



# Becoming a Healthy Choice Facility Offering Healthy Food and Beverages



ActNowBC.ca



An Initiative of these BC Healthy Living Alliance Members:



# Introduction

- What is a “Healthy Choice Facility”
- Why do we need to implement healthy choices
- Revenues and profits
- Promoting Healthy Choices
- Reversing the Obesity, Heart disease and Diabetes epidemics
- The “Healthy Choices in the Recreation Settings” Toolkit
- Making a difference



# What is a “Healthy Choice Facility”

A recreation facility or space that offers health food and beverage choices everywhere they are served:

- Vending machines
- Concessions
- At staff and board meetings
- In programs that include meals and snacks

Recreation is a major leader in promoting health and wellness. So it makes good sense to provide healthy food and beverage choices and influence eating behaviors as part of a total healthy lifestyle.



# Why are we here?

- ✓ Childhood physical inactivity, obesity and adult chronic disease is an epidemic.
- ✓ Recreation facilities are “key community settings” and can influence behaviour of people in the community.
- ✓ A study has shown that our children now have a shorter life expectancy than we do.
- ✓ Offering healthy choices is a chance to make a difference in the health and well-being of your community.



## Healthy Choice Facilities Increase Market Niche

- Families report using Healthy Choice Facility Concessions as a regular option when attending multiple activities.
- The expanded menu attracts more people of various age ranges.
- People on special diets will now purchase snacks and meals that meet their dietary needs.



# Promoting Healthy Choices

Concessions and vending machine promote healthy choices by:

- Prominently displaying the “Choose Most” “Choose Sometimes” healthy choices
- Providing a strong selection of the “Choose Most” “Choose Sometimes” healthy choices
- Pricing the healthy choices lower than the “Choose Least” and “Not Recommended” choices



# How do I pick a menu?

## Choose Most

- These items, including whole grain breads and fresh vegetables, tend to be the highest in nutrients, the lowest in unhealthy components, and the least processed. (35%)

## Choose Least

- These items, including such things as fries, tend to be low in key nutrients such as iron and calcium and highly salted, sweetened or processed (16%)

## Choose Sometimes

- These items, including such things as fruit canned in light syrup, represent choices that are moderately salted, sweetened or processed. (35%)

## Not Recommended

- These items, including candies and drinks where sugar is the first ingredient, or the second ingredient after water, tend to be highly processed, or have very high amounts of sweeteners, salt, fat, trans fat or calories relative to their nutritional value. (15%)



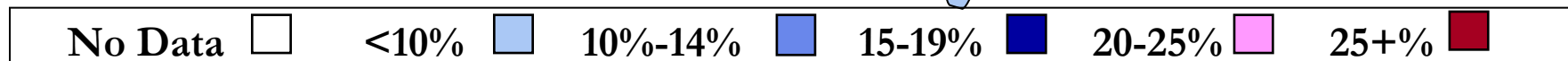
# Attractive Healthy Choices

## New Foods for Vending



# Obesity Trends\* Among Canadian Adults

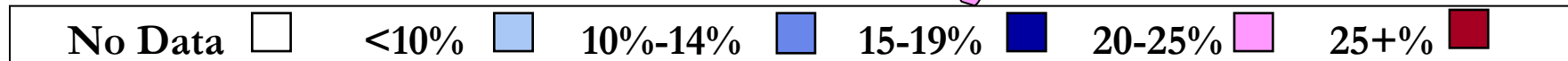
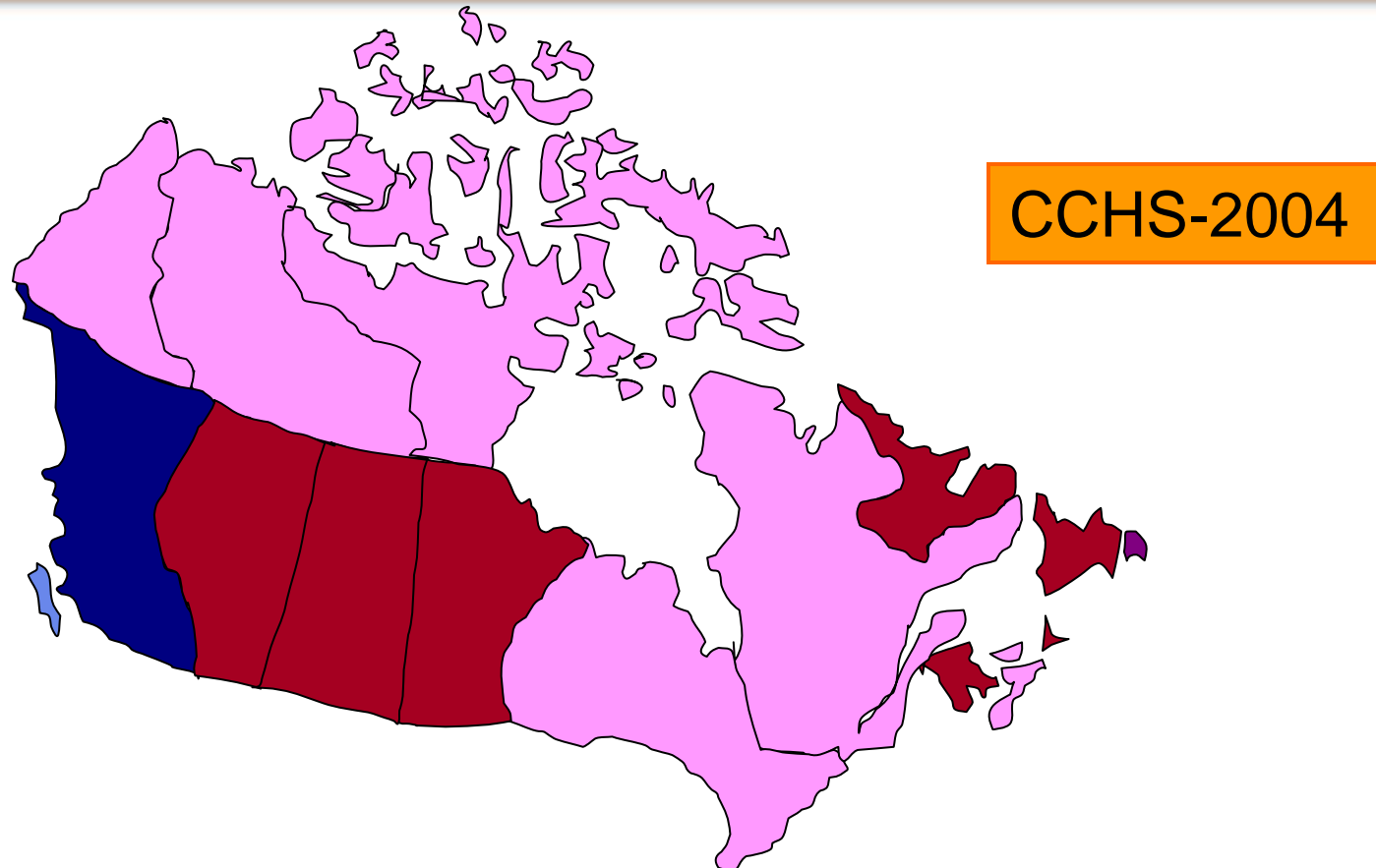
(\*BMI  $\geq$  30, or ~ 30 lbs overweight for 5'4" woman)



Katzmarzyk PT. *Can Med Assoc J* 2002;166:1039-1040; Statistics Canada 2002/04

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# Addressing early childhood behaviour



# Hardening of the arteries in children

- A study in the U.S. found that children between the ages of 8 and 10 has deposits in their arteries that compared to 43 year old men.



The antecedents of Type II diabetes are present in childhood



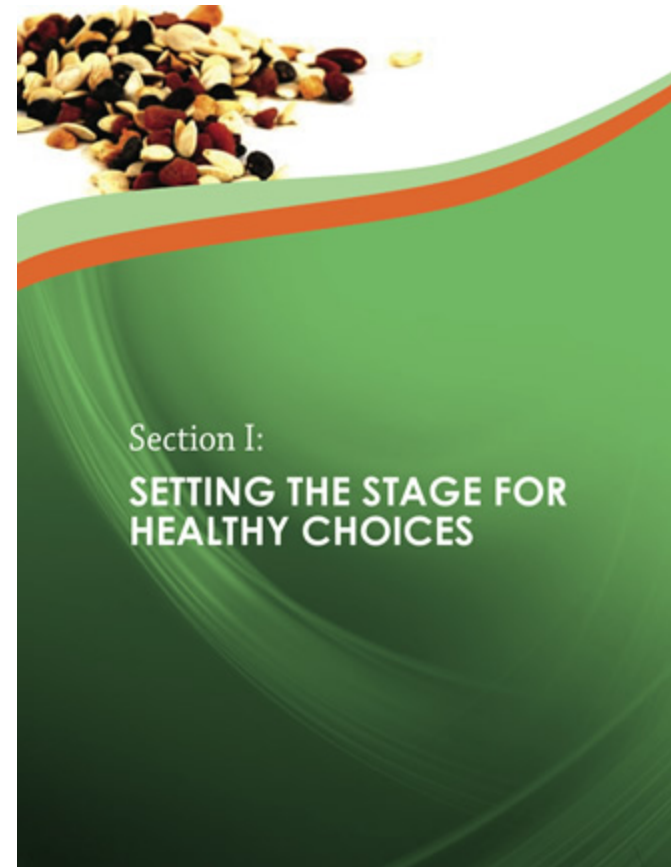
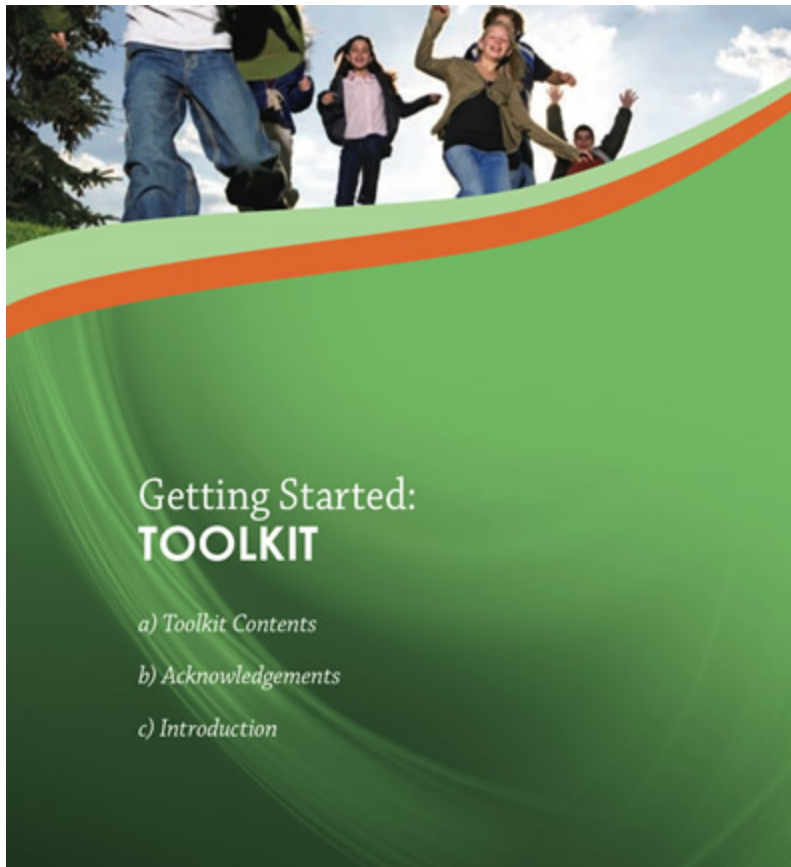
# Stone Hearth Fitness

- Stone Hearth Fitness is a company that sends daily fitness information over the internet. Information concerning diabetes is their no one topic and appears on the website almost daily. The website is:

Diabetes Alerts [marconigman@the-marceting-department.ccsend.com];  
on behalf of; Diabetes Alerts [marconigman@msn.com]



# Stay Active Eat Healthy Toolkit



# Make a difference in your community

- ✓ Make changes to your recreation facility in:
  - Vending
  - Food service outlets (concessions)
  - Recreation programs (external and internal)
  - Events, meetings, celebrations
  - Fundraisers
  - Workplaces



# Recreation facilities = over 50 million visits per year

- ✓ At a recreation facility, people should have the opportunity to support their health.
- ✓ People make healthy food and beverage choices when those choices are available.

