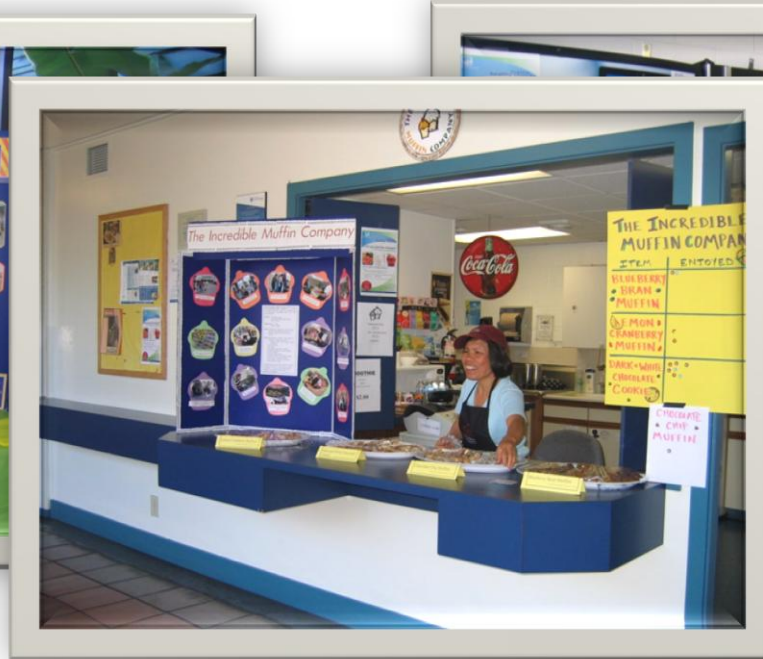


PLAY WELL, EAT WELL – Healthy Food and Beverage Sales in Recreation Facilities



How did we begin?

- Provincial Grant opportunity
- Ice Rink Concession RFP
- Marketing provided support to write grant
- Active North Shore Network (NVRC, WVRC, Vancouver Coastal Health, School Districts, NGO's (i.e. Canadian Cancer Society, Heart & Stroke

What did we do?

- Committee and Partnerships
- Vending Machine products align with Provincial guidelines
- Concession changes to align with Provincial guidelines
- Patron Pre and Post Surveys

What worked in our facility?

- Working with committee
- Forming partnerships (Vancouver Coastal Health, ConneXions, & Lewis Vending)
- Launch of Healthy Eating Initiative (Facility BBQ co-hosted with Community Living BC)
- Media coverage

What worked in our facility?

- Having the money to hire a coordinator to oversee the whole project (biggest what worked well)
- Staff Newsletter and Website
- Create “Shopping Lists” for major grocery chains for any group to know CM/CS foods from various categories.

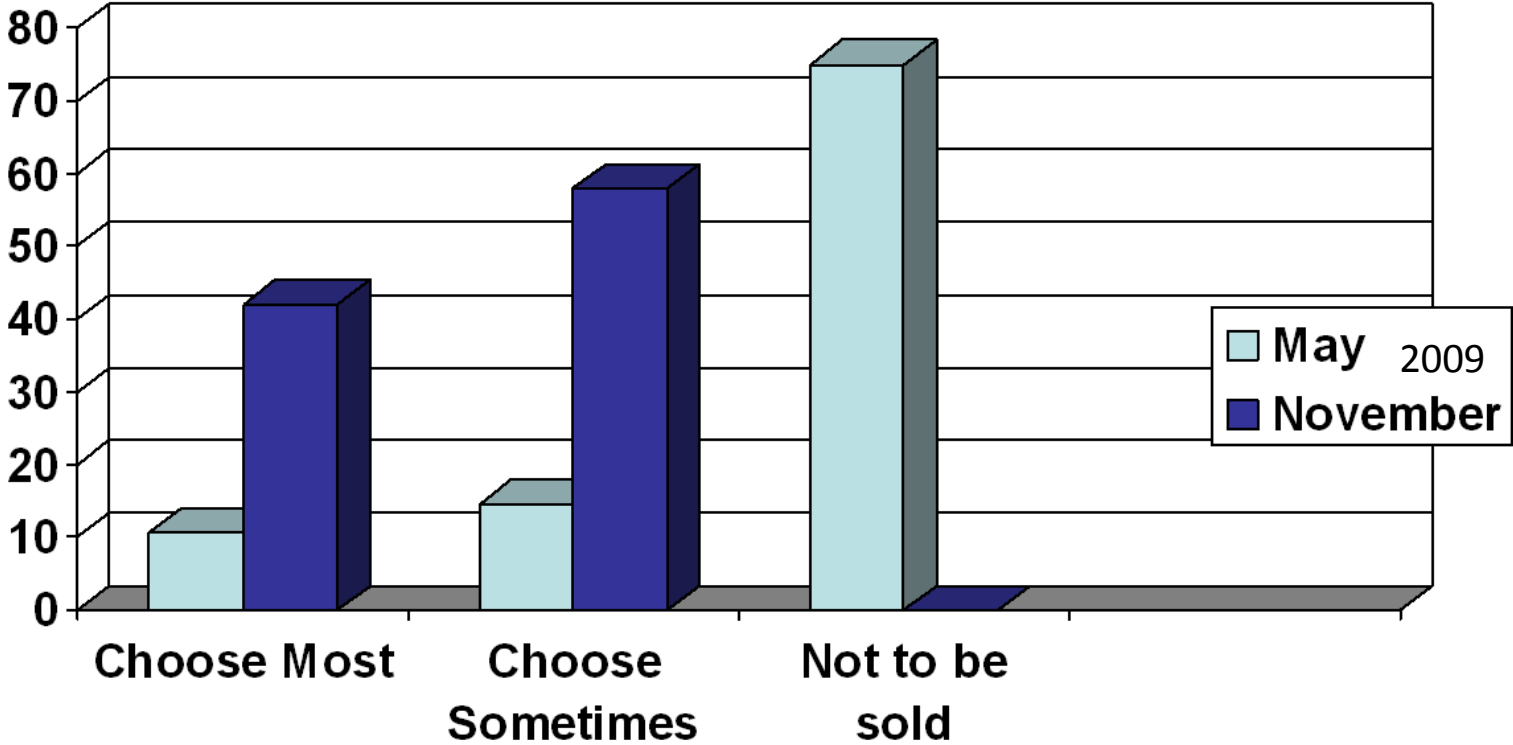
What worked in our facility?

- Creating a “what to serve at meetings checklist” for small meetings
- Have nutritional analysis on Muffin Company door for anyone to see what is in what they are eating
- Day Camp training for their In-service about teaching children about “healthy Eating options for lunches”

Save On Foods School Foods List

Grains	Nature's Path	Organic Chewy Granola Bar Apricot & Nut	40 g	CS	
Grains	Nature Valley	Crunchy Granola Bars (Maple Brown Sugar, Apple Crisp)	2 bars(42 g)	CS	
Grains	Olafson's	Bread 100% whole wheat double rise	43 g	CS	
Grains	Orville Redenbacher	Smart Pop & Smart Pop Mini Snacks	31g	CS	
Grains	Pepperidge Farm	Goldfish	30g	CS	
Grains	Quaker	Life Cereal Multigrain, Oat Bran	30 g	CM	
Grains	Quaker	Oat Squares Cereal	30 g	CM	
Grains	Quaker	Oatmeal to Go Oats & Honey, Wild berry	47 g	CM	
Grains	Quaker	Instant Oatmeal Packets (Apples & Cinnamon, Breakfast Blast, Cinnamon & Spice, Dino Eggs, Maple & Brown Sugar Flavor, Raisin Date & Walnut, Raisins & Spice, Strawberries & Cream	1 packet (35 g - 50 g)	CS	
Grains	Sensible Solutions	Stoned Wheat Thins	3 crackers	CS	
Grains	Silver Hills	Sprouted Grain Bread, 16 Grain or Squirrely Bread, Made Without Flour	1 slice (40 - 41 g)	CS	
Grains	Wonder/Wonder Plus	100% Whole Wheat Hot Dog Buns/Hot Dog Rolls	1 bun (52 g)	CM	
Nut/Seed	Western Family	Peanut Butter Smooth, or Crunchy	15 g	CM	
Nut/Seed	Adams	100% Natural Peanut Butter Creamy or Crunchy, salted or unsalted	15 g	CM	
Nut/Seed	Jif	Peanut Butter (per 2 Tbsp) Creamy or Crunchy	32 g or 30 g	CS	
Nut/Seed	Jif	25% Less Fat Peanut Butter (per 2 Tbsp)Creamy	36 g	CS	
Nut/Seed	Kashi	All-Natural Chewy Granola Bars Peanut Butter	35 g bar	CM	
Nut/Seed	Kellogg's	Kashy Chewy Granola Bars Seven Whole Grain	35 g bar	CM	
Nut/Seed	Kellogg's	Nutri-Grain Sweet & Salty Nut Bar Chocolatey Almond, Chocolatey Peanut, Peanut Butter	32 g	CS	
Nut/Seed	Kraft	Peanut Butter Smooth or Crunchy	15 g	CM	
Nut/Seed	Kraft	Unsweetened Unsalted Peanut Butter Smooth	15 g	CM	
Nut/Seed	Kraft	25% Less Fat Peanut Butter Smooth	15 g	CS	
Nut/Seed	Planters	Almonds Natural	50 g	CM	
Nut/Seed	Planters	Trail Mix Vanilla Nut & Cranberry	30 g	CM	
Nut/Seed	Skippy	Peanut Butter Crunchy	15 g	CM	
Meat/Alternative	Butterball	Turkey Franks	56 g	CM	
Meat/Alternative	Highliner	Healthy Bake Breaded Fish Fillets	2 fillets (100 g)	CM	

Vending Snack - % Slots

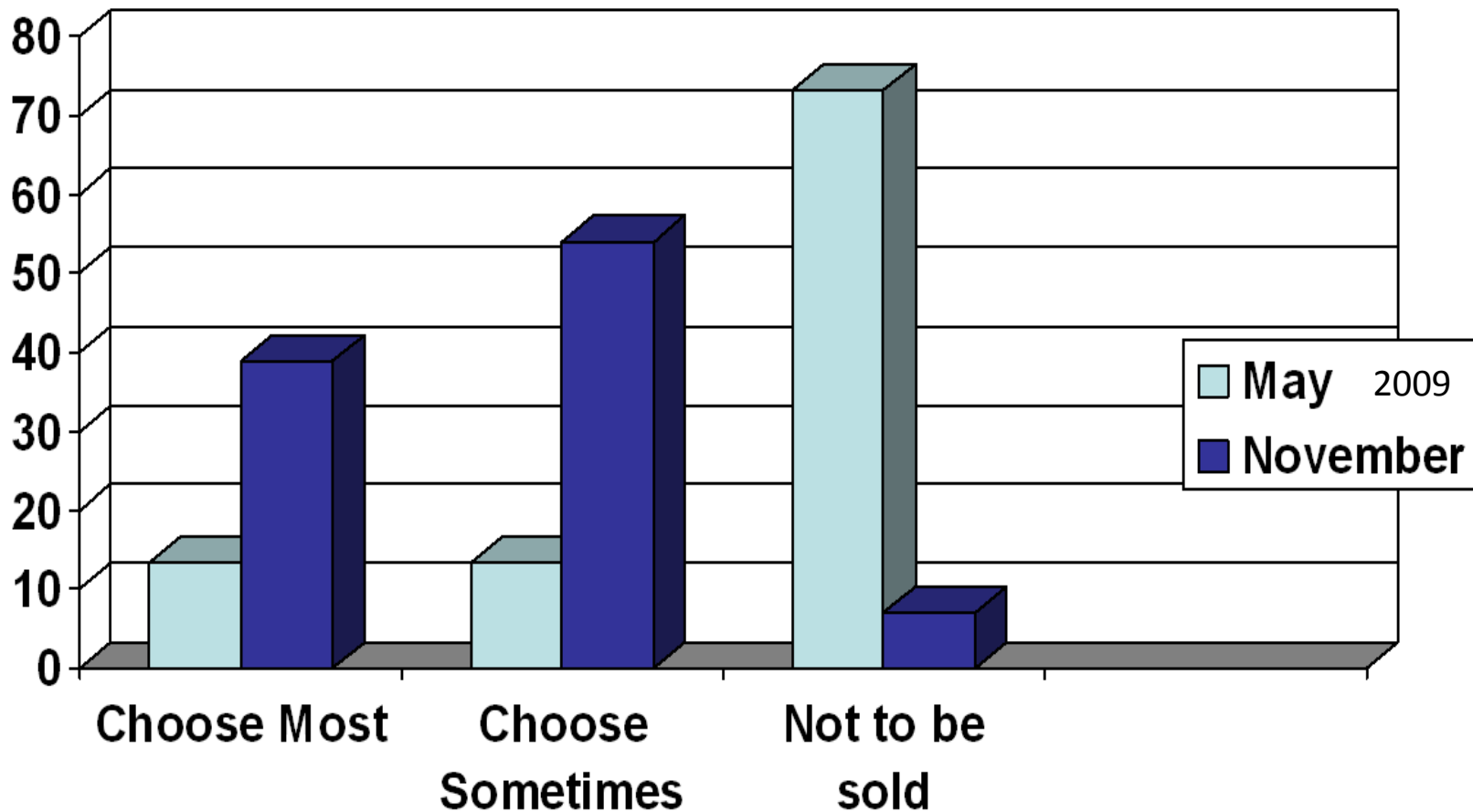


Incredible Muffin Company



Food

Specials 79% CM, 21% CS, Nutrition Facts info available



BRIGHT LIGHTS *by Paul McGrath*

Harry Jerome's Play Well Eat Well Project barbecue



Event organizers **Nancy McMillan, Mary Dowdall, Teya Stephens** and



North Vancouver Recreation Commission's **Heather Turner** and **Sue Macdonald**



Community Integration Society's **Andrea Hooze** and City of North Vancouver Coun. **Rob Fearnley** have a chat.



Jo Vella, Cathy Soroka, Cindy Miller and **Ken Morita** team up for a photo.

BRIGHT LIGHTS *by Paul McGrath*

Harry Jerome's Play Well Eat Well Project barbecue



George Dolkov and **Tom Mooney** share a laugh.

Representatives of the North Vancouver Recreation Commission and Community Living BC, which provides support to individuals with developmental disabilities, hosted a barbecue Aug. 27 at Harry Jerome Community Recreation Centre to celebrate the launch of the Play Well Eat Well Project. The program supports healthier choices for all food and beverages sold at Harry Jerome as well as those enjoyed onsite by members of the public and staff. At the event, guests learned more about the project and healthy eating.



The Incredible Muffin Company's **Sherelyn Kanyamuna** gives samples.



Melissa Materl enjoys the festivities.



Jessica and Grace Chen show their support.



Colin Creed, of Lewis Vending, shows some of the health...

Healthy Eating @ Meetings and Special Events

The staff healthy eating team has come up with some great suggestions for events and meetings. Here are the guidelines to help you serve up healthy choices:

- o Food and drinks may not be required for every meeting. Consider offering food only at longer meetings or at meetings held during what would normally be a meal-time for participants;
- For meetings under two hours in length, you may want to offer coffee, tea and water only;
- Foods served at special events and official staff gatherings hosted in North Vancouver Recreation Commission facilities should meet the Choose Most and Choose Sometimes guidelines in most cases. Small portions of unhealthy options can be offered occasionally;
- Staff are encouraged to meet Choose Most and Choose Sometimes guidelines for food provided at internal staff meetings or official staff training events;
- When planning meetings, conferences or special events, be mindful of food allergies and dietary restrictions which may require special attention.

Suggested one stop menus from Real Canadian Super Store

Beverages

Provide water, club soda/juice mix, and/or coffee & tea

Morning Meeting Shopping List:

President's Choice Blue Menu Bagels – Multigrain flax, oatmeal
 No Name Peanut Butter – Smooth or Crunchy
 Light Cream Cheese

Any of:

- Neilson Stirred Yogurt – Blueberry, raspberry, fruit cup 175g
- Neilson Stirred Yogurt – Strawberry, peach 175g
- Olympic 5% yogurt Natural Yogurt, Balkan Style 125mL
- Olympic Organic Original Yogurt Blueberry 175g
- Individual fresh fruit i.e. apples

Light Lunch Shopping List:

Bakery multigrain crusty rolls

Any combination of:

- Black Diamond Cheese – cheddar, marble, mozzarella 30g
- President's Choice Blue Menu Extra Lean Stone Roasted Ham
- President's Choice Blue Menu Oven Roasted Chicken Breast
- Lettuce
- Tomatoes
- Mustard

Plus any of the following:

- Neilson Stirred Yogurt – Blueberry, raspberry, fruit cup, black cherry 175g
- Neilson Stirred Yogurt – Strawberry, peach 175g
- Olympic 5% yogurt Natural Yogurt, Balkan Style 125ml
- Olympic Organic Original Yogurt Blueberry 175g
- Individual fresh fruit i.e. apples, oranges, bananas



Staff and community members enjoyed healthy BBQ



northvanrec

the place for
healthy choices

can you spot the changes?

We've made some changes to the food and beverages available here at Harry Jerome so you can have more healthy choices!



why the switch to "healthy choices"?

Healthy Eating...

- fuels your body and mind before activity...SO YOU CAN PERFORM YOUR BEST!
- strengthens your immune system...SO YOU CAN STAY ACTIVE!
- helps to maintain a healthy body weight...SO YOU FEEL AND LOOK GREAT!

Here are some of the places where you can spot the changes to healthy choices:

- Vending Machines
- Incredible Muffin Company
- Ice Arena Food Service Operation
- Recreation Programs
- Birthday Parties
- Special Events/Fundraisers
- Staff Meetings/Celebrations

To help you choose, all food and beverages will soon be labelled as either a Choose Most or Choose Sometimes option.

Visit www.northvanrec.com
and for more information and great
Eat Well suggestions!

For questions or comments
regarding the project
please contact:

Nancy McMillan
(Recreation Coordinator,
City of North Vancouver)
email: mcmillan@northvanrec.com
phone: 604-983-6415

PLAY WELL, EAT WELL

The healthy food and beverage changes at Harry Jerome Community Recreation Centre is part of a project funded by a "Stay Active Eat Healthy" Program grant from the BC Recreation & Parks Association (BCRPA) and the Union of BC Municipalities (UBCM). The program supports the first of 4 Healthy Eating Strategy Initiatives under the BC Healthy Living Alliance, the promotion of healthy food and beverage sales at school, work and play.



North Vancouver Recreation Commission

Building healthy individuals, families and communities



www.stayactiveeathealthy.ca

7. When did you begin this transition to healthy choices in your food sales? Aug-Sept, 2009

8. According to your own perception, how would you categorize the items sold in your food outlet(s)*?

100% foods and beverages that promote health
% foods and beverages that are 'junk food'
% items I am not sure how they would rate

9. Please provide a basic description of food and beverages offered in your food outlets*. E.g. (if possible, attach sample menus).

→ Before transitioning to healthy choices (e.g. pop, sport drinks, chips, chocolate bars, hamburgers, fries): Regular pop, Chocolate Bars, non compliant, muffins, cookies and granola bars, chips, sports drinks, Hot dogs, Hamburgers, BLT's sandwiches

→ During/after transitioning to healthy choices (e.g. salads, wraps, fruit, yogurt, 100% fruit juice, water...still some junk food): Fruit juice, vegetables, fruit, granola bars, muffins and cookies that meet guidelines, Rice Crispie Squares (prepackaged), Fruit Juice Frozen Bars, Chicken Ceasar Wraps, Chili, Veggie Stir Fry, Quesadilla an Salad (no junk food)

SALES INFORMATION FOR CONCESSIONS & FOOD SERVICES

10. Please provide available sales information. Figures can be in biweekly, monthly, quarterly or annual figures. Simply indicate the time period.

Definitions:

*Gross Sales: Total sales, before deductions and cost considerations.

**Net Profit: Total profit after deduction of costs.

BEFORE TRANSITION TO HEALTHY CHOICES

Sales Period: (e.g. Jan '08, or Jan-April '08)	*Gross Sales (e.g. \$4000)	**Net Profit (e.g. \$1000)
March 2008	\$2008.18	\$697.14
March 2009	\$2310.62	\$ 1099.90

DURING/AFTER TRANSITION TO HEALTHY CHOICES

Sales Period: (e.g. Jan '09, or Jan-April '09)	*Gross Sales (e.g. \$4000)	**Net Profit (e.g. \$1000)
March 2010	\$2035.35	\$603.96
	\$	\$
	\$	\$

What needs to be worked on?

- Lack of policy
- Supported by management but other levels not aware of Initiative
- Staff functions that involved food, (i.e. decided to go to another facility rather than abide by Initiative in place here @ HJ)

What needs to be worked on?

- Communication to other facilities (i.e. vending going to district with Healthy Eating they didn't know)
- Missing link of communication and education
- People secretly sneaking in unhealthy foods to meetings @ HJ or just not having meetings here because of HEI

What needs to be worked on?

- No one staff person responsible to oversee and maintain what has been done to date, easy to slip under, no accountability
- People who are passionate about it and say something are often ridiculed
- Maintaining Day Camp training as part of In-service or Orientation

What are we up to now?

- Flicka has improved their vending machine
- Vendor has changed – not same buy in and support
- Ice Arena Concession
- Need level playing fields for vending machine

What advice for others?

- Have a committee with reps from all stakeholders
- Have celebrations to promote to staff and patrons
- Work with Local Media to promote initiatives

What advice for others?

- Use resources available: brand name food list, Stay Active, Eat Healthy®
- HealthLinkBC to help provide guidance for choosing healthier foods (phone and ask for help)
- More staff training -- roll out to all the staff about Healthy eating choices and why

What advice for others?

- Develop as part of new employee orientation and day camp training
- Maintaining and keeping Healthy Eating “Culture”
- Buy-in from management



- Programs
- Schedules
- Facilities
- Health & Fitness
- How to Participate & Register
- Publications & Resources
- About Us

lower cap is where it's at!

Do you live in Norgate, Lower Capilano, Squamish Nation, Pemberton Heights or Lions' Gate/Woodcroft? If so, check out the social recreation programs in your neighbourhood.

[learn more](#)

Fitness Member

- Overview
- Active Hero
- Community Concerts
- Contests & Deals
- Events Calendar
- Forms
- Health Eating
- Leisure Guides
- Newsletters
- Notices
- Photo Gallery
- Playcard
- Social Media
- North Shore Sport Awards

Adults: \$29.60/

Students: \$22.60/

Get informed

Notices

- Spring 2012 Adult Indoor Tennis Registration Lottery On Now
- March 2 - Karen Magnussen will be closing at 7:30pm
- New \$5 Swim Lessons
- Cancellation Notices
- [more notices](#)

Get active

Fall / Winter Leisure Guide

Fitness Memberships

Fitness Class Schedule

Save \$\$ at over 25 local businesses

Pick up your key tag today!

Get what you need

Site Search **SUBMIT**

Find a schedule:

Schedule Search

Find a program using eReg

Register online now or call **604-983-6388**

Sign up for recNews

Enter email address **SUBMIT**

What's Happening

- Mar 2 Karen Magnussen Youth Event
- Mar 3 Teddy Bear Picnic
- Sign up for our weekly Community Events eNewsletter
- [more events](#)

Connect with us

Publications & Resources

[Overview](#)[Active Hero](#)[Community Concerts](#)[Contests & Deals](#)[Events Calendar](#)[Forms](#)[Health Eating](#)[▶ Nutrition](#)[Recipes & Tips](#)[Leisure Guides](#)[Newsletters](#)[Notices](#)[Photo Gallery](#)[Playcard](#)[Social Media](#)[North Shore Sport Awards](#)

nutrition

Here are some excellent links to more information on Nutrition - from the experts! We also have suggestions if you're looking for [healthy recipes](#) online.

Canada's Food Guide

[Canada's Food Guide - Health Canada*](#)

[Eating well with Canada's Food Guide - Heart & Stroke Foundation*](#)

ActNow BC

[Healthy Eating - Turning over a new leaf and more info*](#)

[How Sweet It Is - Sugar & Artificial Sweeteners](#) (PDF 205KB)

Vancouver Coastal Health

[Eating for Peak Performance](#) (PDF 192KB)

[Eating to fuel your mind and body for teens and young adults](#) (PDF 389KB)

[Energize Me](#) (PDF 124KB)

[Guidelines for Sport Concession Stands](#) (PDF 284KB)

[Making Healthy Lunches Happen](#) (PDF 351KB)

Action Schools! BC



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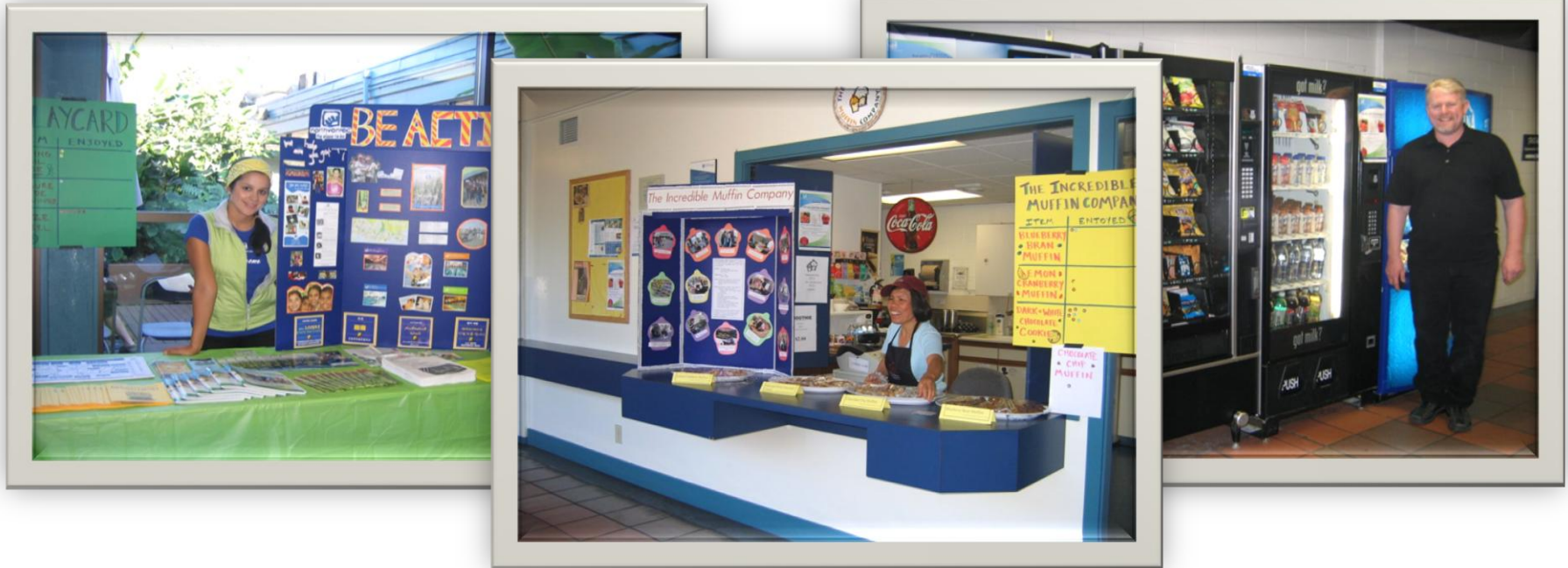


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PLAY WELL, EAT WELL – Healthy Food and Beverage Sales in Recreation Facilities



PLAY WELL, EAT WELL – Healthy Food and Beverage Sales in Recreation Facilities

