	\$3.75
Deluxe	\$4.95
Chicken	\$5.50
Garden Vegetarian Burger	\$4.95
Hot Dog	\$2.90
Corn Dog	\$2.50
Smokie	\$3.75
Chicken Fingers & Fries	\$7.95
Chicken Fingers & Onion Rings	\$8.45
Fries	\$3.00
Onion Rings	\$3.50
Poutine	\$5.00
Nachos	\$4.00
Homemade Chili Bowl	\$4.00
Soup	\$3.50

Sandwiches

Classic BLT	\$4.50
Fried Egg & Bacon	\$3.75
Ham & Cheese	\$4.50
Turkey	\$4.50
Turkey, Bacon, Swiss Grille	\$4.50
Egg Salad	\$3.95
Tuna Salad	\$4.50
Grilled Cheese	\$3.75
Grilled Ham & Cheese	\$4.50
Veggie	\$4.50

All prices include GST.
Prices subject to change without notice.

Beverages (hot and cold)

Coffee	\$1.75/2.00
Tea	\$1.75/2.00
Hot Chocolate	\$1.75/2.00
Mochas	\$1.75/2.00
Milk/Chocolate	\$2.00
Smoothie	\$3.50
Creamy	\$3.50
With Protein	\$5.00
Protein Shake	\$3.75
Bottled Water	\$2.00
Vitamin Water	\$2.50
Juice	\$2.00
Bottled Pop	\$2.00
Gatorade	\$2.50
Energy Drink	\$3.50
A-Rush	\$2.75
Double Shot	\$3.00
Frappuccino	\$3.00
Iced Mocha	\$3.50

Extras

Bacon	\$1.00
Cheese	\$1.00
Gravy	\$1.25
Chili	\$1.50
Dips	\$0.25
Bun	\$0.50
Xtra Patty	\$2.00
Fingers	\$1.55

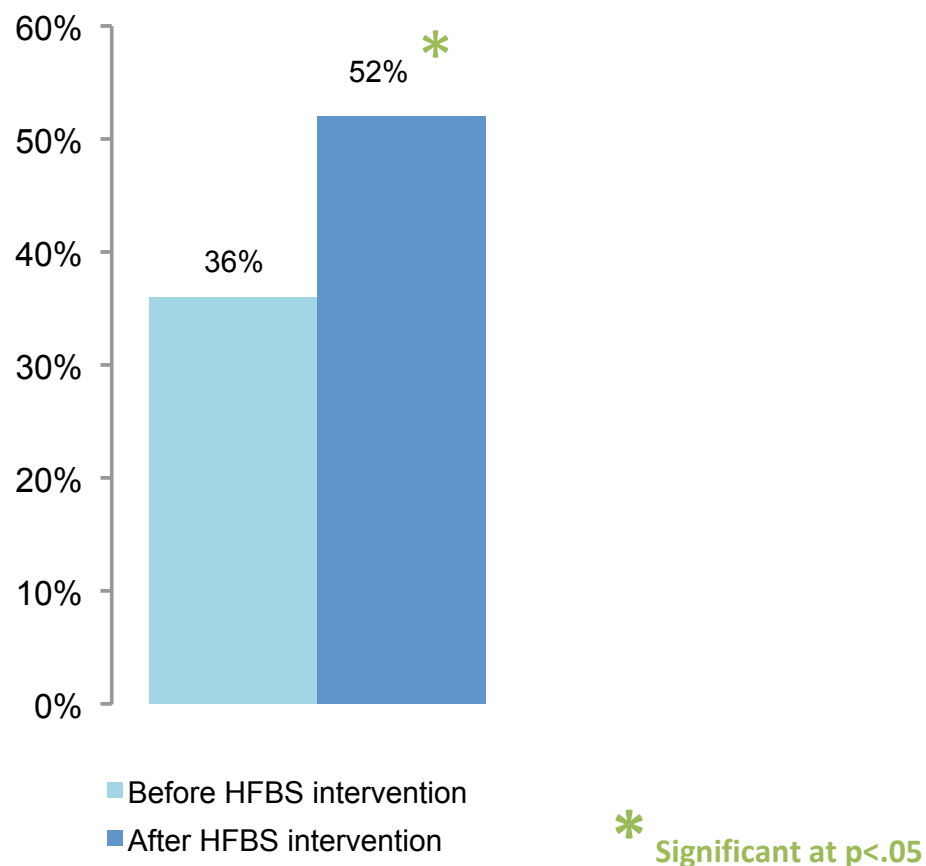


Types of Community Strategies Used to Transition to Healthier Choices in Concessions

- Developing a policy
- Including concessionaires in the planning process
- Hiring a Dietitian to consult and provide advice
- Finding ‘healthy’ alternatives to popular ‘not recommended items’
- Taste testing
- Selling smaller portions
- Make the healthy option the default option (e.g. salad instead of fries)
- Provide a sense of choice
- Changing equipment to support serving healthy options
- Place healthy choices more prominently on display
- Limiting concession hours to peak times to reduce operation costs
- Changing things one item at a time
- Creating new menus
- Providing public education and promotional supports



Awareness of healthy eating promotions at the facility according to patron survey



Other Impacts: Programming & Events

- Offered healthier meal and beverage options and limiting junk food in programming for birthday parties, youth dances, after school programs.
- Planned special events to celebrate and promote a new healthy food culture in the facility. E.g. Decorated lobby, offered free food samples, distributed information, hired a dietitian to answer questions.
- Improved food practice at annual and ongoing events. E.g. replaced pop with 100% fruit juices at sporting events and tournaments.



Other Impacts: Food Security

- Built community gardens.
- Hosted pocket and farmers markets in or around local recreation facilities and community buildings.
- Planted fruit trees.



Other Impacts: Staff

- Served healthier snack and beverages at staff training events and celebrations.
- Used the “Eat Well Meet Well” resource to improve practice in staff meetings and conferences.
- Offered Food Safe training for concession staff.
- Revamped staff lunch rooms to support staff in packing a healthy lunch and eating well.

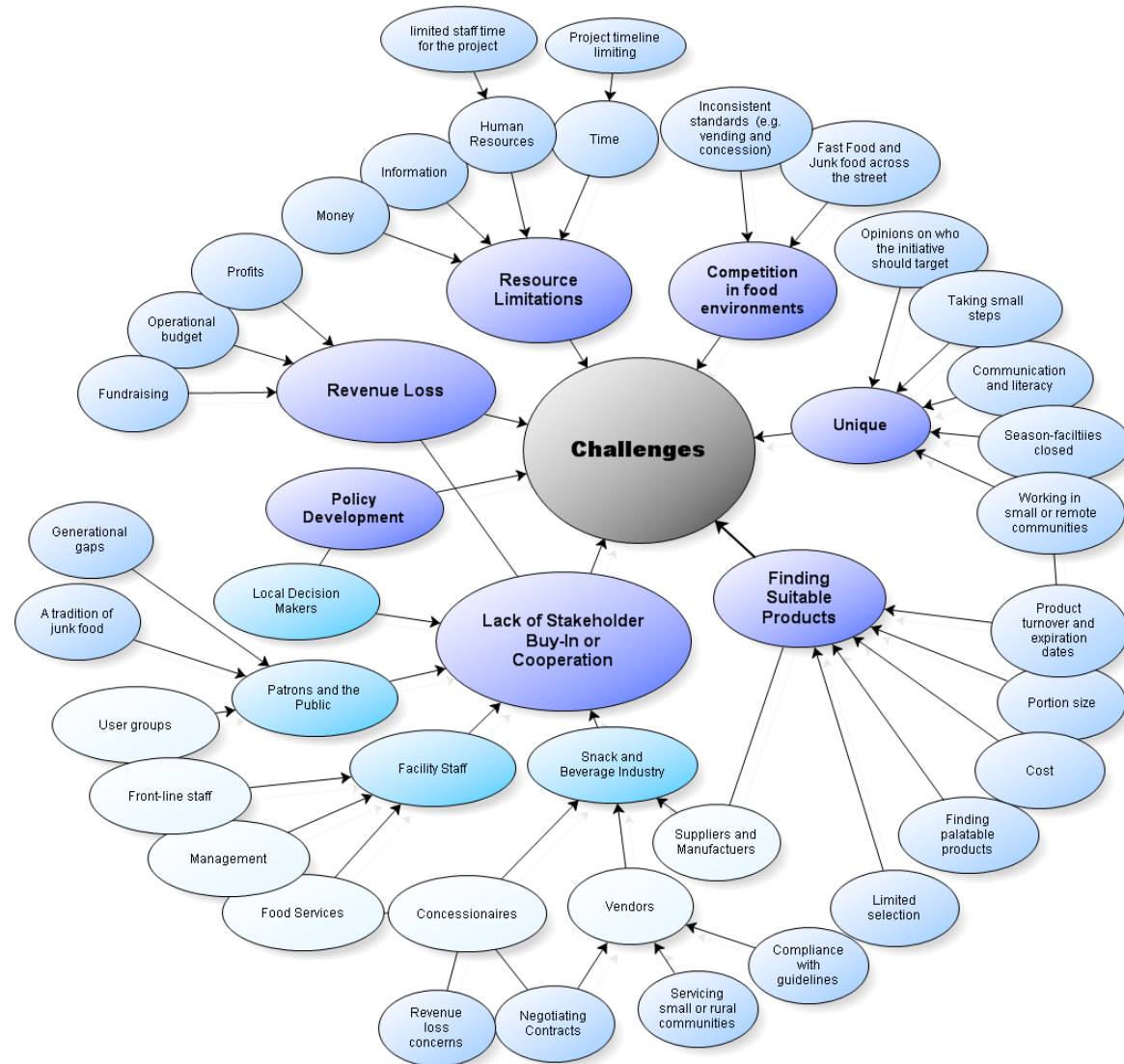


Other Impacts: Fundraising

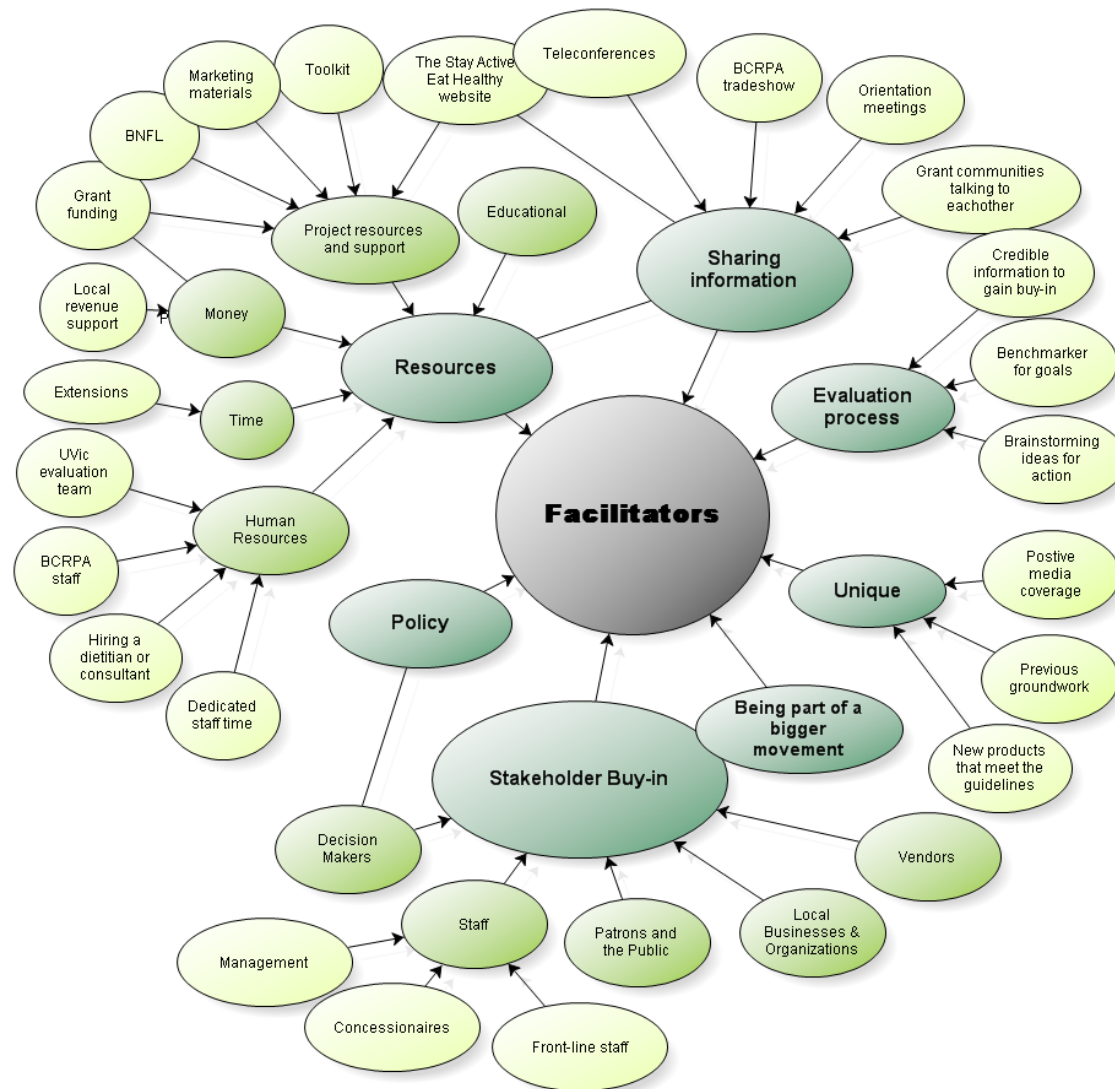
- Used non-food options to raise funds for sports teams, special-interest groups and general operations budget.



Implementation: Transitioning to healthier options is complex



Implementation: There is lots of support for change!



Strengths and Limitations of the Evaluation

Limitations

- large variability in the actions and evaluation timelines across communities.
- communities were not randomized into conditions. HFBS grant applicants were automatically the 'intervention condition' while those that hadn't yet applied but were willing to be measured became non-equivalent comparator communities.
- staff collected vending and survey data and submitted it to the evaluation team
- facility assessment and interviews were self-reported.

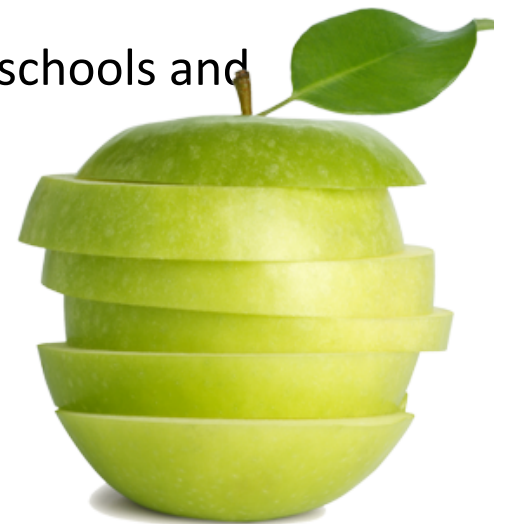
Strengths

- the consistency of the findings over four different phases in 48 different communities and when HFBS communities were compared to non-HFBS communities.
- we used a mixed methods triangulation design and found not only corroboration across data sources but corroboration across communities and phases.



A Summary of HFBS Positive Action in BC

- Significantly healthier options in vending and concessions
- Significantly increased organizational capacity
- Food Security- community gardens and pocket markets
- Healthy options in children's programs
- Supporting sports teams and athletes perform their best
- Product-innovation in industry
- Creating healthy environments everywhere- synergy with schools and local businesses and program areas within recreation
- Local action on provincial guidelines
- Supporting healthy work environments



Lessons learned at the initiative level

There were many lessons learned during implementation of HFBS. Across all four phases communities highlighted the following:

- Change is a process that takes time; the process could take anywhere from 2-5 years.
- A phased approach to change is more feasible; taking small steps is best.
- Pairing education with policy is effective in making the healthy choice the easy choice.
- Every community can act, but change starts at different points.
- Evaluation & monitoring support change but evaluation is hard and requires resources.





THANKS!



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www.stayactiveeathealthy.ca
www.healthysales.ca
www.brandnamefoodlist.ca

An Initiative of these BC Healthy Living Alliance Members:

