



Recreation Centre Program

# Implementation Toolkit

*Eat Smart! and feel better!*

This program is supported by the Ontario Ministry of Health & Long Term Care

## Forward

### About The *Eat Smart!* Recreation Centre Program Toolkit

This Toolkit is a resource for public health professionals implementing and monitoring the *Eat Smart!* Recreation Centre program at the local level.

The Toolkits' electronic format will allow the materials to be reviewed regularly and updated as necessary. For example, the release of an exciting communications plan, including new, focus-tested point-of-purchase messages, is scheduled for release in the spring of 2009.

The format and contents of this Toolkit have been based on consultation with public health practitioners who were involved in the pilot-testing of the *Eat Smart!* Recreation Centre Program at the local level. An extensive review process has been completed.

We welcome your comments.



Recreation Centre Program

### This Toolkit provides:

- Practical, step-by-step information on how to implement the *Eat Smart!* Recreation Centre Program
- Resources for program implementation
- Tips and ideas for promotional events and materials
- Sample communications

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Ellen Lakusiak, RD  
Nutrition Consultant  
Ottawa Public Health

Reneé Gaudet, RD  
Public Health Nutritionist  
Simcoe Muskoka District Health Unit

Heather Harvey, RD  
Public Health Nutritionist  
Windsor Essex County Health Unit

Erinn Salewski, RD  
Public Health Dietitian  
Ottawa Public Health

Nadine Stumpf  
Health Promoter  
Eastern Ontario Health Unit

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## **A. Background**

## About This Toolkit

The Eat Smart! Recreation Program toolkit is designed for public health staff, such as Public Health Dietitians, Public Health Nutritionists, Public Health Inspectors, Public Health Nurses, Public Health Promoters, etc. This toolkit is meant to be used as a resource when working with the municipal, recreation and food service sector to adopt *Eat Smart!* standards and achieve an *Eat Smart! Award of Excellence*.

This toolkit provides:

- Practical information on “how to” implement the *Eat Smart!* Program in recreation centres
- Tools and templates, such as ready-to-go presentations, handouts, list of standards, etc.
- Direction on how to apply for the *Eat Smart! Award of Excellence* and forms required for application, program standard assessment

### **Important Note:**

The following terms will be used throughout this toolkit.

**Public health unit(s)** will refer to the 36 public health units in Ontario, whether they exist as an autonomous body or as a department within a municipality.

**Recreation facility food services** will refer to the following food services: snack bars/concessions and vending machines.

**Snack bars** includes concession stands, tuck shops, canteens, and/or food stands.

**Vending machines** includes refrigerated or regular snack vending machines

**Recreation centre** will refer to a community facility that is meant for public use that may or may not be funded by the municipality (e.g., youth centres, senior centres, arenas, community centres, pools, fitness facility, recreation complexes, etc).

**Eat Smart! Recreation Centre Program nutrition standards** includes a standard for snack vending machines and a standard for snack bars.

## About the *Eat Smart!* Program

*Eat Smart!* is a provincial health promotion program that works through environmental and educational strategies to promote healthier food choices, improved food safety and a smoke-free Ontario.

The goal of *Eat Smart!* is to contribute to the reduction of chronic disease and food-borne illness in Ontario. The program seeks to meet this goal through the following:

- promoting health by increasing awareness and knowledge of the importance of healthy eating;
- making healthy choices easier by increasing the availability and profile of healthier foods; and
- creating and maintaining partnerships for health between community members and public health practitioners.

*Eat Smart!* Ontario's Healthy Restaurant Program was launched in 1999. The program expanded in 2002 when *Eat Smart!* Ontario's Healthy School Cafeteria Program and *Eat Smart!* Ontario's Healthy Workplace Cafeteria Program were launched.

*Eat Smart!* is funded by the Ministry of Health Promotion, and coordinated provincially by the Nutrition Resource Centre at the Ontario Public Health Association. The program is implemented on the local level through public health units. The program has enjoyed considerable success province-wide with most health units implementing one or more components of *Eat Smart!*.

In June 2006, the Ontario Ministry of Health Promotion announced *Ontario's Action Plan for Healthy Eating and Active Living*. One of the initiatives included in the Action Plan was the expansion of *Eat Smart!* to the recreation centre setting as well as expanding the program beyond cafeteria food service in schools and workplaces. This led to the development of a nutrition standard for snack vending machines and snack bars, the basis for the *Eat Smart!* Recreation Centre Program, launched in 2008. Incorporation of the nutrition standards for snack bars and snack vending machines into the *Eat Smart!* School Program and *Eat Smart!* Workplace Program makes the program more comprehensive within these two settings.

### ***Eat Smart!* Program Partners**

*Eat Smart!* provincial partners, the Canadian Cancer Society (Ontario Division) (CCS) and the Heart and Stroke Foundation of Ontario (HSFO) are an integral part of the program. They participated in the development of the original program and provide ongoing support at the provincial level.

As *Eat Smart!* partners, the HSFO and CCS logos must appear on all *Eat Smart!* materials produced. Refer to the Appendix, "Guidelines for Using the *Eat Smart!* logo and symbol" for additional information.



## Rationale for the *Eat Smart!* Recreation Centre Program

Research indicates that two thirds of Canadians have at least one modifiable risk factor for chronic disease, such as low levels of physical activity, unhealthy eating habits, overweight and obesity<sup>1</sup>. In 2003, 5% of Ontario residents 12 and older reported having diabetes, while 15% reported having high blood pressure<sup>2</sup>. Over the last 25 years, obesity rates among children and adults in Canada have increased substantially. In 2004, among adolescents aged 12 to 17 years, the obesity rate tripled from 3% to 9% and the overweight/obesity rate doubled from 14% to 29%. Similarly, the proportion of adults aged 25 to 34 who were obese more than doubled from 9% to 21%<sup>3</sup>.

Financially, in Canada the economic burden of four diet-related diseases, such as heart disease, stroke, diabetes, and cancer has been estimated at \$5.3 billion<sup>4</sup>, while the cost of obesity in Ontario has been estimated at approximately \$1.6 billion annually<sup>5</sup>.

In order to address the existing prevalence of obesity and other chronic diseases<sup>6</sup>, such as cancer, heart disease and diabetes, communities across Canada have been encouraged to find ways to make it easy to eat well and be active<sup>7,8</sup>. Ontario's Chief Medical Officer of Health has called "on all levels of government, the health sector, the food industries, workplaces, schools, families and individuals to become part of a comprehensive province-wide effort to change all the factors that contribute to unhealthy weight. We must act now to create communities that promote healthy eating and regular physical activity"<sup>9</sup>. This includes integrating healthy eating opportunities into schools, workplaces, and existing community programs like food services offered at recreation facilities<sup>10</sup>.

A growing body of research acknowledges the impact of community environments on people's food choices. Accordingly, the *Eat Smart!* program has been implemented

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<sup>1</sup> Katzmarzyk, P.T., & Ardern, C.I. (2004). Overweight and obesity mortality trends in Canada, 1985-2000. *Canadian Medical Association Journal*, 95(1), 16-20.

<sup>2</sup> Statistics Canada. (2004, June). Canadian community health survey: Cycle 2.1, in Ontario: 2003, CANSIM, Health Indicators, 2004(1).

<sup>3</sup> Statistics Canada. *The Daily* (2005). Canadian Community Health Survey 2004: Obesity among children and adults. Retrieved June 7, 2006 from <http://www.statcan.ca/Daily/English/050706/d050706a.htm>.

<sup>4</sup> Simcoe County District Health Unit. (June, 2004). Simcoe County Child Health Survey: Preliminary Report. Retrieved June 22, 2006, from <http://www.smdhu.org/pdfs/report.pdf>

<sup>5</sup> Ministry of Health Promotion. (2006). Ontario's Action Plan for Healthy Eating and Active Living. Toronto, Ontario: Queen's Printer for Ontario. Retrieved June 21, 2006, from <http://www.mhp.gov.on.ca/english/health/HEAL/actionplan-EN.pdf>

<sup>6</sup> Dietitians of Canada. (2003, December). Eating, physical activity and body weight trends in Canadian children and youth. Toronto, Ontario: DOC. Retrieved May 4, 2006, from <http://www.dietitians.ca/child/backgrounder.pdf>

<sup>7</sup> Ontario Ministry of Health and Long Term Care. (2004). 2004 Chief medical officer of health report: Healthy weights, healthy lives. Toronto, Ontario: Queen's Printer for Ontario. Retrieved June 14, 2006 from, [http://www.mhp.gov.on.ca/english/health/healthy\\_weights\\_112404.pdf](http://www.mhp.gov.on.ca/english/health/healthy_weights_112404.pdf)

<sup>8</sup> Association pour la santé publique du Québec. (2005). Weight problems in Quebec : Getting mobilized. Retrieved March 31, 2006, from <http://www.aspq.org/DL/gettingmob.pdf>

<sup>9</sup> Ontario Ministry of Health and Long Term Care. (2004). 2004 Chief medical officer of health report: Healthy weights, healthy lives. Toronto, Ontario: Queen's Printer for Ontario. Retrieved June 14, 2006 from, [http://www.mhp.gov.on.ca/english/health/healthy\\_weights\\_112404.pdf](http://www.mhp.gov.on.ca/english/health/healthy_weights_112404.pdf)

<sup>10</sup> Simcoe Muskoka District Health Unit. (2006, May). Identification and Review of Municipal Recreation Facility Food Service Programs and Resources: Final report on environmental scan and progress report on nutrition standards and program resources.

provincially in restaurants, school cafeterias and workplace cafeterias. When it comes to the recreation sector, there are ample services that influence food consumption, including food for sale in snack bars (i.e., food concessions, canteens, tuck shops, food stands), vending machines and foods provided through community programming<sup>11</sup>. The *Eat Smart!* Recreation Centre Program is another step forward in creating healthy environments where healthier choices are the easier choices.

As consumers become increasingly aware of the benefits of healthy eating, they are looking to make healthier food choices. According to the Canadian Restaurant and Foodservices Association's *2006 Foodservice Facts* report consumer demand for menu items like pasta, deli sandwiches, hot tea, subs are growing while foods like pizza, burgers, donuts and fries are slowing down<sup>12</sup>. In turn, this rising demand for nutritious food products has prompted food manufacturers, retailers and food service providers to introduce healthier foods<sup>13</sup>. Most recently, the Food & Consumer Products of Canada (FCPC) published a report stating their "commitment to healthy active living". This commitment to promoting the health of Canadians involves a "wide selection of products, consumer education initiatives, responsible marketing/advertising practices, and support of workplace and community healthy active living initiatives"<sup>14</sup>.

The *Eat Smart!* Recreation Centre Program provides the information and resources required to create and promote a safe and healthy eating environment. Public health, the municipal sector, the recreation sector and the food service sector will work collaboratively to help improve the health and well-being of their community.

Who will benefit from this program?

- General Public & Consumers
- Children, Youth & Adolescents
- Adults, Parents and Coaches
- Recreation and Municipal Management and Staff
- Volunteer Organizations and Associations

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<sup>11</sup> Simcoe Muskoka District Health Unit. (2006, May). Identification and Review of Municipal Recreation Facility Food Service Programs and Resources: Final report on environmental scan and progress report on nutrition standards and program resources.

<sup>12</sup> Canadian Restaurant and Foodservices Association. (2006). *Foodservice Facts 2006: Market Review and Forecast*.

<sup>13</sup> Alberta Agriculture, Food and Rural Development. (2004, February). *Canadian Consumer Trends in Obesity and Food Consumption*. Retrieved June 12, 2006, from [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/sis8438/\\$file/obesityandnutrition.pdf?OpenElement](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/sis8438/$file/obesityandnutrition.pdf?OpenElement)

<sup>14</sup> Food & Consumption Products of Canada. (2006). *The Canadian Food and Beverage Industry: Committed to Healthy Active Living*. Toronto, Ontario. Retrieved June 13, from <http://www.fcpmc.com/issues/hal/index.html>

## Overview of the *Eat Smart!* Recreation Centre Program

Provide general information about the program – e.g., where it can be implemented (e.g., arenas, large recreation complexes, pools, YMCAs), provide a general intro to program standards for vending machines and snack bars.



This symbol has been developed to complement the *Eat Smart!* program logo, shown below and throughout this Toolkit. The *Eat Smart!* symbol was developed for the purpose of identifying packaged food and beverage products as *Eat Smart!* choices without violating Canadian Food Inspection Agency regulations.



Recreation Centre Program

The *Eat Smart!* logo (left) which features a modified heart cannot be used for the purposes of identifying “healthier” food choices (e.g., in a vending machine) because it would imply that the associated food product meets the specific requirements for the heart health claim.

The new *Eat Smart!* symbol can only be used judiciously and in accordance with specific *Eat Smart!* symbol use guidelines included in the Appendix. It is hoped that this new symbol will enhance *Eat Smart!* brand recognition and strengthen the program as a whole.

### Role of the public health unit

The role of a public health unit will depend upon the services and resources available. Some examples include:

- Promote the program to key stakeholders (i.e. municipal council, municipal and recreation staff, food service companies, etc).
- Provide help when applying for the Eat Smart! Award.
- Plan and deliver or ensure access to a food handler training course.
- Assess compliance with Eat Smart! Program standards.
- Award recreation facility food services that meet required standards.
- Assist with planning an award ceremony or recognition event for winners.
- Assist with the development of promotional materials.



## **B. Program Standards**

## Introduction to the *Eat Smart!* Recreation Centre Program Standards

The purpose of the program standards is to set consistent requirements that are continuously maintained. All participating recreation facilities must comply with the provincial standards to ensure that recreation facilities achieve and maintain the *Eat Smart! Award of Excellence* on the same merit. The nutrition and food safety standards are discussed below.

### **Nutrition Standard**

The nutrition standard for the *Eat Smart!* Recreation Centre Program is based on *Eating Well with Canada's Food Guide* (Health Canada, 2007). The nutrition standard consists of two components: the Vending Machine Nutrition Standard and the Snack Bar Nutrition Standard.

Discuss whether both standards must be met within the facility (TBD)

### **Food Safety Standard (TBD)**

The Food Safety standard ensures that *Eat Smart!* recreation centres have a track record of safe food handling practices. Recreation centres must meet all criteria of the food safety standard to be eligible to be awarded with the *Eat Smart! Award of Excellence*.

***Eat Smart!* Recreation Centre Program**  
**Vending Machine Nutrition Standard**  
**Pilot 2008**

**A. Overview of Standard**

- Nutrition criteria have been developed for five food/beverage categories:
  - Vegetables and Fruit
  - Grain Products
  - Milk and Alternatives
  - Meat and Alternatives, Nuts, Seeds and Legumes
  - Composite Foods
- Food and beverage products are assessed *per vended package*. They are not based on the serving size according to *Eating Well with Canada's Food Guide* nor the reference amount used in the nutrition facts table (unless it is for the entire package).
- Food and beverage products that represent a single food group are assessed based on the criteria for the corresponding food group; food products that are comprised of ingredients from more than one food group are assessed based on the nutrition criteria for composite foods (except granola and other bars or mixtures where nuts or seeds are the first ingredient; these products are assessed in the Meat and Alternatives, Nuts, Seeds and Legumes category)

**B. Requirements for Nutrition Standard**

- At least 25% of the food choices in a dry snack vending machine comply with the *Eat Smart!* nutrition criteria
- Requirements and considerations for beverage vending machines are presented in section D - Explanatory Notes

## C. Nutrition Criteria

### 1. Vegetables and Fruit

- An *Eat Smart!* Choice meets the following requirements:
  - First ingredient is vegetable or fruit (or second ingredient after water)
  - fruit or vegetable content is evaluated
  - Portion size for beverages  $\leq$  360mL
  - Fruit juices are 100% fruit juice
  - Complies with the following nutrient criteria *per vended package*

Nutrient	Criteria	Comments
Sodium	$\leq$ 480mg	Applies primarily to vegetable juice cocktails

#### Notes:

- Refer to product list for Eat Smart Choices in this category
- Vegetable or fruit “chips” are assessed using the same point system as for Grain Products and must achieve 8 points to be considered an *Eat Smart!* Choice
- Dried fruit is considered a poor dental snack; tooth brushing is recommended after consumption

## 2. Grain Products

- An *Eat Smart!* choice achieves at least **8 points** per vended package and the following requirements are also met:
  - Contains no industrially-produced trans fat; if product contains any trans fat, it is not an *Eat Smart!* choice
- Granola and other bars or mixtures where nuts or seeds are the first ingredient are evaluated in the Meat and Alternatives, Nuts, Seeds, Legumes category.

Nutrient	Criteria (Points)					Comments
	3	2	1	0	-3	
<b>Sodium</b>	≤ 150mg	151-250 mg	251-480 mg	481-720 mg	>720 mg	
<b>Fibre</b>	≥4 g	2-3.99 g	1-1.99 g	0-0.99 g		
<b>Fat</b> (based on % calories from total fat)	≤15%	15.01-25%	25.01-35%	35.01-45%	>45%	
<b>Saturated Fat</b> (based on % calories from SFA)	≤1.8%	1.801-3.6%	3.601-7.2%	>7.2%		
<b>Trans Fat</b>					-10 >0	If trans fat is >0 the food receives -10 points and eliminates it as an <i>Eat Smart!</i> choice
<b>Sugars</b> (based on % calories from total sugars)	≤ 10%	10.01-15%	15.01-25%	25.01-40%	> 40%	
<b>Iron</b> (based on % DV)			≥5%	<5%		

### Notes:

- Vegetable or fruit “chips” are evaluated using the same point system as for Grain Products
- 7.2% calories from trans fat is approx. equivalent to 2g of sat + trans for a 250 calorie snack

### 3. Milk and Alternatives

- An *Eat Smart!* choice meets the following requirements:
  - Fluid milk or soy beverage  $\leq$  500mL portion size
  - Milkshakes  $\leq$  360mL portion size
  - Complies with the following nutrient criteria *per vended package*

Nutrient	Criteria	Comments
<b>Total Fat / Milk Fat</b>	$\leq$ 2 % MF (milk, flavoured milk, yogurt, cottage cheese) $\leq$ 6 g total fat per 250 ml (alternative milk beverage, milkshakes) $\leq$ 3 g total fat per 99 g cup for puddings; $\leq$ 3 g total fat/113 g container for cottage cheese $\leq$ 20% MF for cheese	
<b>Calcium</b>	100% of calcium found in plain milk (250ml) which is 25% DV per 250 ml for milk, milkshakes and milk alternatives and 10% DV per 100g for yogurt and yogurt drinks, puddings (99g) and cottage cheese (113g) 15% DV per 30 g for hard cheese	Milk Alternatives must contain 25% DV for calcium per 250 ml
<b>Vitamin D</b>	40% DV	Applies only to fluid milk, milk shakes and milk alternatives
<b>Sugars</b>	For milk or alternatives- Total sugar is $\leq$ 28g/250ml For yogurt – Total sugar is $\leq$ 16g/100g container For pudding- Total sugar is $\leq$ 16g/99g container For cottage cheese- Total sugar is $\leq$ 18g/113g container	

**Notes:**

- Processed cheeses (slices or spreads) are not *Eat Smart!* Choices
- Rice and nut-based milk alternative beverages are not *Eat Smart!* Choices.

#### 4. Meat and Alternatives, Nuts, Seeds and Legumes

- An *Eat Smart!* Choice meets the following requirements:
  - Complies with the following nutrient criteria *per vended package*

Nutrient	Criteria	Comments
<b>Sodium</b>	≤480mg	
<b>Sugars</b>	% calories from sugars is ≤25% <b>or</b> Added sugar is not one of first three ingredients	- to accommodate mixtures that contain dried fruits which raises the total sugar content significantly

## 5. Composite Foods

Vending selections that are composed of more than one food group (e.g., crackers and cheese, soups, sandwiches) are assessed using the “Composite Foods” nutrient criteria.

An *Eat Smart!* choice achieves at least **8 points** per vended package according to the following nutrient criteria:

Nutrient	Criteria / Points					Comments
	3	2	1	0	-3	
<b>Sodium</b>	≤ 250mg	251-480 mg	481-720 mg	720-960 mg	>960 mg	
<b>Fibre</b>	≥4 g	2-3.99 g	1-1.99 g	0-0.99 g		
<b>Fat</b> (based on % calories from fat)	≤15 %	15.01-25%	25.01-35%	35.01-45%	>45%	
<b>Saturated + Trans fat</b> (based on % calories from SFA + Trans fat)	≤ 1.8%	1.801-3.6 %	3.601-7.2 %	>7.2 %	Sat + trans >10.8% (3g) and trans >7.2% (2g)	-to accommodate the natural trans in dairy and meat products
<b>Protein</b>	≥ 15 g	10-14.99 g	5-9.99 g	<5 g		
<b>Iron</b> (based on % DV)			1 ≥5%	0 <5%		
<b>Vitamin A</b> (based on % DV)			1 ≥5%	0 <5%		
<b>Vitamin C</b> (based on % DV)			1 ≥5%	0 <5%		
<b>Calcium</b> (based on % DV)			1 ≥5%	0 <5%		

### **Explanatory Notes:**

#### **▪ Requirements for Beverage Vending Machines**

For the purposes of the **Recreation Centre Pilot (Jan-June 2008)**, the following beverages may be coded as *Eat Smart!* selections in beverage vending machines:

- Plain water (without added flavouring, sugar, artificial sweetener or carbonation)
- 100% fruit juice (volume  $\leq$  360mL)
- Reduced sodium vegetable cocktail (volume  $\leq$  360mL)
- Milk or soy beverage, plain or flavoured (volume  $\leq$  500mL and meets nutrient criteria for Milk and Alternatives)
- Milkshakes (volume  $\leq$  360mL and meets nutrient criteria for Milk and Alternatives)

The “sleeve” on the beverage vending machine is of an *Eat Smart!* selection  
Symbol stickers should be placed within the area of the selection button

## ***Eat Smart!* Recreation Centre Program Snack Bar Nutrition Standard Pilot 2008**

The Nutrition Standard for Snack Bars supports the recommendations in *Eating Well with Canada's Food Guide* (Health Canada, 2007). *Eat Smart!* choices are deemed to be **healthier choices** in a recreation centre's snack bar according to the criteria established in the Nutrition Standard.

### **A. Requirements for Nutrition Standard**

Participating recreation centre snack bars will:

1. Offer a minimum of two (2) *Eat Smart!* choices from each of the four food groups:
  - Grain Products
    - At least one of the two choices must be whole grain or whole wheat
    - If any bread products are offered, at least one whole wheat or whole grain option must be available
  - Vegetables and Fruit
  - Milk and Alternatives
  - Meat and Alternatives
2. Share ingredient/nutrition information upon request, or be open to find out more information if necessary
3. Provide water (tap and/or bottled) at all times

If applicable, the snack bar will also:

4. Accommodate customer requests for healthier food preparation (e.g., fat-based spread, dip, dressing, sauce or gravy is not used or it is served on the side)
5. Offer a choice of a healthier salad dressing
6. Use low fat mayonnaise or other low fat dressings or mixes for prepared sandwich fillings (TBD in revision of cafeteria standard)
7. Use margarine that contains healthier fats and no trans fats
8. Provide healthier alternatives for condiments, including: dips, spreads, sauces and gravy (def'n of "healthier" will be included in revised cafeteria standard)
9. Use trans fat-free oil for deep frying
10. Offer an option of 112g / 4oz. portion of French fries or poutine
11. Offer an option of a 300mL or smaller portion of slush drinks and other fruit-flavoured beverages

## B. Explanatory Notes

- Assessment of pre-packaged food and beverages

Pre-packaged products sold in snack bars are assessed according to the *Eat Smart!* Nutrition Standard for Vending Machines.

- Assessment of foods and beverages that are not pre-packaged  
Acceptable *Eat Smart!* choices for foods and beverages that are not pre-packaged are listed in the Nutrition Standard Specifications in section C.

- Classification of Composite Foods

A pre-packaged food representing more than one food group (e.g., canned chili) which meets the criteria for Composite Foods in the Nutrition Standard for Vending Machines should be counted as an *Eat Smart!* choice in the Snack Bar Nutrition Standard within the applicable food group(s).

*Example:* If a brand of canned chili qualifies as an *Eat Smart!* choice, then it is counted as a choice from both the Meat and Alternatives and Vegetables and Fruit food groups.

Composite foods that are not pre-packaged (e.g., sandwiches prepared on site) should be assessed by breaking down each main ingredient according to food group; each main ingredient of that composite food must be an *Eat Smart!* choice for it to be labelled/promoted as an *Eat Smart!* choice. Additionally, other applicable requirements for the Nutrition Standard (see section A.) must be met.

*Example:* A grilled cheese sandwich made with unprocessed cheese (no more than 20% MF) and a soft, non-hydrogenated margarine may be labelled/promoted as an *Eat Smart!* choice and would be counted as one Grain Products and one Milk and Alternative choice. The option of whole wheat bread must be offered if no other whole wheat or whole grain bread products are available.

If the grilled cheese sandwich is made from processed cheese, it cannot be labeled/promoted as an *Eat Smart!* choice, but the bread can be counted as a Grain Product choice. The option of whole wheat bread must be offered in no other whole wheat or whole grain products are available.

- Products that do not qualify as *Eat Smart!* Choices in Snack Bars

The following foods and beverages, typically served in Snack Bars do not qualify as *Eat Smart!* choices: popcorn (made in typical kettle-type machine), slush drinks made primarily with juice, regular hot dogs, hot chocolate, (unless it is made completely with milk and contains no more than 28grams of sugars per 250mL), doughnuts and other pastries, processed cheese (slices or spreads), and all deep fried foods.

### To be added/incorporated:

- Determining whether a product is considered “whole grain”; 100% whole wheat bread is acceptable even if it is not 100% whole grain whole wheat.
- Def'n of “prepared in a healthier way”
-

▪ **Nutrition Standard Specifications**

<b>Category</b>	<b>Eat Smart Choices and Requirements</b>	<b>Examples</b>	<b>Acceptable Portion Size/Range*</b>
<b>Grain Products</b>	Any pre-packaged food products that meet the nutrition criteria for Grain Products in the Nutrition Standard for Vending Machines	Some brands of breakfast cereals (hot or cold)	20g – 55g (cold cereal) 35g (hot oatmeal packet)
		Some brands of granola and cereal bars	30g – 70g
		Pita chips, baked potato crisps, some flavours of mini rice cakes	20g - 50g
	Bread Products <b>Note: Two different bread choices can be counted (e.g. a bagel and a bun) as two <i>Eat Smart!</i> choices. If any bread products are offered, there must be at least one whole wheat/whole grain option available</b>	Sliced bread/toast - white or whole wheat	1 - 2 slices
		English muffin - white or whole wheat	1 whole
		Bagel - white or whole grain / whole wheat	1 medium size
		Bun - white or whole grain / whole wheat	1 whole
		Tortilla or wrap - white, flavoured, whole grain / whole wheat	1 whole
		Pizza crust – white or whole wheat	100g
	Plain popcorn prepared in a healthier way	Hot air popped or popped in an unsaturated trans fat-free oil, such as canola	500 – 1000mL or 30g - 50g
<b>Vegetables And Fruit</b>	Any pre-packaged food products that meet the nutrition criteria for Vegetables and Fruit in the Nutrition Standard for Vending Machines	100% pure fruit juice or reduced sodium vegetable cocktail <b>Note: Only one juice choice can be counted</b>	125mL – 340mL
		Some brands of dried fruit	20g – 40g
		Some brands of applesauce or fruit cocktail	125mL

Category	Eat Smart Choices and Requirements	Examples	Acceptable Portion Size/Range*
		Some varieties of 100% fruit bars	20g – 50g
	Leafy greens	<ul style="list-style-type: none"> <li>Garden salad</li> </ul>	Minimum 250mL
	Fresh fruit or vegetables	<ul style="list-style-type: none"> <li>Whole pieces of fruit</li> <li>fruit cocktail in a cup</li> <li>cut up veggies in a container with dip</li> <li>veggie ingredients in a sandwich or wrap</li> </ul>	Minimum 125mL
	Potato	Baked potato	1 medium-size
	Cooked vegetables	Ingredient in vegetable-based soup, stew or chili	Minimum 125mL
<b>Milk And Alternatives</b>	Any pre-packaged food or beverage products that meet the nutrition criteria for Milk and Alternatives in the Nutrition Standard for Vending Machines	Milk (skim, 1% or 2%), plain or chocolate or low-fat fortified soy beverage, plain or flavoured <b>Note: only one fluid milk/milk alternative choice can be counted</b>	250 – 355mL
		Stringable cheese or cheese portions with 20% MF or less	30g - 50g
		Yogurt with 2% MF or less, plain or flavoured	100mL -175mL
		Some brands of milkshakes	No more than 355mL
		Some brands of pudding cups	99g
		Plain or flavoured low fat cottage cheese cups	113g
		Cheese (20% MF or less, not processed-type)	Ingredient in pizza, sandwiches, wraps

Category	Eat Smart Choices and Requirements	Examples	Acceptable Portion Size/Range*
<b>Meat And Alternatives</b>	Any pre-packaged food products that meet the nutrition criteria for Meat and Alternatives in the Nutrition Standard for Vending Machines	Some brands of nuts and seeds	25 g – 70g
		Some brands of roasted soy nuts	
		Some bars with nuts or seeds as first ingredient	30g - 50g
		Some mixtures with nuts or seeds as first ingredient	50g – 75g
		Canned tuna	85g
	Eggs (if fried, a healthier fat must be used)	Egg salad made with low-fat mayonnaise or dressing, scrambled egg	1-2 eggs
	Nut or seed butters	Peanut butter	30mL
<b>Composite Foods</b>	Any pre-packaged food products that meet the nutrition criteria for Composite Foods in the Nutrition Standard for Vending Machines	Some brands of soup	250mL
		Some brands of packaged tuna salad mixtures	170g
		Some brands of individual frozen entrées	240g – 340g
	Sandwiches, wraps or pitas made with lean meat, fish, poultry or meat alternative filling <b>Note: Prepared sandwich fillings must be made with low fat mayonnaise or salad dressings</b>	Deli meats such as lean ham, turkey or roast beef, tuna or salmon, egg salad, hummus	75g
	Hot foods – prepared in a healthier way <b>Note: Refer to Nutrition Facts on food service product packages, if available, and assess according to Composite Foods criteria in Nutrition Standard for Vending Machines</b>	Soup, chili, stew	250mL
	Burgers – no more than 10% fat by weight (cooked) and no more than 480mg sodium	Some brands of lower-fat, lower-sodium beef or veggie burgers	75g - 100g

\*Portion size/range may vary slightly

## To be added/incorporated into Explanatory Notes for the *Eat Smart!* Recreation Centre Nutrition Standard for Snack Bars (2008)

Add to second bullet, “Assessment of foods and beverages that are not prepackaged’:  
To be counted as an *Eat Smart!* choice, the product must provide at least the equivalent of one Food Guide Serving [e.g., if the amount of cheese included on a grilled cheese sandwich is not at least 50g /1½ oz (the equivalent to one Food Guide Serving), then it cannot be counted as a choice from the Milk and Alternatives food group].

### ▪ **Determining whether a product is “whole grain”**

Currently, there is no accepted standard for defining “whole grain” grain products in Canada. However, on some products, the word “whole” is listed in front of the type of grain as the first ingredient in the ingredient list (e.g. 100% whole grain whole wheat), which indicates that the product is whole grain.

Terms that **do not** necessarily mean whole grain include: brown bread, 100% wheat, wheat flour, multigrain, stone ground, pumpernickel, farina, bleached, unbleached and enriched. **In these cases, it is necessary to check the nutrition information to determine if the product meets the whole grain choice definition.**

The following **link to Health Canada’s web site** lists products that are classified as “lower-fat, whole grain Grain Products” by the *Canadian Nutrient File Database*. Note that there may be products that are not listed in the database. The main link for the Canadian Nutrient File is:

[http://www.hc-sc.gc.ca/fn-an/nutrition/fiche-nutri-data/index\\_e.html](http://www.hc-sc.gc.ca/fn-an/nutrition/fiche-nutri-data/index_e.html)

In the section on Relating the Canadian Nutrient File to *Canada’s Food Guide* select: Food assignments to see how the food categories are identified. You will see the whole grain and non-whole grain enriched would be under food subgroups 2121, 2122, 2212, and 22211

[http://www.hc-sc.gc.ca/fn-an/nutrition/fiche-nutri-data/sub\\_groups-sous\\_groupes\\_e.html](http://www.hc-sc.gc.ca/fn-an/nutrition/fiche-nutri-data/sub_groups-sous_groupes_e.html)

To identify specific products in the Canadian Nutrient File select: Access food assignment files.

[http://www.hc-sc.gc.ca/fn-an/nutrition/fiche-nutri-data/cnf\\_assignment\\_list-fichiers\\_assignment\\_fcen\\_e.html](http://www.hc-sc.gc.ca/fn-an/nutrition/fiche-nutri-data/cnf_assignment_list-fichiers_assignment_fcen_e.html)

### ▪ **Salad dressings**

Canada’s Food Guide recommends including a small amount (30-45mL / 2-3 Tbsp) of unsaturated fat (oil) each day. Salad dressings are made mostly from vegetable oils. As such, the following healthier salad dressing criteria have been created to assist in defining products that would be considered “healthier”.

Defining a ‘healthier salad dressing’ is centered on type and quantity of fats in the product.

- Healthier fats include oils that are predominantly unsaturated and non-hydrogenated such as canola, olive, safflower, sunflower, or peanut oils.
- Amount of fat: 'Lower in saturated fat' means that 10mL of dressing must be able to meet the low in saturated fat definition of 2 g or less of saturated fatty acids and trans fatty acids combined and 15% or less energy from saturated fatty acids plus trans fatty acids. Currently not all food labels will list the amount of saturated fat per serving size. In these cases, Registered Dietitians are encouraged to use professional judgment when determining if the criteria are met.

#### ▪ **Healthier Foods**

Standardizing a definition for “healthier” food choices is a challenge. When assessing menus against the *Eat Smart!* Recreation Centre Nutrition Standard for Snack Bars, please keep these guidelines for healthier food choices in mind:

- Healthier preparation methods include: baked, boiled, broiled, grilled, microwaved, raw (vegetables and fruit), roasted, sautéed, steamed, stir-fried, and toasted.
- Healthier preparation methods **do not** include: deep frying, preparing or serving foods with cream, cheese, coconut, peanut or other higher fat toppings and sauces, and using dressings that would not qualify in the salad dressing category.
- Healthier fats include: oils that are predominantly unsaturated and non-hydrogenated such as canola, olive, safflower, sunflower, or peanut oils. (Note that it may be difficult to follow this guideline in the Grain Products category and so this information could be used as an education piece to encourage snack bars to move toward using healthier fats more often.)
- If nutrient facts are available, then to qualify as 'low fat' the product would contain no more than 3g of total fat per stated serving size; if Nutrition Facts are not available then use the professional judgment of a Registered Dietitian.

*Please also remember to check the Eat Smart! website under “Frequently Asked Questions” for updated information on assessing nutrition standards.*

## **Common Questions Related to Assessment of the Nutrition Standard in Recreation Centres**

### **Shouldn't recreation centres that are awarded the *Eat Smart! Award of Excellence* be required to have a menu that is full of healthier food choices?**

Despite the fact there is increased awareness of the importance of healthy eating, in many cases, healthier food choices are still largely unavailable or are very limited within recreation centre snack bars and vending machines. It will take time and a concerted effort on the part of many players (e.g., elected municipal officials, recreation centre staff, food service operators, public health staff) to reverse the norm of unhealthy food offerings in recreation facilities.

It is believed that encouraging a gradual shift to making healthier food choices available in recreation facilities is preferable than to requiring a complete menu of healthier food choices from the initiation of the *Eat Smart!* Recreation Centre Program. Over time, as support for the program grows and healthier food products become available, requirements of the nutrition standard for the *Eat Smart!* Recreation Centre Program will be increased to ensure that a greater proportion of healthier choices are offered in order to receive the *Eat Smart! Award of Excellence*.

Facilities that offer at least a few healthier selections and qualify for the *Eat Smart! Award of Excellence* are providing more choice to their patrons than they probably would otherwise. By promoting recreation centres that provide healthier choices through the *Eat Smart!* program, it is anticipated that more recreation centres will make changes to their offerings to qualify and participate in the program which in turn will increase the availability of healthier foods in recreation centres across the province. Accordingly, consumers may make healthier choices more often as an increasing number of recreation centres offer them.

### **What about franchise-type operations that operate as a snack bar within recreation facilities? Will all outlets meet the criteria?**

Some franchise outlets have a menu that is dictated by the head office. Others can be more flexible about what they serve and regional differences in menus may exist. Each franchise outlet must be evaluated individually as some may meet the standard and others may not.

### **I'm not sure if a food item prepared and served in the snack bar meets nutrition criterion included in the Nutrition Standard. What should I do?**

Staff and/or those carrying out the assessment of the nutrition standard who have questions concerning the nutrition standard should contact the public health dietitian. In some cases, a listing of the menu (if possible), and/or a visit to the recreation centre may be needed. In all cases, the public health dietitian should support the recreation centre with suggestions for how it could meet the standard.

**What if the recreation centre meets all of the criteria included in the Eat Smart! Recreation Centre Program nutrition standard except one? It seems unfair to not let them participate in the program.**

*Eat Smart!* wants to take the supportive approach. If recreation centres do not meet the standard but want to qualify, the public health dietitian can work with them and provide suggestions as to how they can meet the standard. If the recreation centre has a snack bar that is part of a large chain and has no flexibility to change menu options, contact the Provincial *Eat Smart!* Program Coordinator. A central approach to the head office of the franchise on behalf of many communities may help to drive change at the local level.

**Some recreation centre snack bars offer “soup of the day” and a vegetable soup may be available on some days but not all days. Can this soup count as a vegetable serving if it’s only available some of the time?**

No. In order to meet the nutrition standard, *Eat Smart!* choices must be on the menu and available every day to customers. A recreation centre will not be recognized as an *Eat Smart!* recreation centre if it only meets the criterion for vegetables and fruit on some days. Assuming the soup meets the requirement of being non-cream based and providing at least 1/2 cup of vegetables per serving, ask the operator if it can be offered every day. If not, suggest alternatives that could count toward meeting the criterion, such as offering 100% fruit/vegetable juice, fresh fruit or other vegetables on the menu every day.

**How do I assess a recreation centre snack bar that serves breakfast, lunch and dinner selections? Does the menu for each meal have to meet the standard?**

A recreation centre’s snack bar menu is considered in its entirety so that it is able to meet all the criteria from the variety of foods offered throughout the day.

**One of my recreation centres does not have a standard menu. It has a very small independently-operated snack bar and the manager regularly changes the selections based on product availability and demand. Can it be assessed for the nutrition standard to participate in the *Eat Smart!* program?**

Yes. Ask the manager to provide a listing of all of the snack bar selections that are available over a representative period of time. If these sample menus meet the criteria for the Nutrition Standard, and the operator is willing to provide all applicable “on request” items, then the recreation centre is eligible for participation in the program. If one or more of the menus does not meet the nutrition standard, then explain to the snack bar manager where the requirements of the nutrition standard are not met and provide suggestions on changes that could be made to qualify.

**Questions to be added:**

1. The nutrition criteria for each of the categories for packaged foods are not easy to assess – especially for grain products and mixed foods. Is there a listing of food

products available that I can provide to the vending machine operator and the snack bar operator?

2. Why does the Nutrition Standard not require beverage vending machines to offer a certain percentage of healthier choices?
3. A recreation complex that wants to participate in the program offers many different types of food services including a traditional snack bar, beverage and snack vending machines, a sports pub restaurant, a franchise pizza outlet as well as a coffee shop franchise outlet and a catering company that is contracted to provide food services for banquets or other events held within the centre. Shouldn't all of these food services be assessed according to a nutrition standard? I am not sure I want to promote this facility as Eat Smart! if only the snack bar and the snack vending machines offer a few healthier choices.
4. ?other

**Eat Smart! Recreation Centre Program  
Food Safety Standard**

TBD



## **C. Preparation for Program Implementation**

## **Increase awareness and build support**

While some municipalities and/or recreation centres will be eager to apply for the *Eat Smart! Award of Excellence* and make the changes required to meet *Eat Smart!* standards, others may not be. These municipalities or recreation facilities will require further information and support in order to understand the potential benefits of adopting *Eat Smart!* standards.

This section will help you to identify the steps you could take to increase awareness about the importance of offering healthier food options in recreation facilities and to build support required to implement the *Eat Smart!* program.

### **Potential stakeholders**

Each municipality and recreation centre works differently. Stakeholder availability, support and interest may vary and therefore all parties identified below should be recognized as **potential** stakeholders in the *Eat Smart!* Recreation Centre Program.

- Public Health
  - Management
  - Staff
- Municipal and Recreation Sector
  - Mayor, Council, Board of Directors, Executive Committee or other committees
  - Recreation Centre Management
  - Recreation Centre Staff
- Food Service Sector
  - Providers
  - Operators
- General Public (Consumers)
  - Youth
  - Adults and Parents
  - Coaches
  - Local residents or community members
- Community Groups and Associations

Note: All stakeholders should be considered when building awareness and/or getting support for program implementation. More people involved from the very beginning will likely result in more support and commitment throughout the program.

Each sector is considered below.

### **Public health support**

Since the local public health unit is the organization responsible for awarding the *Eat Smart! Award of Excellence*, support from the board of health, city council and/or the public health unit's management (depending on health unit's organizational structure)

and staff is essential. Public health staff includes but is not limited to, Public Health Nutritionists, Public Health Dietitians, Public Health Inspectors, Public Health Nurses and Public Health Promoters.

While some public health units might immediately receive strong support from their boards of health, council, management and staff, others will have to demonstrate the need for the program. They will have to advocate for the support and resources required for program planning and implementation.

Some of the steps to building awareness and getting support might involve:

- Demonstrating the need for the program (i.e. health statistics, consumer trends).
- Outlining the process and identifying the resources required for implementation.
- Identifying the potential benefits (i.e. community's health, positive media attention).
- Highlighting program success stories.
- Reviewing the Ministry's priorities (i.e. Ontario's Action Plan for Healthy Eating and Active Living and public health's mandate) and showing the link with Eat Smart! Program objectives.

See **Tools and Resources** to assist you with this process.

Once the public health unit is on board, the public health professionals responsible for program planning will work collaboratively to gain further support for the program (i.e. from the municipal sector, recreation sector, foodservice sector and public sector).

### **Municipal and recreation support**

Ontario's Chief Medical Officer of Health stated in the *2004 Healthy Weights, Healthy Lives* report that it is critical that all sectors of the community (i.e. government, the health sector, the food industries, workplaces, schools, families and individuals) become part of a comprehensive province wide effort to change all the factors that contribute to unhealthy weight<sup>15</sup>. Municipalities and the recreation sector are in a position to positively influence the health of their residents by creating an environment that promotes both active living and healthy eating.

Recreation facilities in the majority of municipalities across Ontario would be expected to play a key role in influencing people's food choices because they are accessed by community members of all ages. People lead busy lives and lack of time is a response given by many people for not making healthier food choices<sup>16</sup>. Thus, it could be expected that recreation centre participants involved in recreation and sports activities would rely on foods available at their destinations for snacks between meals or to replace meals.

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<sup>15</sup> Ontario Ministry of Health and Long Term Care. (2004). 2004 Chief medical officer of health report: Healthy weights, healthy lives. Toronto, Ontario: Queen's Printer for Ontario. Retrieved June 14, 2006 from, [http://www.mhp.gov.on.ca/english/health/healthy\\_weights\\_112404.pdf](http://www.mhp.gov.on.ca/english/health/healthy_weights_112404.pdf)

<sup>16</sup> Dietitians of Canada and Dairy Farmers of Canada. (2004). Dietitians of Canada and dairy farmers of Canada: 2004 report on healthy eating for school age children and youth. Retrieved on April 26, 2006, from [http://www.dietitians.ca/child/pdf/2004\\_poll\\_report\\_highlights.pdf](http://www.dietitians.ca/child/pdf/2004_poll_report_highlights.pdf)

While, it is within the realm of municipal and recreation facilities to provide and promote healthier food choices, municipalities and recreation facilities are sometimes faced with a number of challenges. First, municipalities and recreation facilities often depend on food service profits to fund their programs and services. Thus, there may be concern that making changes to their menu might represent a business risk they are hesitant or not willing to take. It is important at this stage to be honest about the potential consequences of making changes to the menu but also to highlight the potential benefits which are likely to occur, specifically including the financial benefits. For instance, offering healthier food options if promoted effectively could bring in new customers, could positively influence the eating habits of regular patrons and finally could attract positive community and media attention.

At this stage it is also helpful to share success stories of others who have made similar changes to their menu and were able to maintain or increase their profits and clientele. The City of Ottawa's *Fuel to Xcell* healthy vending machine program is focused on "providing healthy, tasty snacks and beverages to students in vending machines, at a competitive price, in a format that is physically compatible with the configuration of the vending machine"<sup>17</sup>. After a four-month pilot project, the *Fuel to Xcell* program proved that when promoted and priced appropriately, nutritious food options are both available and profitable. The vending company's sales maintained while the proportion of healthy snacks and beverages doubled<sup>18</sup>.

Some of the steps to building awareness and getting support might involve:

- Demonstrating the need for the program (i.e. health statistics, consumer trends).
- Outlining the process and identifying the resources required for implementation.
- Identifying the potential benefits (i.e. community leaders, positive media attention increased revenue).
- Highlighting program success stories.

See **Tools and Resources** to assist you with this process.

### **Food service support**

Similar to the municipal and recreation sector, the food service sector also has a role to play in promoting healthy and safe eating habits. "The food and recreation industries can develop and promote products and services that encourage healthy eating and physical activity"<sup>19</sup>.

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<sup>17</sup> Ottawa Public Health. (December, 2004). *Fuel to Xcell/L'Xcellence ça se nourrit!* Healthy Vending Machine Program. City of Ottawa. Retrieved May 15, 2006 from

<http://action.web.ca/home/nutritio/attach/ottawa-fueltoxcell-report-eng.pdf>

<sup>18</sup> Ottawa Public Health. (December, 2004). *Fuel to Xcell/L'Xcellence ça se nourrit!* Healthy Vending Machine Program. City of Ottawa. Retrieved May 15, 2006 from

<http://action.web.ca/home/nutritio/attach/ottawa-fueltoxcell-report-eng.pdf>

<sup>19</sup> Ontario Ministry of Health and Long Term Care. (2004). 2004 Chief medical officer of health report: Healthy weights, healthy lives. Toronto, Ontario: Queen's Printer for Ontario. Retrieved June 14, 2006 from,

[http://www.mhp.gov.on.ca/english/health/healthy\\_weights\\_112404.pdf](http://www.mhp.gov.on.ca/english/health/healthy_weights_112404.pdf)

More and more food manufacturers, retailers and food service providers are acknowledging the increased consumer demand for healthier options, by introducing healthier food products and making a strong commitment to promoting the health of Canadians<sup>20,21</sup>.

According to an environmental scan conducted in March 2006 by a consultant contracted by the Simcoe Muskoka District Health Unit (SMDHU), there are a number of factors influencing which foods and beverages appear on menus and in vending machines across Ontario. Some of these factors include: consumer demand, ease of preparation and service, past practices, profit and equipment and the design of food service areas (including cold and hot holding equipment, food preparation and eating areas)<sup>22</sup>.

That being said, the food sector is strongly influenced by consumer demand, profit margins, and adequate financial, physical and human resources.

Some of the steps to building awareness and getting support might involve:

- Demonstrating the need for the program (i.e. health statistics, consumer trends).
- Outlining the process and identifying the financial and human resources required for program implementation.
- Reviewing trends in consumer demands.
- Identifying the potential benefits (i.e. being a champion/community leader, meeting consumer demand, increased revenue and media recognition).
- Highlighting success stories from similar organizations.

See **Tools and Resources** to assist you with this process.

### **General public (customers) support**

*(Includes support from Community Groups and Associations)*

Finally, when trying to build awareness and get support from key stakeholders, the general public and/or the facility's customers will have a significant impact on program implementation and overall success.

In many cases, it is by demonstrating support from the customers, that the municipal sector, the recreation sector and the food service sector will agree to be involved and stay involved throughout the entire process.

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<sup>20</sup> Alberta Agriculture, Food and Rural Development. (2004, February). Canadian Consumer Trends in Obesity and Food Consumption. Retrieved June 12, 2006, from

[http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/sis8438/\\$file/obesityandnutrition.pdf?OpenElement](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/sis8438/$file/obesityandnutrition.pdf?OpenElement)

<sup>21</sup> Food & Consumer Products of Canada. (2006). The Canadian Food and Beverage Industry: Committed to Healthy Active Living. Toronto, Ontario. Retrieved June 13, from <http://www.fcPMC.com/issues/hal/index.html>

<sup>22</sup> Simcoe Muskoka District Health Unit. (2006, May). Identification and Review of Municipal Recreation Facility Food Service Programs and Resources: Final report on environmental scan and progress report on nutrition standards and program resources.

First, it is important to increase customer awareness about the Eat Smart! Program, the importance of healthy eating, and finally the short-term and long-term health benefits associated with healthy eating.

Prior to program implementation, it is also important to gauge customer support and readiness for implementing a program such as the Eat Smart! Recreation Program and get customer feedback on the foods they would like to see included in the new menu.

Some of the steps to building awareness and getting support might involve:

- Demonstrating the need for the program (i.e. health statistics, consumer trends).
- Gauging public opinion or interest.
- Gaining support from a community champion or leader.
- Influencing key decision makers.
- Highlighting success stories from similar communities or community groups.

See **Tools and Resources** to assist you with this process.

## **Tools and Resources**

The following tools and resources have been developed and provided to assist you with building awareness and getting support from all sectors identified above.

### ❖ **Step-by-step presentation**

In order to help you build awareness about the program and gain support for program implementation, a step-by-step presentation detailing key aspects of the Eat Smart! Recreation Program is available in Appendix 1 (powerpoint format).

The format of the presentation allows you to tailor the slides to a particular target group, whether it is the municipal sector, the recreation sector, the food sector or an information session for the customers (general public).

### ❖ **Handouts**

A variety of handouts have been developed to help build awareness, knowledge and support for the Eat Smart! Recreation Program. These are available in Appendix 2.

The handouts can be used to educate council, management, staff and customers (i.e. parents, youth, coaches, etc). Handouts are available in paper copy and PDF format (see program CD).

There are 4 handouts:

#### **1) General Information**

Target Audience: -Municipal Council  
-Municipal and Recreation management/staff  
-Food service sector  
-Customers (general public)

**2) Importance of Healthy Eating and Offering Healthy Options**

Target Audience: - Municipal and Recreation Sector

**3) Importance of Healthy Eating and Offering Healthy Options**

Target Audience: - Food Service Sector (i.e. operators)

**4) Importance of Healthy Eating**

Target Audience: - Customers (General Public)

❖ **Customer satisfaction survey**

An example of a survey measuring customer satisfaction with current food services and suggestions for improvement.

See Appendix 3 for a sample customer survey.

❖ **Sample report to city/municipal council**

See Appendix 4



## **D. Recruitment and Application Process**

## **Recruitment Tools and Resources**

The following tools have been developed and provided to assist with building awareness and encouraging participation by recreation centres.

- ❖ **PowerPoint Presentation** – see Appendix 1
- ❖ **Recruitment Letter** – see Appendix 5

## **Application Process**

**Who?**

**When?**

**How?**

- Municipal recreation facilities – work with city/municipal recreation department
- Privately operated facilities – approach individually

**Application Form** – see Appendix 6



## **E. Implementation**

## Suggested Program Implementation Process

The following provides a summary of a recommended process for assessment of recreation centres that apply to participate in the *Eat Smart!* Recreation Centre Program. Public health units, municipalities and recreation facilities across the province work differently. The public health unit will have to establish the process that works best for their organization and community.

- **Follow-up with applicant**

Once the public health unit receives completed application form from interested municipality and/or recreation centre, a designated public health unit staff contacts applicant to discuss application and assessment process and if necessary answers the applicant's questions.

- **Food safety assessment**

If applicant is still interested in applying, the public health staff will forward contact information to a Public Health Inspector to complete a food safety assessment of the recreation facility (See Appendix 11 for a list of the *Eat Smart!* Food Safety standards).

If the *Eat Smart!* Food Safety standards are not met, the Public Health Inspector or the designated public health unit staff will advise the applicant, identify the food safety criteria that were not met, provide guidance on how these standards can be met and if possible will encourage the applicant to make the required change(s) in order to comply with the standard. If the requirement(s) is/are time sensitive, then the applicant will be encouraged to re-apply the following year, when and if they are eligible.

- **Nutrition standards assessment**

If the facility is in compliance with the *Eat Smart!* Food Safety Standard, then the applicant's contact information will be forwarded to a Public Health Dietitian, Nutritionist, Nurse or other designated public health staff who will schedule a nutrition standards assessment

The *Eat Smart!* Nutrition standards are much more complex than the food safety standards and therefore the Public Health Dietitian, Nutritionist, Nurse or other designated public health staff will most likely have to work closely with the recreation facility staff, the food service staff and/or volunteers to help the recreation facility meet the required *Eat Smart!* Nutrition Standard. Depending on the recreation facility and/or food service provider this process might only involve one or two key contacts working along side public health staff or in some cases it might require a comprehensive process that might require the efforts of a working group or committee.

- **Form a working group or committee**

The possibility of forming a working group or committee will depend on a number of factors, such as stakeholder availability and interest, public health unit support as

well as the types of changes that need to be made in order to meet the Eat Smart! Program standards.

**Potential members**

The stakeholders identified below are just some examples of potential working group or committee members.

- Recreation facility management and/or staff
- Food service operator and/or staff
- Parent
- Youth
- Other public health unit staff
- Champion – a person of influence that supports the initiative
- Representative from relevant community groups (i.e. local hockey teams, etc)

**Role of the working group or committee**

The working group or committee will need to:

- Assess current conditions in the recreation facility’s food services and compare to the Eat Smart! standards.
- Prioritize action areas and work collaboratively towards implementation.
- Identify resources available to run the program.

▪ **Assess the current situation**

Whether the public health unit works directly with the recreation facility’s food service provider or works as part of a working group or committee, in order to make the appropriate changes they should first learn as much as possible about the current state of the recreation facility food services. For instance, how the food services are managed, such as the process, policies, and people involved as well as all resources available (i.e. human, material and financial).

The following table provides a list of steps that might help guide this process. This list is not exhaustive and therefore you will likely want to gather additional information.

<b>Administration</b>	Determine who is responsible for managing the recreation facility’s food services (policies, budget, etc).
	Determine if there is a food service contract. If so, request a copy and find out the length of the contract.
	Retrieve and review sales from the previous year.
<b>Nutrition Criteria</b>	Identify all food items available for purchase at the recreation centre snack bar using the Nutrition Standard Assessment Tool for Snack Bars (see Appendix 8). Review Eat Smart! Recreation Centre Nutrition Standard for Snack Bars. How do these standards compare with the current vending machine and food concession conditions?

	Identify all food items available for purchase in the recreation centre vending machine(s) using the Nutrition Standard Assessment Tool for Vending Machines (see Appendix 7). Review Eat Smart! Recreation Centre Nutrition Standard for Vending Machines. How do these standards compare with the current vending machine and food concession conditions?
	Determine if there are any written guidelines or policies on nutrition standards for the recreation facility's food services.
	Determine if there is an individual or a committee in the recreation facility that regularly (at least once a year) reviews food services available in the recreation facility and recommends action in this area.
<b>Customer Readiness</b>	Determine if the recreation facility customers are satisfied with the current food services. Do they have any suggestions regarding what food items should be made available? See <b>Appendix 3</b> for a sample survey assessing customer satisfaction and requesting menu item suggestions.

▪ **Make recommendations**

Based on the information gathered above, the public health unit with the recreation facility food service representative(s) (or working group/committee if one has been formed) should discuss the strengths and weaknesses of the recreation facility's current food services as they compare to the Eat Smart! Program standards. For each weakness identified, the group could identify potential solutions and make recommendations for action.

See **Appendix 9**, Recommendation Review Form, which will help with the process of prioritizing each recommendation.

Upon completion of this exercise each recommendation is rated based upon the following points:

- Importance
- Cost – if any
- Time
- Commitment
- Feasibility

The process is as follows:

- Use the form to rate recommendations from the highest to the lowest. Each individual rates each recommendation.
- Tally total points for each recommendation.
- Review ratings of recommendations.
- Create a ranked list of recommendations and action plan to address recommendations.
- Present ranked list to superiors (i.e. management).

- Implement action plan based on approved recommendations.
- **Develop an *Eat Smart!* action plan**

Based on the information gathered from assessing the current situation and identifying priorities, the next step is to formulate an action plan and assign tasks to the appropriate person.

The action plan should detail all activities which need to be completed, a timeline for each as well as the person responsible for ensuring it gets done. This will enable both the public health unit and the recreation facility to track and report on the progress of the *Eat Smart!* initiatives. The plan will also help identify resources needed and ensure that no-one person is overloaded. Remember, it is always better to do a few things well then several poorly!

See **Appendix 10** for an action plan template.

### **Food service contract agreements and Request for Proposals (RFP)** *(if applicable)*

While some recreation facility food services will only need to make minimal changes in order to meet the *Eat Smart!* program standards, others might have a much larger task ahead of them. In some cases, recreation facility's have little control over what foods are served in their facilities. They need to work closely with the food service providers to make these changes.

Sometimes current food service providers are unwilling or unable to make the necessary changes and therefore municipalities and or recreation facilities must look into alternative strategies.

Contract agreements for the provision of vending machine services and food concession services may or may not include specific food, health and safety clauses. Developing food service contract agreements and issuing Request for Proposals for food services that include healthy eating and food safety criteria is one way to ensure the recreation facility's food services will meet *Eat Smart!* standards.

See **Appendix 11** for tips on what to include in a Request for Proposal (RFP) that includes both healthy eating and food safety criteria and **Appendix 12** for a sample RFP

- **Re-assess the program standards**

Once the action plan has been implemented and required changes are complete. The public health unit will re-assess the *Eat Smart!* Nutrition standards to ensure they have met all the criteria required to be eligible for an Award of Excellence. (Note: If required, they will also re-assess the *Eat Smart!* Food Safety standards.)



## **F. Program Launch**

# Resources for Health Unit Use

## 1. Information Card (brochure)



Front

Back

## 2. Poster



### 3. Vending Machine Banner



Electrostatic for displaying inside glass of typical snack vending machine

### 4. Symbol Stickers



Two sizes (1cm and 3cm diameter) are available

### 5. Door Decal



**Note: This is being replaced with a "generic" decal that can be used in all *Eat Smart!* settings**

## 6. Award Certificate and Date Stickers



## Launch Day Preparation and Celebration

The successful launch of an *Eat Smart!* Recreation Centre program is important for several reasons. The launch not only signals that a recreation centre has been awarded, but provides an opportunity to teach patrons and employees about the program. A launch may also help to create a 'buzz' of excitement about the program, within the community and customer base.

Launch and promotions are often spearheaded by recreation centre representatives, with Public Health professionals acting as resources or advisors. The following tips and tools may be shared with those who are involved in planning, implementing and launching an *Eat Smart!* Recreation Centre Program, such as:

- recreation centre owners and management
- recreation centre employees

### Before Launch Day

Some of the activities leading up to the formal launch of the program may include:

- Distribute information cards (brochure) introducing the *Eat Smart!* program and its benefits.
- Incorporate information sessions for recreation centre staff, management and others into recreation centre meetings. It is essential to foster a good understanding of, as well as excitement about, the program, among recreation centre staff. This can help to create understanding and excitement about the program.
- Display banners and posters obtained from the health unit at the recreation centre announcing the program.
- Create a 'count down' display of days to the program launch.
- In the weeks before the launch hold a draw where recreation centre patrons have to answer a nutrition or food safety question to win a prize.

### Launch Day

Make launch day an event! Consider a well-planned award ceremony.

Possible elements include:

- announcements in local papers, or on local community radio and TV stations
- coverage of the event by local community papers and / or radio, TV stations
- both local Health Unit and Recreation Centre representatives to cut a ribbon at the start of the business day.
- an *Eat Smart!* daily special. An *Eat Smart!* daily special includes: 3 of the 4 food groups in Canada's Food Guide (2007) AND one of these choices must be a vegetable or fruit, AND must be prepared and served in a healthier way<sup>23</sup>

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<sup>23</sup> Eat Smart! School and Workplace Cafeteria Program Revised Nutrition Standards 2008. DRAFT.

- *Eat Smart!* paper placements for kids to color
- decorations in the recreation centre snack bar or vending machine eating area
- surprise prizes (e.g. a sticker on the bottom of a plate, juice bottle, milk carton, or chair in the recreation centre and whoever buys the item with a sticker receives a prize **or** every 10<sup>th</sup> person buying a healthy menu item receives a prize)
- buttons or other small promotional items (e.g. pencils, stickers) given out to customers

## **Maintaining the *Eat Smart!* Momentum after the Program Launch**

The *Eat Smart!* Recreation Centre Program is not only about the Award, but also a rewarding year of learning and achievement. Consider some of the following tips to maintain the program's momentum, year-round.

- Re-evaluate the goals and actions of your *Eat Smart!* Committee's Action Plan regularly
- Look for opportunities to work with other groups within your community
- Always try to involve new members and ideas in your *Eat Smart!* Committee
- Use a new theme for every month's *Eat Smart!* promotions and activities (see Promotions section G.)
- Connect with *Eat Smart!* Committees in other health units to share ideas
- Promote your activities and successes
- Recognize and celebrate achievements

# Communications

## 1. Newsletters

A sample *Eat Smart!* newsletter - *Smart Talk!* included in the Appendices can be used to inform recreation centre employees, patrons and the local community about the program, nutrition information and/or specific promotional information. This could be utilized:

- on its own
- in a community newspaper
- on the recreation centre's website.

Optimally, newsletter templates should be designed by the health unit to ensure consistency and factual information. Such a newsletter could be customized by a recreation centre by inserting their logo at the top and name throughout the text. The *Eat Smart!*, Canadian Cancer Society, and Heart and Stroke Foundation of Ontario logos also need to be included on all printed and electronic materials. Development of newsletters / newsletter template should include a credit for the health unit; include the health unit's logo and contact information (phone, E-mail, web URL).

Suggested topics for *Smart Talk!* newsletters:

- What to drink when working out
- How to get enough vegetables and fruit everyday
- Making healthy choices at the vending machine
- Making healthy choices at the snack bar

## 2. News Releases

A news release may be sent to a community paper, and to radio and news stations. The following guidelines may help health unit and / or recreation centre *Eat Smart!* representatives to design effective news releases.

The structure of a news release includes the five basics of what, who, why, where and when:

- What is your message? (e.g., We've just received an *Eat Smart!* award!)
- Who are you? (e.g., Name of recreation centre or arena)
- Why is this important? (e.g., We're making a commitment to a healthier community)
- Where do you go? (e.g., We're having an awards ceremony and celebration in the recreation centre)
- When is it happening? (e.g., Thursday, October 21<sup>st</sup>, at 12:00 noon)

## Sample Structure of a News Release

**Release date:**  
**Location:**

**The Headline:**

Catch the attention of the Chief of Staff or Editor

**The Lead:**

Catch the attention of the reader and make them want to know more.

**The Story:**

Start with the most important information and end with information that can be cut without serious consequence. It is helpful to provide a local angle such as why this is important to your community.

**Getting your message across:**

Less is more. Use short words, short sentences and short paragraphs, with never more than two sentences in a paragraph. Keep your media release brief, stick to the main point. Use just one side of the page. Always use exact dates such as 'October 21' and avoid terms such as 'last week' or 'next Tuesday.' Always double check your times and dates and ask another person to proof read your copy. If asked to proof read news copy, make corrections only, resist the temptation to re-write someone else's thoughts.

- 30 -

**Contact details:**

Always provide contact details. When you put these under a ' - 30- ' centered toward the bottom of the page, the editor knows these contact details are for him or her to fact-check or get further information. Contacts listed beneath the ' - 30 - ' will not be published in the final product.

### 3. Public Service Announcements

A Public Service Announcement (PSA) may be sent to a community radio station, where they will often be broadcast for free. The following information may help recreation centre management or *Eat Smart!* representatives to create effective public service announcements.

A PSA should be no longer than 30 seconds in length; optimally, they should be 15 - 20 seconds. Sentences should be short and messages should be simple. Double-space the copy and centre the information. Use a 12 - 14 point font. Don't make your PSA longer than 1 page.

Refer to example provided in the Appendices.



## **G. Promotion**

## Promotion Basics

The *Eat Smart!* program uses mainly point-of-purchase (POP) promotions - that is, most *Eat Smart!* promotional materials are situated where purchases are made.

POP promotion can be guided by the 4 “Ps” of marketing:

- **Product:** identifying a healthier and *enjoyable* product for promotion
- **Placement:** placing a healthier product in a way that makes selecting it easier or more likely, (e.g., placing an *Eat Smart!* choice in the top shelf of the vending machine or at eye level versus at the bottom). Placement of the promotional messages and materials themselves is also important: display POP promotional messages beside foods to which the message relates.  
**Note: An *Eat Smart!* communications strategy, including new, focus-tested point-of-purchase messages that can be used in snack bars is scheduled for release in 2009.**
- **Promotion:** promote clearly. For example, promote the *Eat Smart!* program so that people understand what the *Eat Smart!* logo or name represents.
- **Price:** price products to encourage purchase (e.g., make apples less expensive than a donut). Cost is an important motivator of purchasing decisions related to food.

Some important tips on POP marketing:

- Truly effective promotions include educational content or messaging; this helps to ensure that making the healthier choice is a real choice, and facilitates lasting behaviour changes. The educational element of promotion may contribute to an overall healthier eating pattern and lifestyle.
- Images and content should be positive and should not be complicated.
- Messages should be focused on foods and health as opposed to nutrient content.
- Appeal to taste and other desirable sensory qualities of food.
- Don't use too many messages - consider ten at one time an absolute maximum.
- Messages must be consistent with Canada's Food Guide (2007).

It is recommended that a Registered Dietitian review all promotional messages to ensure that these do not violate adherence to Canadian Food and Drugs Act regulations.

## Promotional Ideas

### 1. Daily Specials

Offer an *Eat Smart!* special of the day, featuring a healthier menu choice at a discounted price.

An *Eat Smart!* daily meal special must include:

- 3 of the 4 food groups in Canada's Food Guide (2007) AND one of these choices must be a vegetable or fruit, AND
- must be prepared and served in a healthier way<sup>24</sup>

### 2. Frequent Buyer Card

The purpose of the frequent buyer card is to encourage customers to select *Eat Smart!* choices available on the snack bar menu.

Print a frequent buyer card on heavy cardstock paper in the size of a business card (see sample below). Distribute the cards to patrons who order selected or any *Eat Smart!* choices from the snack bar. Snack bar staff punch or mark the card for each *Eat Smart!* purchase made from the snack bar. A stamp, specially-designed punch or the small *Eat Smart!* symbol sticker can be used. When the card is filled, it can be redeemed for a free choice from the snack bar or a promotional item (e.g., mini soccer ball).

#### Sample Frequent Buyer Card



Courtesy Simcoe Muskoka District Health Unit

<sup>24</sup> Eat Smart! School and Workplace Cafeteria Program Revised Nutrition Standards 2008. DRAFT.

### 3. ES! Collector Coins for Teams

Produce “coins” by covering plastic discs (e.g. poker chips) with a large *Eat Smart!* symbol sticker on both sides. Distribute coins to patrons when they purchase selected or any of the *Eat Smart!* choices from the snack bar. Produce an *Eat Smart!* “money bag” for coaches to collect coins from team members which can be redeemed for more ice time or swim time. Coins can also be distributed if teams order water, juice or milk instead of pop at a team party, for example.

### 4. Sampling/taste testing of new *Eat Smart!* choices from snack bar or snack vending machine

Work with recreation centre food suppliers to request samples of products that are *Eat Smart!* choices. If free samples are not available, try to negotiate product at a reduced cost. Select a date and time for product sampling and advertise within the recreation centre. On the day of the sampling, set up booth/exhibit in a high traffic location to showcase the *Eat Smart!* program, distribute educational materials (e.g. promotional card/brochure, Canada’s Food Guide, etc.) along with food product samples. Check with a Public Health Inspector regarding requirements for safe food sampling.

### 5. Monthly Themes for Promotions

Varying themes regularly helps to maintain the interest of customers, and is a crucial element of the success of a promotional campaign.

It is recommended that a health and nutrition theme is chosen for *Eat Smart!* promotions. Specific messages reflecting this theme may be changed once a week. This helps to keep promotions and the program itself fresh and interesting.

Below is an example of how themes may be arranged on a monthly basis; in this case, some have been paired in a complimentary fashion with other Canadian health promotion themes.

Month	Suggested <i>Eat Smart!</i> Theme	Canadian Health Promotion Week / Month
January	Whole grains	
February	Meats and Alternatives	Heart Month
March	Nutrition and Variety	National Nutrition Month™
April	Vegetables and Fruit	National Cancer Month
May	Physical Activity	
June	Milk and Alternatives	Stroke Awareness Month
July	Whole Grains	
August	Meat and Alternatives	
September	Nutrition and Variety	
October	Physical Activity	International Walk to School Month / Healthy Workplace Week
November	Milk and Alternatives	Osteoporosis Month
December	Vegetables and Fruit	

## Contests

### 1. Poster design contest for kids

Invite children between 5 and 12 years old to design posters to promote healthier choices available from the Recreation Centre's snack bar and/or vending machines. Judge the posters according to predetermined age categories based on creativity, artistic impression, neatness, etc. Select a prize winner from each age category. Prize could be five free admissions to family skating.

### 2. Question and Answer Ballot

Provide customers with ballots/slips of paper to record answer(s) to trivia questions related to the *Eat Smart!* program (see sample ballot below). Provide a ballot box at the Recreation Centre snack bar. Draw a ballot or ballots on a specified draw date for prizes. Prizes could be donated from local businesses or could be provided by the recreation centre (e.g., free admission to open swim or skating). Questions may be changed to reflect monthly *Eat Smart!* themes, and the draws can be repeated regularly.

 <p>Recreation Centre Program</p> <p>(Recreation Centre name here)</p> <p><b>INSERT PARTNER LOGOS</b></p>	<p><b>Correctly answer these question to WIN...</b></p> <p>1. An <i>Eat Smart!</i> Recreation Centre must meet snack bar and _____ nutrition standards</p> <p>2. Name two menu choices that are considered "whole grain"</p> <p>_____</p> <p>_____</p> <p>3. Name two menu items that are sources of calcium</p> <p>_____</p> <p>_____</p> <p>Name: _____ Phone : _____</p>
---	---

Sample questions and answers:

1. Our *Eat Smart!* Recreation Centre must meet snack bar and \_\_\_\_\_ nutrition standards. (Answer: vending machine)

2. Name two snack bar choices that are considered "whole grain". (Answer: e.g., whole wheat bread, hot oatmeal cereal)

3. It is recommended that adults have between \_\_\_\_\_ and ten servings of Vegetables and Fruit every day. (Answer: seven)

4. Name two snack bar (or vending machine) items that are sources of calcium.  
(Answer: e.g., fluid white or chocolate milk or fortified milk alternatives, cheese, yogurt, or milk pudding)

5. One of the food groups from *Canada's Food Guide* is Meat and Alternatives. Give two examples of "alternatives".  
(Answer: e.g., lentils, tofu, texturized vegetable (soy) protein, baked beans, kidney beans, chickpeas, black beans, (note: there are many types of beans), peanut butter, and eggs).



## **H. Program Monitoring and Evaluation**

*This section will help you to identify the steps required to effectively monitor and evaluate the program.*

Monitoring Tools:

- Vending Machines (see Appendix 13)
- Snack Bars (see Appendix 14)

Evaluation Tools:

- Chart to compare pre and post sales of healthy and unhealthy foods
- Survey/focus group templates





Recreation Centre Program

## **I. Appendices**

Appendix 1  
Powerpoint Presentation

Appendix 2  
Factsheets (x4)

Appendix 3  
Sample Customer Survey

Date: \_\_\_\_\_ Location: \_\_\_\_\_

- 1) Do you purchase food from the recreation facility food services (i.e. canteen, vending machines, etc.)?
  - Yes, please proceed to Question # 2
  - No, please proceed to Question # 5
  
- 2) On average, how often do you purchase foods from the recreation facility?
  - Never
  - 1-2 days a week
  - 3 -4 days a week
  - 5-6 days a week
  - 7 days a week
  
- 3) Where do you purchase food in the recreation facility? (Check all that apply)
  - Canteen/Snack Bar/Concession Stand
  - Vending Machine
  
- 4) What food do you usually purchase from the recreation facility's canteen, snack bar or concession stand? (Check all that apply)

***Include a list of the foods currently available at your recreation facility***

***For example,***       ***Burgers***

- Chips***
- Chocolate bars***
- Fries***
- Hot dogs***
- Nachos***
- Pizza***
- Sandwiches***
- Soft Drinks***
- Other:*** \_\_\_\_\_

- 5) What factors influence your choice to purchase certain foods?
    - Nutrition
    - Cost
    - Convenience
    - Taste
    - Other:
- 
-

6) If healthier food choices were available at the canteen, concession stand and/or snack bar, would you buy them?

- Yes
- No

7) Would you buy the following foods if they were sold at the recreation facility?  
(Check all that apply)

**Include a list of the foods which could be made available at your recreation facility (Remember to list foods that will meet the Eat Smart! Nutrition Standards)**

**For example,**       **Bagels**

- Cereal bars**
- Fruit (fresh or cups)**
- Fruit juices (100%)**
- Granola bars**
- Yogurt**

**Other:** \_\_\_\_\_

**Thank you for your time and feedback!**

*(Adapted from the Eastern Ontario Health Unit's Arena Users Questionnaire - Appendix F of the Canteen Manager Report)*

Appendix 4  
Sample Report to City/Municipal Council

Appendix 5 – Letter to Recreation Centre Manager Inviting Application



Recreation Centre Program

[Health Unit Letterhead]

[Date]

Dear [Recreation Centre Manager / *Eat Smart!* Contact]

As a representative of your local public health unit, I invite you to consider applying for the *Eat Smart! Award of Excellence*.

*Eat Smart!* is a provincial program that distinguishes your recreation centre as one that is committed to the health and well-being of your community. The Award is based on provincially recognized nutrition standards for snack bars and vending machines.

Enclosed is an application to participate in the program. I strongly encourage you to complete the application and return it to my attention by [deadline]. The [Health Unit] has expertise and resources that can help your facility to meet the standards required to be awarded as an *Eat Smart!* location.

Please feel free to contact me for further information and advice.

Sincerely,

[Name, position, contact information]

**Eat Smart! and feel better!**

This program is supported by the Ontario Ministry of Health & Long Term Care



Recreation Centre Program

## Application Form

Renewal Application

New Application

Date: \_\_\_\_\_

Name of Recreation Centre: \_\_\_\_\_

Recreation Centre Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Business Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Website: \_\_\_\_\_

Please complete the following checklist:

Yes. I have attached a copy of the list of foods in the vending machine(s).

Yes. I have attached a copy of the current snack bar menu.

*Your application will not be processed unless all documentation is included.*

---

### Applying for an *Eat Smart!* award:

1. Complete this application form
2. Attach a copy of your snack bar menu and a list of foods in the vending machine
3. Mail or fax your completed application to your local public health unit (see enclosed list)

For more information about the *Eat Smart!* program, visit

[www.EatSmartOntario.ca](http://www.EatSmartOntario.ca)

or call 1-800-267-6817

***Thank you for applying for the Eat Smart! Award of Excellence***

**Good Luck!**

**Eat Smart! and feel better!**

This program is supported by the Ontario Ministry of Health & Long Term Care



## Eat Smart! Recreation Centre Pilot Program Assessment Tool – Snack Vending Machines

Recreation Centre:

Assessment Date:

Vending Machine ID:

Public Health RD Contact:

Recreation Centre Representative / Contact:

Snack Vending Contact:

**1. Determine # of Healthier Choices Required to meet standard:**

# selections in machine:      × 25% =      *Eat Smart!* choices

**2. Assessment of Choices Available on Assessment Date:**

Product Name	Flavour / Description	Package Size	Eat Smart! Choice	
			Y	N
<i>Example: Quaker Crispy Minis</i>	<i>BBQ</i>	<i>14g</i>	✓	
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
21.				

Product Name	Flavour / Description	Package Size	Eat Smart! Choice	
			Y	N
22.				
23.				
24.				
25.				
26.				
27.				
28.				
29.				
30.				
31.				
32.				
33.				
34.				
35.				
36.				
37.				
38.				
39.				
40.				
41.				
42.				
43.				
44.				
45.				
46.				
47.				
48.				
49.				
50.				
<b>Total Choices</b>				

**3. Recommendations:**

Nutrition Standard met:     Yes                       No (recommend changes)

Recommended Changes to Meet Standard:



## Eat Smart! Recreation Centre Pilot Program Assessment Tool – Snack Bars

Recreation Centre:

Assessment Date:

Public Health RD Contact:

Recreation Centre Representative / Contact:

Snack Bar Contact:

Food Group / Criteria	Eat Smart! Choices (List)	Meets Criteria		
		Y	N	N/A
<b>Grain Products</b>				
<ul style="list-style-type: none"> <li>▪ At least two Grain Product choices are available</li> </ul>	1. 2.			
<ul style="list-style-type: none"> <li>▪ One choice with 100% whole wheat or whole grain as first ingredient</li> </ul>	1.			
<ul style="list-style-type: none"> <li>▪ If available, at least one choice of bread product is 100% whole wheat or whole grain</li> </ul>	1.			
<b>Vegetables and Fruit</b>				
<ul style="list-style-type: none"> <li>▪ At least two Vegetable and Fruit choices are available</li> </ul>	1. 2.			
<b>Milk and Alternatives</b>				
<ul style="list-style-type: none"> <li>▪ At least two Milk and Alternative choices are available</li> </ul>	1. 2.			
<b>Meat and Alternatives</b>				
<ul style="list-style-type: none"> <li>▪ At least two Milk and Alternative choices are available</li> </ul>	1. 2.			

Other Criteria	Meets Criterion		
	Y	N	N/A
▪ Share ingredients/nutrition information upon request, or be open to find out more information if necessary			
▪ Provide water (tap and/or bottled) at all times			
▪ Accommodate customer requests for healthier food preparation (e.g., fat-based spread, dip, dressing, sauce or gravy is not used or it is served on the side)			
▪ Offer a choice of a healthier salad dressing			
▪ Use low-fat mayonnaise or other low-fat dressings or mixes for prepared sandwich fillings			
▪ Use margarine that contains healthier fats and no trans fat			
▪ Provide healthier alternatives for condiments, including: dips, spreads, sauces and gravy			
▪ Use trans fat-free oil for deep frying			
▪ Offer an option of 112g/4oz. portion of French fries or poutine			
▪ Offer an option of 300mL or smaller portion of slush drinks and other fruit-flavoured beverages			

**Recommendations:**

Nutrition Standard met:  Yes  No (recommend changes)

Recommended Changes to Meet Standard:

## Appendix 9 – Recommendation Review Form

**Note: A Public Health Nutritionist or Dietitian should be consulted to assist with developing recommendations.**

<b>Rate each of the recommendations identified on the chart below using a scale of 1-5.</b>	
<b>Importance</b>	<b>How important is the recommendation?</b> 5 = Very important 3 = Somewhat important 1 = Not very important
<b>Cost</b>	<b>How expensive would it be to plan and implement the recommendation?</b> 5 = Not very expensive 3 = Moderately expensive 1 = Very expensive
<b>Time</b>	<b>How much time and effort would be needed to implement the recommendation?</b> 5 = Modest time and effort 3 = Somewhat high time and effort 1 = Very high time and effort
<b>Commitment</b>	<b>How enthusiastic would the recreation facility and/or food service providers feel about implementing the recommendation?</b> 5 = Very enthusiastic 3 = Somewhat enthusiastic 1 = Not enthusiastic
<b>Feasibility</b>	<b>How attainable is the recommendation?</b> 5 = Fairly easy to attain 3 = Somewhat difficult to attain 1 = Very difficult to attain

Recommendation	Importance	Cost	Time	Commitment	Feasibility	Total Points

*Adapted from the Eat Smart Schools Cafeteria Program Manual (p. 16)  
Originally From: School Health Index For Physical Activity and Healthy Eating: Self Assessment and Planning Guide, U.S. Dept. of Health and Human Services, Centres For Disease Control and Prevention, February 2000.*

**Appendix 10 – Action Plan Template**

<b>Activity</b>	<b>Actions/Tasks</b>	<b>Complete By</b>	<b>Person Responsible</b>

## Appendix 11 – Tips for Developing an RFP

***Important points to include in a RFP:***

<b>1</b>	<p><b>A general statement of intention at the beginning of the document that indicates the firm intention of the city and/or recreation facility to improve the healthfulness of the foods sold at its recreation facilities.</b></p> <p><b><i>Example:</i></b>          “The <b>Community and Protective Services Department, Parks and Recreation Branch</b> of the City of Ottawa, hereinafter referred to as the City is seeking proposals for the provision of a combination of healthy snack/food and beverage alternatives vending machines at identified City of Ottawa recreation sites in accordance with the Terms of Reference attached as Annex “A”.</p> <p>The City of Ottawa would like to implement <b>Fuel to Xcell/I’Xcellence ça se nourrit</b>, into their plan. <b>Fuel to Xcell/I’Xcellence ça se nourrit</b> is a healthy vending program that will be progressively implemented in its facilities. Proposals are sought that will meet the requirements of <b>Fuel to Xcell/I’Xcellence ça se nourrit</b> according to the following schedule:”</p>
<b>2</b>	<p><b>A timetable for bringing in changes. For example, there might be a requirement for the first year to have “X” number of healthier choices, and “Y” number choices for the second year. This makes the contract more complicated, but also makes it more realistic, and gives potential operators the opportunity to learn as they go.</b> (Note: There is a lot to learn about how to deliver healthier eating to a given market; standard solutions don’t always work).</p> <p><b><i>Example:</i></b>          “For the first year of the contract (from the date of award until July 31<sup>st</sup>, 2006), thirty percent (30%) of vending selections at every recreational facility shall be rated as healthy (green or yellow categories) according to the criteria of the <b>Fuel to Xcell/I’Xcellence ça se nourrit</b> program.</p> <p>During the second year of the contract forty percent (40%) of vending selections at every recreational facility shall be rated as healthy.</p> <p>For the third year of the contract, fifty percent (50%) of vending selections at every recreational facility shall be rated as healthy.”</p>
<b>3</b>	<p><b>Definitions of what constitutes a healthy item (i.e. Eat Smart! criteria for food concessions). There needs to be a mechanism identified ahead of time for handling disagreements. Who decides how to interpret the above criteria, using what guiding principles?</b></p> <p><b><i>Example:</i></b>          The current <i>Eat Smart!</i> or <i>Fuel to Xcell</i> criteria, including generic examples of products or food items that "count" as healthy.</p>

**4 A brief history of the trend to healthier options in restaurants and vending machines. This encourages those who are "on-the-fence" about nutrition to see the market trend and to decide to jump into the fray.**

(Note: This may seem like a superfluous part of an RFP, however RFP's are good ways of educating corporate partners about the trends in the food service industry. The greater the number of participants in the RFP, and in the healthier food trend in general, the better off we all are.)

***Example:***

**Executive Summary of a pilot project in schools in 2004**

"Public Health professionals agree that schools are an important venue for influencing the health behaviours of children and youth. The increasing prevalence of obesity points to the need for development of innovative programs that modify the school nutrition environment, making healthy options easy, affordable and "cool". Nutrition messages reach students in a variety of ways – class curriculum, cafeteria program, breakfast program, lunch program, fundraising, special food days and vending machines.

The issue of vending in schools has received a lot of public attention recently. Secondary schools and school boards struggle with the reality that many products sold in machines contain minimal nutritional value; but on the other hand, revenues from vending provide crucial funds to support school activities such as sports and athletics.

*Fuel to Xcell* is a pragmatic solution to the above quandary. It asks, "How can we improve the nutritional value of snacks and beverages while at the same time maintain revenues for schools? How can we partner with the vending industry to develop viable approaches that will transform the traditional vending machine into a veritable 'nutrition centre'?"

In the 2003-2004 school year, Ottawa Public Health ran a pilot of the *Fuel to Xcell* concept, in conjunction with a private company, with four secondary schools. This report explains the assumptions, methodologies, and results of the pilot. It also outlines actions and recommendations that flowed from the lessons learned in the *Fuel to Xcell* pilot project.

Features of *Fuel to Xcell* include:

- The nutrition content of snacks and beverages are evaluated and colour-coded based on a quantitative methodology, developed by Ottawa Public Health.
- Colour codes help students identify healthier products and promotion serves to increase awareness among students.
- Taste tests help promote the program and introduce students to healthier snacks.
- Healthier snacks are priced as competitively as possible.

The idea that good nutrition can sell has been successfully demonstrated in the *Fuel to Xcell* pilot project. After a four-month trial, sales volume was maintained and the proportion of healthy snacks and beverages doubled when compared to the previous year. The private company has, in the months following the end of the pilot, extended the program to over 50 schools, with an even greater variety of nutritious food and beverage offerings.

The demonstration of the sales potential of healthier vending products drives private companies to do what they do best: produce, market and promote products in innovative and effective ways. *Fuel to Xcell* is based on a partnership that combines the entrepreneurial qualities of the private sector with the nutrition expertise of public health departments. This key combination helps to deliver healthy eating messages, provide healthy food choices in school vending machines, and influence the buying behaviour of

students, in and out of the school environment.

Transforming vending in schools is an important step to modifying the comprehensive environment in which youth live and learn. Fuel to Xcell has demonstrated that healthy options are available for vending machines and, when promoted and priced appropriately, are demanded by our youth.”

*(Source: Correspondence from Gilles Cloutier, May 17 2006, Tips for RFP, City of Ottawa)*

**Things to consider when developing a RFP:**

- Seek legal input when developing a Request for Proposal (RFP).
- Have a health unit staff member as part of the review committee for selecting and interviewing the successful applicants.
- Design a RFP that awards competing companies points for what they include in regards to offering and promoting healthier items.
  - For example, ½ of bid points on revenue and the other ½ of bid points on promoting sales of healthier foods (i.e. offering more nutrient rich items, lower price for healthier foods, etc).
- Develop criteria for judging bids, including how the healthy eating component is evaluated (i.e. past experience in providing healthy choices, sample menus, creativity, practicality, adherence to "healthy criteria", capacity, variety and desire to respond to customer demand for healthier foods).
- Include criteria regarding marketing healthy food products (i.e. product selection, placement, promotion, pricing) and limit advertising of less nutritious products.
- Foods included in RFP criteria should be easy to prepare, have a long shelf life, be reasonably priced and finally appeal to a variety of ages.
- Recognize cultural diversity in the community.
- Recognize the need to be environmentally friendly.
  - Minimize waste from food, food packaging and disposable dishes, and recycle whenever possible.
- Promote Ontario grown products.
  - Choose Ontario grown products whenever possible, as this supports Ontario’s food and agricultural industries. Eating local produce offers a multitude of benefits for consumers, local economies and the environment.
- Practice safe food handling. Meet the standard for safe food preparation and service.
- Offer single/regular sized portions rather than super sized portions.
- Keep the focus on creating win-win situations for offering healthier foods.
- Consider compromises when necessary, so as not to hinder the process (i.e. instead of juice, water and milk only, perhaps sports drinks may need to be considered).

## Appendix 12 – Sample RFP

Courtesy of Ottawa Public Health

### Recreation Centre Snack Bar and Vending Machines BEVERAGE & SNACK FOOD ALTERNATIVES

The City of Ottawa is committed to ensuring healthier food choices are available in Parks and Recreation facilities and will identify criteria for healthier food choices, hereinafter referred to as *Eat Smart!* (A Votre Sante!) choices. (See Appendix - *Eat Smart!* Recreation Centre Nutrition Standard). Public Health Dietitians who work for the City of Ottawa will be able to support the successful proponent(s) in determining food products that meet the criteria of *Eat Smart!* The successful Proponent(s) shall provide a range of beverage and snack foods including *Eat Smart!* (A Votre Sante!) choices.

**NOTE:** Should City Council adopt a policy in the future controlling the nature of items sold or dictating the nature of items sold, i.e. the sale of healthier alternative products in vending machines located in City facilities, or should provincial or federal legislation introduce new nutritional guidelines that must be adhered to, the City reserves the right to request that the proponent(s) adapt some or all of their vending machines to that use, or the City may terminate the contract, giving sixty days notice to the proponent(s). Such activity would be without penalty or liability to the City of Ottawa. In the event of adjustment or change in use, the resultant impact on the commission revenue would be negotiated and approved by the City.

#### **Requirement:**

The **City of Ottawa Department, Parks and Recreation Branch**, hereinafter referred to as the City, is seeking proposals for the provision of a combination of healthier snack/food and beverage alternatives for snack bars and vending machines at identified City recreation sites in accordance with the Terms of Reference attached as Annex "A".

The City would like to implement *Eat Smart!* (A Votre Sante!) into their plan. *Eat Smart!* (A Votre Sante!) is a Ministry of Health Promotion program that will be progressively implemented in its facilities. Proposals are sought that will meet the requirements of *Eat Smart!* (A Votre Sante!) according to the following schedule:

For the first year of the contract (from the date of award until \_\_\_\_\_), twenty five percent (25%) of vending selections at every recreational facility shall be rated as *Eat Smart!* according to the criteria of the *Eat Smart!* (A Votre Sante!) program.

During the second year of the contract \_\_\_\_ percent (\_\_\_%) of vending selections at every recreational facility shall be rated as *Eat Smart!* .

For the third year of the contract, \_\_\_\_ percent (\_\_\_%) of vending selections at every recreational facility shall be rated as *Eat Smart!*

For Snack Bars, a) a minimum of 2 *Eat Smart!* Choices from each of the 4 food groups

(Grain Products, Vegetables and Fruit, Milk and Alternatives, Meat and Alternatives) must be available at all times. 2) Ingredient/Nutrition information is available upon request. And 3) Water (tap or bottles) is available at all times. Specific guidelines for snack bars are available in Appendix \_\_\_

If requested, the successful Proponent(s) must provide ingredient lists of products for allergy queries.

All items sold through the snack bars or vending machines shall be competitively priced, not significantly exceeding those prices prevailing in the area of other snack bars or vending machines. *Eat Smart!* choices are to be priced comparatively with the less healthy alternative. In determining if prices are “reasonable”, the City reserves the right to make any inquiries or inspections as it sees fit or in response to complaints, and to request that the vendor lower the price of any item not deemed to be reasonable.

Include a description of your past experience in vending healthier products. Describe in particular how you plan to promote the selection of healthier choices at point of purchase and in menus.



## ***Eat Smart!* Recreation Centre Pilot Program Monitoring Tool – Snack Vending Machines**

Recreation Centre:

Assessment Date:

Vending Machine ID:

Public Health RD Contact:

Recreation Centre Representative / Contact:

Snack Vending Contact:

**4. Is the banner being used?**     Yes                       No → Explain below:

**5. Are there any problems with the symbol stickers in this machine?**

Yes → Explain below:                       No

**6. Total # selections in machine:**

**7. # *Eat Smart!* choices labeled in machine:**

**8. Monitoring of *Eat Smart!* choices available on inspection date:**

<i>Eat Smart!</i> choices available			Labelled Correctly?	
Product Name	Flavour / Description	Package Size	Y	N
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				

<i>Eat Smart!</i> choices available			Labelled Correctly?	
Product Name	Flavour / Description	Package Size	Y	N
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
21.				
22.				
23.				
24.				
25.				

**9. Are there any selections in the vending machine which are incorrectly labeled as *Eat Smart!* choices?**

Yes → Provide details below:

No

**10. Were all of the recommended changes in the assessment implemented?**

Yes

No → Explain below why changes were not made:

**11. Other Comments:**



## **Eat Smart! Recreation Centre Pilot Program Monitoring Tool – Snack Bars**

Recreation Centre:

Assessment Date:

Public Health RD Contact:

Recreation Centre Representative / Contact:

Snack Bar Contact:

**12. Are the posters being used?**       Yes                       No → Explain below:

**13. Are the symbol stickers being used to identify *Eat Smart!* choices in the snack bar?**  
 Yes                       No → Explain below:

**14. Monitoring of *Eat Smart!* choices available on inspection date**

Food Group	<i>Eat Smart!</i> choices available
Grain Products*	1.
	2.
Vegetables & Fruit	1.
	2.
Milk & Alternatives	1.
	2.
Meat & Alternatives	1.
	2.

\* one of the Grain Product choices must have 100% whole wheat or whole grain as the first ingredient. If available, at least one choice of bread product is 100% whole wheat or whole grain.

**15. Were all of the recommended changes in the assessment implemented?**

Yes

No → Explain below why changes were not made:

**16. Are there any selections in the snack bar which are incorrectly labeled as *Eat Smart!* choices?**

Yes → Provide details below:

No

**17. Other Comments:**

**Appendix 15 - Food Safety Standard Assessment Checklist**

## Appendix 16 - Assessment Summary Sheet



Recreation Centre Program

[Health Unit Letterhead]

[Date]

Dear [Recreation Centre Manager / *Eat Smart!* Contact]

Congratulations! [Recreation Centre] has been awarded the 2008 *Eat Smart!* Award of Excellence!

As a winner, [Recreation Centre] will receive an award certificate for the [ ] year and will be listed on the provincial *Eat Smart!* website.

[Health Unit] looks forward to our partnership with [Recreation Centre] to create a healthier eating environment for your facility patrons.

Please feel free to contact me if you have any questions.

Sincerely,

[Name, position, contact information]

**Eat Smart! and feel better!**

This program is supported by the Ontario Ministry of Health & Long Term Care



Recreation Centre Program

# Terms and Conditions

A public health dietitian from [Health Unit Name] has assessed the menu of [Recreation Centre] and I understand that it is eligible to receive the *Eat Smart! Award of Excellence*.

## **Agreement for the *Eat Smart! Award of Excellence***

- ✓ [Recreation Centre] agrees to continue to maintain the *Eat Smart!* standards for nutrition throughout the year.
- ✓ I understand that should [Recreation Centre] fail to maintain these standards, [Recreation Centre] will no longer be eligible to participate in the program.
- ✓ I understand that if [Recreation Centre's] *Eat Smart!* award is revoked for any reason, anything displaying the *Eat Smart!* logo or name must be removed from [Recreation Centre] immediately. I authorize a [Health Unit] representative to remove all *Eat Smart!* materials from [Recreation Centre] in that case.
- ✓ I understand that [Recreation Centre] will be listed on the *Eat Smart!* web site – [www.EatSmartOntario.ca](http://www.EatSmartOntario.ca) – in the section “Find A Recreation Centre”.
- ✓ [Recreation Centre] agrees to implement promotional activities that support point-of-purchase promotions developed for the *Eat Smart!* program. (e.g. use of point-of-purchase message cards, posters and other promotional materials)
- ✓ I understand that qualification for the *Eat Smart! Award of Excellence* is assessed on an annual basis and [Recreation Centre] must apply annually to participate in the program.

## **Use of the *Eat Smart! Symbol and Logo***

- ✓ I understand that use of the *Eat Smart!* symbol stickers is primarily to identify *Eat Smart!* choices in vending machines and in snack bars and that under no circumstances is the symbol to be placed directly on food packages (the larger stickers may be placed on displays or menu boards). I understand that the symbol sticker may be also used for other promotional purposes – such as a stamp for “Frequent Buyer Cards”.
- ✓ I understand that unauthorized use of the *Eat Smart!* name or logo is not permitted. I agree to obtain permission from [Health Unit] before placing the *Eat Smart!* name or logo on any material(s) that are produced for distribution or display in [Recreation Centre].

**I have read and understand the above terms and conditions and I agree to comply with the requirements of *Eat Smart! Program*.**

Facility Manager's Name:

Signature: \_\_\_\_\_

***For Health Unit Use:***

Health Unit Representative Name:

Signature: \_\_\_\_\_

Date:

Recreation Centre Name:

Recreation Centre Address:

Phone:

Fax:

Business Website URL:

Hooray!! We won! We have been awarded the *Eat Smart! Award of Excellence* for our recreation centre. *Eat Smart! Recreation Centres* is a provincial program that helps you to make healthier choices in vending machines and snack bars. The Canadian Cancer Society (Ontario Division), the Heart and Stroke Foundation of Ontario and (local health unit name) are all key supporters of the program.

### What does this mean?

Winning the award means that our recreation centre meets the nutrition and food safety standards of the *Eat Smart!* program. The nutrition standard supports *Canada's Food Guide*. Our recreation centre offers a variety of nutritious food choices including vegetables and fruit, lower fat options or substitutions to create healthier food choices.

### Why is it important?

Nutrition is a key component of long-term health and resistance to disease.

### Who benefits?

Everyone in the community benefits – patrons and recreation centre staff. Provision of nutrition information and opportunities for healthy eating creates a supportive environment for overall improved eating habits.

### What can I do?

- Try some of the healthier food choices available in the recreation centre.
- Encourage co-workers and friends to select vegetables and fruit more often.
- Check out the lower fat milk products – don't forget that chocolate milk is just as healthy as white milk.
- Encourage your food service provider to offer more than the minimum number of healthier choices that are required by the *Eat Smart!* Standards.
- Choose foods cooked in a healthier way – baked, grilled or steamed rather than fried.

### What does Canada's Food Guide say?

1. Enjoy a variety of foods in moderation.
2. Emphasize vegetables, fruit and whole grain products.
3. Choose low-fat dairy products, lean meats, and food prepared with little or no fat.
4. Enjoying regular physical activity.



Health Unit logo

**Eat Smart! and feel better!**

This program is supported by the Ontario Ministry of Health & Long Term Care



Recreation Centre Program

[Health Unit Letterhead]

## Sample News Release

(Recreation Centre name) is pleased to announce they have been awarded the *Eat Smart!* Award of Excellence. *Eat Smart!* is a provincial program designed to encourage healthier dining in recreation centres across Ontario. The Canadian Cancer Society (Ontario Division), the Heart and Stroke Foundation of Ontario and (local health unit name) are all key supporters of the program.

“The *Eat Smart!* Recreation Centre Program has become recognized throughout Ontario,” says (local health unit *Eat Smart!* representative). “The program provides recreation centres an exciting opportunity to support and promote healthy choices for their patrons.”

To qualify for the *Eat Smart!* Award of Excellence, each recreation centre must meet provincial nutrition standards for both the snack bar and/or vending machines. Public health staff work together with facility staff and food service providers to help meet the established standards. *Eat Smart!* Recreation Centres offer a variety of nutritious food choices including whole grains, a selection of vegetables and fruit and lower-fat substitutions to create healthier food choices.

(Recreation Centre name) is proud to be recognized for their commitment to improving the health of their community by participating in the *Eat Smart!* Recreation Centre Program.

For more information about the *Eat Smart!* program please contact the health unit at (local health unit *Eat Smart!* contact number) or visit [www.EatSmartOntario.ca](http://www.EatSmartOntario.ca).

-30-

Media contact info: (name and number for your *Eat Smart!* Recreation Program spokesperson)

**Eat Smart! and feel better!**

This program is supported by the Ontario Ministry of Health & Long Term Care



Recreation Centre Program

## Sample Public Service Announcement

**Current Date:**  
Sept. 20, 20XX

**Release Date:**  
Oct. 20, 20XX

**Heading**  
Public Service Announcement

**Title**  
*Eat Smart!* Recreation Centre Program Launched in [Recreation Centre name].

**Lead**  
[Recreation Centre name] is serious about its customers' health. They're making healthy choices easier with the *Eat Smart!* Recreation Centre Program.

**The Necessary Information**  
Join us for our *Eat Smart!* Award of Excellence Ceremony and Celebration.

Tuesday, October 30, 20XX, at 12 noon.

**Contact Information**

**Eat Smart! and feel better!**

This program is supported by the Ontario Ministry of Health & Long Term Care

## Appendix 22 - Example Short PSAs

Short PSAs may be featured on recreation centre televisions, billboards as e-mails, or in promotional mailings.

### Vegetables and Fruit

Don't like vegetables or fruit? Maybe you just haven't tried enough different ones! Be adventurous...try one new vegetable or fruit each week! Take advantage of the delicious variety of vegetables and fruit available at [Recreation Centre Name] and *Eat Smart!*

### Vegetables and Fruit

Vegetables and fruit are packed with nutrients such as fibre, vitamin A and folate. Add a piece of fruit or fruit salad, or a side of vegetables the next time you visit the snack bar at [Recreation centre name] and *Eat Smart!*

### Vegetables and Fruit

Fruit punches, fruit drinks and fruit cocktails are not a substitute for the real thing. They have more sugar and fewer nutrients than 100% fruit juice. Look for the word "juice" instead of "drink" or "punch" when you choose your next fruit beverage and *Eat Smart!*

### Grain Products

Grain products give you energy for your busy day. Adults should choose six to eight servings of grain products every day. One grain product serving is equal to one slice of bread, ½ a pita, ½ a bagel, ½ cup of pasta or rice or 30 g of cold cereal. Grain products are an important part of a balanced breakfast, lunch or dinner. *Eat Smart!*

### Grain products

Go for whole grains! Whole grains provide fibre and taste. Start your day with whole grain toast or a bowl of whole grain cereal. Choose sandwiches made on whole wheat breads, rolls and wraps and *Eat Smart!*

### Milk and Alternatives

*Eat Smart!* and enjoy lower-fat milk, yogurt, or milk pudding with your lunch or snack. Chocolate milk and fortified soy beverages are also healthy choices.

### Milk and Alternatives

Milk is a great source of high quality protein, calcium and vitamin D. Choose milk instead of pop or fruit drinks and *Eat Smart!*

### Meat and Alternatives

Want to improve your eating habits? Meat, poultry, eggs, fish, beans, peas and lentils are good sources of protein, iron and other nutrients. Each day you need two or three servings of meat and alternatives. Choose a lean or low-fat meats and alternatives and *Eat Smart!*

**Canada's Food Guide**

Canada's Food Guide tells us to "Enjoy a variety of foods", to "Be Active," and to "Eat Well." Choose healthy options in our *Eat Smart!* Recreation Centre.

**Canada's Food Guide**

There are four food groups in Canada's Food Guide: Vegetables and Fruit, Grain Products, Milk and Alternatives, and Meat and Alternatives. Each provides variety and a balance of different nutrients. Select foods from each of the four food groups every day and *Eat Smart!*



Recreation Centre Program

[Health Unit Letterhead]

[Date]

Dear [Recreation Centre Manager / *Eat Smart!* Contact]

I regret to inform you that the *Eat Smart!* status of your recreation centre has been revoked.

This is due to the violation of the *Eat Smart!* program standard(s) detailed on the attached sheet.

It is imperative that your facility immediately remove all certificates, decals, stickers and/or other signage advertising your *Eat Smart!* award for the present year 20[XX].

As *Eat Smart!* is an annual award, I strongly encourage you to contact me so that you can make the changes necessary to be awarded for the coming year. Your local health unit has the expertise and resources that can help you to meet the standards required to be recognized with an *Eat Smart! Award of Excellence*.

Please feel free to contact me for further information.

Sincerely,

[Name, position, contact information]

**Eat Smart! and feel better!**

This program is supported by the Ontario Ministry of Health & Long Term Care



Recreation Centre Program

[Health Unit Letterhead]

[Date]

Dear [Recreation Centre Manager / *Eat Smart!* Contact]

Congratulations on completing [your first / another] year as an *Eat Smart!* award winner!

As *Eat Smart!* is awarded on an annual basis, we hope that you will re-apply to be awarded for the upcoming year. Attached you will find an application form for next year.

*Eat Smart!* is a provincial Award of Excellence program that marks your recreation centre as one that is committed to the health and well-being of community.

Please feel free to contact me if you have any further questions.

Sincerely,

[Name, position, contact information]

**Eat Smart! and feel better!**

This program is supported by the Ontario Ministry of Health & Long Term Care

## Appendix 25

### Guidelines for using the *Eat Smart!* logo and symbol

When producing *Eat Smart!* promotional materials, the *Eat Smart!* logo, as well as the logos of the Canadian Cancer Society (CCS) and the Heart and Stroke Foundation of Ontario (HSFO) must be used consistently and correctly. It is crucial that the following guidelines be strictly adhered to in order to maintain consistency across the province, in all applications.

- Locally, CCS and HSFO partners must be informed of all materials being produced which use their logos. Likewise, if there are materials being produced which feature the *Eat Smart!* logo but do not feature the partner logos due to space issues, CCS and HSFO must be contacted for approval.
- Canadian Food Inspection Agency regulations prohibit using the *Eat Smart!* logo (which includes a modified heart symbol) with specific menu items. The *Eat Smart!* symbol designed for use to identify healthier packaged products in vending machines or snack bars may be used alongside packaged products that meet the *Eat Smart!* Nutrition Standard for Vending Machines or Snack Bars.
- Any materials that include the *Eat Smart!* logo or symbol would have to be reprinted/removed without the logo/symbol if the recreation centre does not qualify for the program in a subsequent year (adherence with the program's nutrition standard is assessed annually). For example, if the *Eat Smart!* logo or symbol is printed on a menu board, it would have to be removed or the menu board replaced if the snack bar did no longer qualifies for the *Eat Smart!* Award of Excellence.
- It is recommended that recreation centres producing any materials that incorporate the *Eat Smart!* logo or symbol obtain final approval from the local health unit's *Eat Smart!* committee to ensure that the logo use follows these guidelines and that any messaging with the logo is consistent with the messages promoted in the *Eat Smart!* program.

The *Eat Smart!* logo and symbol and the CCS and HSFO logos are available for download from health unit side of the *Eat Smart!* website. For further information, please consult with the provincial *Eat Smart!* Program Coordinator at the Nutrition Resource Centre ([http://www.nutritionrc.ca/contact\\_us.html](http://www.nutritionrc.ca/contact_us.html))

*Eat Smart!* award-winning recreation centres should be notified of the above guidelines. See Terms and Conditions and sample notification letter provided in the Appendices.

Appendix 26

**Services that assist with providing healthier food choices  
in Recreation Centres**

**Healthier Vending Machine Services:**

**Dairy Goodness Centre – Dairy Farmers of Canada**

Refer to information on pages 45 and 46

**E-mail:** [john.leveris@dfc-plc.ca](mailto:john.leveris@dfc-plc.ca)

**Phone:** 905.821.8970 Ext. 206 / 519.767.4991 (Mobile)

**FoodSense Vending**

**Web:** <http://www.fsvending.com/>

**Email:** [info@fsvending.com](mailto:info@fsvending.com)

**Phone:** 905.436.1581 or 905.243.1581

**Healthier Snack Bar Services:**

**Countertop “Recharge with Milk” Refrigerator – Dairy Farmers of Canada**

Refer to information on page 47

**E-mail:** [john.leveris@dfc-plc.ca](mailto:john.leveris@dfc-plc.ca)

**Phone:** 905.821.8970 Ext. 206 / 519.767.4991 (Mobile)

# DAIRY GOODNESS CENTRE

## Milk & Dairy Product Vending

Milk • Chocolate Milk • Flavoured Milk •  
Milk Shakes • Yogurts • Cheese & Crackers

- Respond to demand for “*Better-For-You*” options in vending machines
- Anytime availability of nutritious milk and dairy product drinks and snacks in your recreation centre
- Make chocolate milk, an ideal post-exercise recovery drink, readily available at all times of the day

**RECHARGE**

**WITH**



To learn more about the *Dairy Goodness Centre* promotional program contact:

**John Leveris**  
Market Development Manager  
Dairy Farmers of Canada  
Tel: 905.821.8970 Ext. 206  
Cell: 519.767.4991  
Email: [john.leveris@dfc-plc.ca](mailto:john.leveris@dfc-plc.ca)



**Dairy Goodness Centre PLAN-O-GRAM\***  
**A.M.S. -39 SIX SHELF MILK MACHINE - SEPT 2008**

<b>ROW A</b>	<u>350 ml Hershey Choc Milk Shake</u> Bottle 6 spaces	<u>350 ml Hershey Choc Milk Shake</u> Bottle 6 spaces	<u>350 ml Hershey Choc Milk Shake</u> Bottle 6 spaces	<u>350 ml Hershey Dbl Choc Milk Shake</u> Bottle 6 spaces	<u>350 ml Hershey Dbl Choc Milk Shake</u> Bottle 6 spaces	<u>350 ml Hershey Dbl Choc Milk Shake</u> Bottle 6 spaces	<u>350 ml Vanilla Flavour Milk</u> Bottle 6 spaces	<u>350 ml Vanilla Flavour Milk</u> Bottle 6 spaces
<b>ROW B</b>	<u>350 ml Oh Henry Milk Shake</u> Bottle 6 spaces	<u>350 ml Cookies&amp; Crème Milk Shake</u> Bottle 6 space	<u>350 ml Cookies&amp; Crème Milk Shake</u> Bottle 6 spaces	<u>350 ml Cookies&amp; Crème Milk Shake</u> Bottle 6 space	<u>350 ml Cookies&amp; Crème Milk Shake</u> Bottle 6 space			
<b>ROW C</b>	<u>350 ml CHOC Milk</u> Bottle 6 spaces	<u>350 ml CHOC Milk</u> Bottle 6 spaces	<u>350 ml Splenda CHOC Milk</u> Bottle 6 spaces	<u>350 ml Splenda CHOC Milk</u> Bottle 6 spaces	<u>250 ml Choc Milk</u> Carton 6 spaces	<u>250 ml Choc Milk</u> Carton 6 spaces	<u>250 ml Choc Milk</u> Carton 6 spaces	<u>250 ml Choc Milk</u> Carton 6 spaces
<b>ROW D</b>	<u>Real Cheese &amp; Cracker</u> 12 spaces Cuprail	<u>Real Cheese &amp; Cracker</u> 12 spaces Cuprail	<u>200 ml Yogurt Drink</u> Bottle 6 spaces Cuprail	<u>200 ml Yogurt Drink</u> Bottle 6 spaces Cuprail	<u>Yogurt 100 g</u> Cup 6 spaces Cuprail	<u>Yogurt 100 g</u> Cup 6 spaces Cuprail	<u>250 ml WHITE MILK</u> Carton 6 paces Cuprail	<u>250 ml WHITE MILK</u> Carton 6 spaces Cuprail
<b>ROW E</b>	<u>500 ml Choc Milk</u> Carton 5 spaces	<u>500 ml Straw berry Milk</u> Carton 5 spaces	<u>500 ml Straw berry Milk</u> Carton 5 spaces	<u>500 ml WHITE MILK</u> Carton 5 spaces	<u>500 ml WHITE MILK</u> Carton 5 spaces			
<b>ROW F</b>	<u>500 ml Choc Milk Carton</u> 5 spaces	<u>500 ml Choc Milk Carton</u> 5 spaces	<u>500 ml Splenda Choc Milk Carton</u> 5 spaces	<u>500 ml Splenda Choc Milk Carton</u> 5 spaces	<u>500 ml Spenda Choc Milk Carton</u> 5 spaces	<u>500 ml Spenda Choc Milk Carton</u> 5 spaces	<u>500 ml Splenda Choc Milk Carton</u> 5 spaces	<u>500 ml Splenda Choc Milk Carton</u> 5 spaces

# RECHARGE WITH



**Available on FREE loan to qualified Ontario Municipal Recreation Centre snack concessions that agree to:**

- **Place unit in prominent highly visible location within the snack concession area**
- **Keep top 3 shelves ONLY stocked with chocolate milk and other milk products**
- **Bottom shelf may be stocked with cheese/yogurt and *Eat Smart!* items that require refrigeration**

***Make Chocolate Milk  
An Ideal Post Exercise Sports  
Recovery Drink  
Always Available***

**Approximate Product Capacity:**

**48 X 325/350ml bottles or 30 X 500ml cartons**

**Exterior Dimensions 20" w x 20" d x 36" w**

**Heavy Duty Compressor 115volt 60hz**

**24 hr. Consumption 1.35 kwh Power Rate 89w**

**Weight 28 kg (65lbs)**



**For qualification & equipment details please contact:**

**Dairy Farmers of Canada**

**John Leveris - Market Development Manager**

**Tel: 905 821 8970 Ext. 206      Cell: 519 767 4991**

**Email: [john.leveris@dfc-plc.ca](mailto:john.leveris@dfc-plc.ca)**