Enhancing Community Wellbeing: Healthy Food Environments in Recreation Centers

September 27, 2017
Enhancing Community Wellbeing: Healthy Food Environments in Recreation Centers

September 27, 2017
Working Together

• CHEERS: Collaborative for Healthy Eating Environments in Recreation Settings
  – Multi-organization, multi-sectoral network
  – Fosters communication, collaboration and coordinated action to advance healthy eating environments in Alberta recreation settings
Recreation Centres...
places where we gather and play
Wellness is Recreation’s Business

“Recreation provides multiple pathways to wellbeing for individuals, communities, and for our built and natural environments.”

“Health and wellbeing is determined by the physical and social conditions that people experience...in the places where they live, learn, work and play.”

Source: http://lin.ca/national-recreation-framework
Wellness is Recreation’s Business

- Pathways to Well-Being: A Framework for Recreation in Canada 2015
  - Goal 1 of 5: Foster **active living** through physical recreation
  - Goal 4 of 5: Ensure the provision of **supportive physical and social environments** (“help people...adopt healthy, active lifestyles by making healthy choices the easy choices””)
What’s the Issue?

• Children do not consume enough fruit, vegetables and milk products
• 30% of Alberta children & 60% of adults are overweight or obese → Increased chronic disease risk
What’s the Issue?

• Children spend 80% of their waking hours *outside* of school over the course of a year (i.e. at home, in the community)

• Youth who play sports consume more calories, fast food and sugar-sweetened beverages than those who do not participate
What’s the Issue?

• Food environments in recreation facilities are obesogenic (energy-dense and nutrient-poor)
  – Grade of “D” in Alberta Report Card on Healthy Food Environments and Nutrition for Children and Youth

(http://abpolicycoalitionforprevention.ca)
Alberta Nutrition Guidelines for Children and Youth

• Target settings: Schools, Recreation centres, Childcare centres

• Voluntary guidelines

• Foods are divided into three categories
  1. Choose Most Often
  2. Choose Sometimes
  3. Choose Least Often
Food in Recreation Settings

Alberta Stakeholder Biannual Meeting

Kim Raine, RD, PhD
Co-Principal Investigator

Rachel Prowse, RD
Provincial Coordinator

prowse@ualberta.ca

May 18, 2017
What is Eat, Play, Live?

A cross-Canada initiative:

• Capacity building initiative

• Randomized control trial to further explore the impact of provincial nutrition guidelines and capacity building
What are the goals of Eat, Play, Live?

1. Encouraging the sale of healthy food and beverages through on-site vending machines, concessions, cafeterias and snack bars and for programs and fundraisers

2. Creating a supportive environment for community members that integrates healthy food approaches into the day-to-day business of recreation centres
What happens in Eat, Play, Live in AB?

- 11 participating rec centres
- 6 intervention site
- 18 month capacity building
- Resources
- Technical support
- $1000 grant
- 5 control sites
- No support
The Framework: Operational areas in recreation where food policy and programs may have an impact

- Food Security
  - Community Kitchens
  - Community Gardens
  - Produce Boxes

- Food Services
  - Concessions
  - Cafe or Restaurant
  - Catering

- Vending
- Programs
  - Children
  - Youth
  - Adult
  - Senior

- Fundraising

- Staff
  - Meetings
  - Training
  - Work Space

- Events
  - Workshops
  - Website Development
  - Posters, Clings, Flyers
  - Newsletters

- Education & Awareness

Municipal Recreation
Food Environments

POLICY
Municipal Recreation Food Environments

**Quick Wins**
- Ongoing

**Food Security**
- New equipment
  - New menu items
- Label menu
- Surveys
- Promotions
  - Coupons
  - Prizes

**Food Services**
- Vending
  - Sourcing new vendors
  - 0-50% CLO
- Labelling
- Branding
- Promotions
- Surveys

**Vending**
- Healthy catering for kids programs
- Linking with swim groups for healthy smoothies

**Programs**
- Healthy foods only at fundraising events
- Sourcing more funds to support changes
- Labelling
- Branding

**Fund-Raising**
- Healthy workplace eating challenge
- Healthy tournament menus
- Nutrition Month
- Taste tests

**Staff**
- Healthy foods for special events
- Community Events
- Digital ads
- Posters
- News articles

**Events**
- Sport Associations
- Education & Awareness

**POLICY**
- Municipal policy
- contracts
- lease agreements
Municipal Recreation Food Environments

Quick Wins

Ongoing

Food Services

- New equipment
- New menu items
- Label menu
- Surveys
- Promotions
- Coupons
- Prizes
- Team packages

www.webstaurantstore.com
Q8 What types of healthy food choices would you like to see offered at the concession? Please select all that apply.

Answered: 138   Skipped: 24

Lots of different ideas for new healthy food choices to be included in the concession.
Municipal Recreation Food Environments

Vending

Sourcing new vendors/products

Offer healthy choices: 50-100% Choose Most or Choose Sometimes
(0-50% Choose Least)

Auditing

Labelling

Branding

Example of Vending Labelling
Municipal Recreation Food Environments

Programs

Healthy catering for kids programs

Linking with swim groups for healthy smoothies
Municipal Recreation Food Environments

Fundraising

- Sourcing more funds to support changes
- Healthy foods only at fundraising events
  - Healthy board sponsorship
Municipal Recreation Food Environments

Staff
- Healthy workplace eating challenge

Events
- Healthy foods for special events
- Healthy tournament menus
- Nutrition Month
- Taste tests

Quick Wins
- Ongoing

Healthy Eating Challenge Toolkit
Everything you need to run a challenge
Example sampling event with new foods
Municipal Recreation
Food Environments

Education & Awareness

- Sport Associations
- Community Events
- Digital ads
- Posters
- News articles

Quick Wins
Ongoing

Sports Nutrition

Created by:
Nutrition Services
Population & Public Health

STEPS TO a healthier you

1. Set goals for healthier eating.
2. Choose and prepare healthy food.
3. Eat more vegetables and fruit.
4. Choose whole grains.
5. Know your portion sizes.
6. Choose healthy drinks.

Alberta Health Services

EAT PLAY LIVE
Municipal Recreation
Food Environments

- Food Security
- Food Services
- Vending
- Programs
- Fundraising
- Staff
- Events
- Education & Awareness

Quick Wins
Ongoing

Municipal policy
POLICY
contracts
lease agreements

EAT PLAY LIVE
EPL Midpoint Interviews

• Conducted at month 9/18
• All intervention sites participated (n=6)
  – 5/6 sites facility manager was interviewed
  – 1/6 sites food service operator was interviewed (since the manager wasn’t highly involved)
Preliminary Findings (Content analysis)

• Food environment changes (highlighted)
• Approach to change –
  – strategic process (not random)
  – contracts/lease agreements (+/-) as an opportunity and a barrier
  – continuous work with vendors (generating contracts and ensuring practice meets policy)
  – non-prescriptive (+) (let the concession lead); non-forceful
    • using marketing,
    • reaching sports teams/associations,
    • targeting children/adults/families
  – educate first then change environment
  – broader than recreation -> local schools, town/municipality
Findings... Getting buy-in essential

• From facility
  – Dictates scope of influence
  – Leadership important to get buy-in at all levels
  – Manager takes on more than role (i.e. putting up checkmarks on menu)
  – Desire to make money from concession via healthy food sales

• From concession
  – Business model affects workload/capacity: small business (-);
    volunteer (-), (skilled/unskilled)
  – new business ownership/management (+) – potential to show leadership

  – initial resistance to change
  – minimum wage increases affects viability of business (-);

• From vendors
  – status quo preferred (-);
  – “healthy doesn’t sell” (-);
  – competition within facility (-)
    • limits impact and product lines
  – fear of change in terms of time and consumer acceptability

• From sports groups and individual consumers
  – champions/community ownership
Consumer driven

- Negative:
  - status quo preferred
  - misinformed perceptions of healthy (barrier to supporting change)
  - Fear of limits on choice “they have to choose not to buy something healthy, they know better”
  - Value/use of food (rewards)
  - not always willing to wait for healthier options (i.e. baked wings)

- Positive
  - attitude and purchase changes with concession changes
  - competitive nature of recreational hockey (fueling sport)

- Context conundrums
  - Place of healthy food: kids activity vs entertainment
  - broader than the players (parents, brothers, sisters)
Supports for Change

• EPL Supports
  – EPL support/check-ins, (product nutrient information, resource sharing, website, decals)
  – funds, (for menus, education, offset product loss costs, equipment)

• Other supports
  – Local wellness committees/funding sources
  – marketing funds from vendors
  – product donation (eg. water for triathlons)
  – AHS resources –food checker
  – conference sessions, learning (Chefs to create menu ideas)
  – Overcoming public resistance to change (“everybody’s having healthy food now”)/ culture shift (“no more donuts”)

• Sales reports from vendors
  – Increased sales with: product changes, labelling
    • E.g. milk sales increased with reduced energy drinks/sports drinks availability
Contact

Rachel Prowse
Provincial Project Coordinator
Eat Play Live
prowse@ualberta.ca
The Alberta Policy Coalition for Chronic Disease Prevention (APCCP)

- Working to coordinate efforts, generate evidence, and advocate for policy change to reduce chronic disease risk in Alberta

- Facilitating evidence-based policies to address chronic disease risk in 4 key areas:
  - Unhealthy eating
  - Physical inactivity
  - Alcohol-related harm
  - Tobacco use

- 17 member organizations
APCCP Priority: Healthy Food Environments in Recreational Facilities

- Recreational facilities have a health mandate: promote health and well-being through recreation

But...

- The food served and sold in these settings do not always support healthy choices

- Developing healthy food and beverage policy can contribute to healthier food environments that make healthy choices easier
Promoting Healthy Food in Recreational Facilities through Policy

- Community members
- Recreation management and staff
- Business and vendors
- Government representatives and elected officials
The FARE Project: Food Action in Recreation Environments

- FARE uses a collaborative approach to promote healthier food environments in Edmonton and area recreational facilities through policy change

- www.apccprecproject.com
FARE Policy Tools and Resources: Is your Community or Facility Ready for Policy Change?

Find out! Explore our Policy Readiness Tool:

- Assess your community’s readiness for policy change
- Identify strategies for taking action
FARE Policy Tools and Resources: Learn from Policy Stories

Read successful stories of policy development from jurisdictions across Canada

- Development of healthy food and beverage policies
- Challenges and facilitators
- Lessons learned
FARE Policy Tools and Resources: Research & Evidence Summaries

Discover evidence-based strategies to:

- Promote healthy food
- Support policy development
- Address barriers to policy change
Implement a Community Challenge!
I Support Healthy Food in Rec Facilities because...
Find Out More:

Find out more about FARE
Visit:
www.apccprecproject.com

Follow:
@APCCP on Twitter
#HealthyRecFood

Questions??
Kayla Atkey
APCCP Policy Analyst
atkey@ualberta.ca
The Alberta Policy Coalition for Chronic Disease Prevention (APCCP) is supported by Heart and Stroke for 2017.

From 2015-2016, the FARE project was supported through a grant from the Edmonton Community Foundation.

The APCCP was a partner on the POWER UP project for 2013-2016, which is funded by the Coalitions Linking Action and Science for Prevention (CLASP) initiative.

The Policy Readiness Tool was developed by Dr. Candace Nykiforuk at the School of Public Health, University of Alberta, in partnership with the APCCP.
Questions
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 3</td>
<td>Green Regs and Ham Breakfast</td>
</tr>
<tr>
<td>Calgary</td>
<td></td>
</tr>
<tr>
<td>October 11</td>
<td>How to support transgender employees Webinar</td>
</tr>
<tr>
<td>November 22 - 24</td>
<td>2017 AUMA Convention</td>
</tr>
<tr>
<td>Calgary</td>
<td></td>
</tr>
</tbody>
</table>