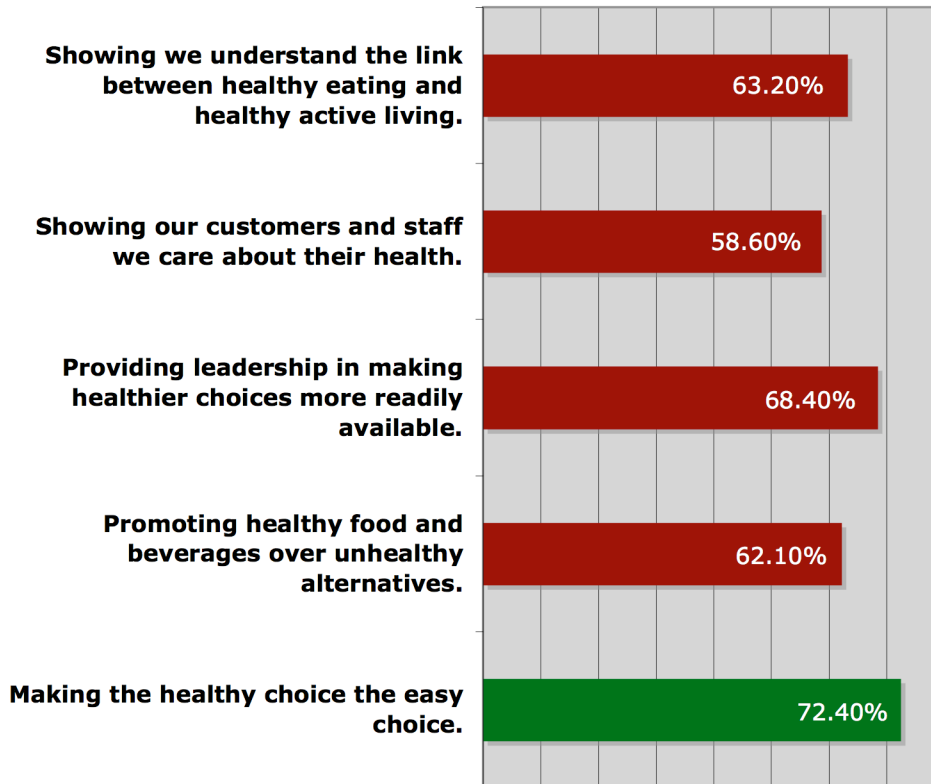


Most likely reason to participate



Project: Healthy Food and Beverages for Sale

Provincial Coordinator: Anna Kirbyson

Agency: BC Recreation and Parks

Data Source: Stakeholder survey.

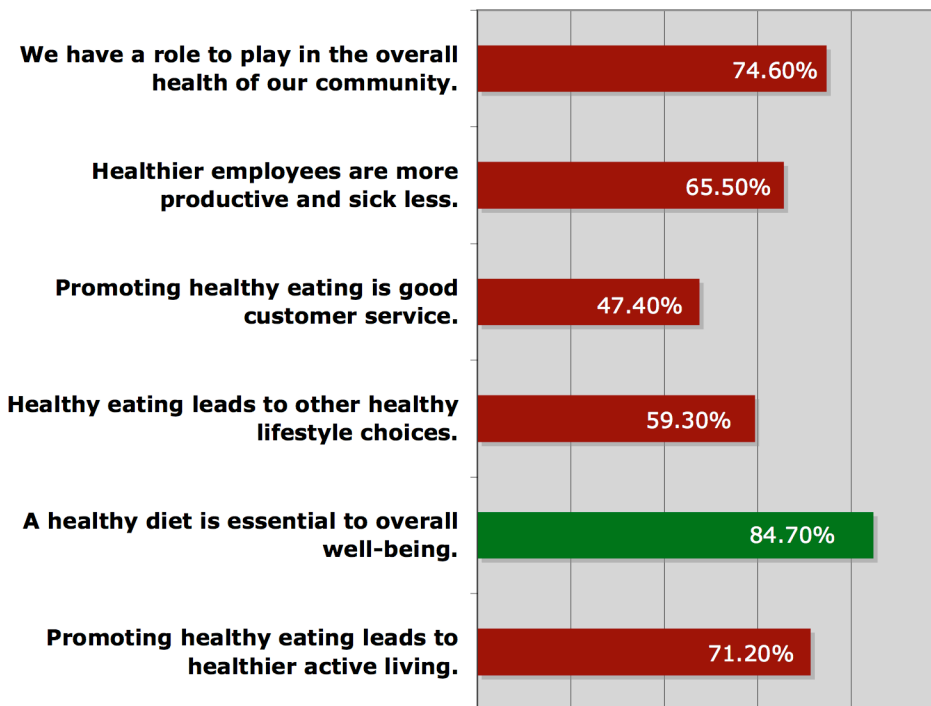
Date: April 2008.

Methodology: Emailed to select stakeholders and posted on BCRPA website for 2 weeks.

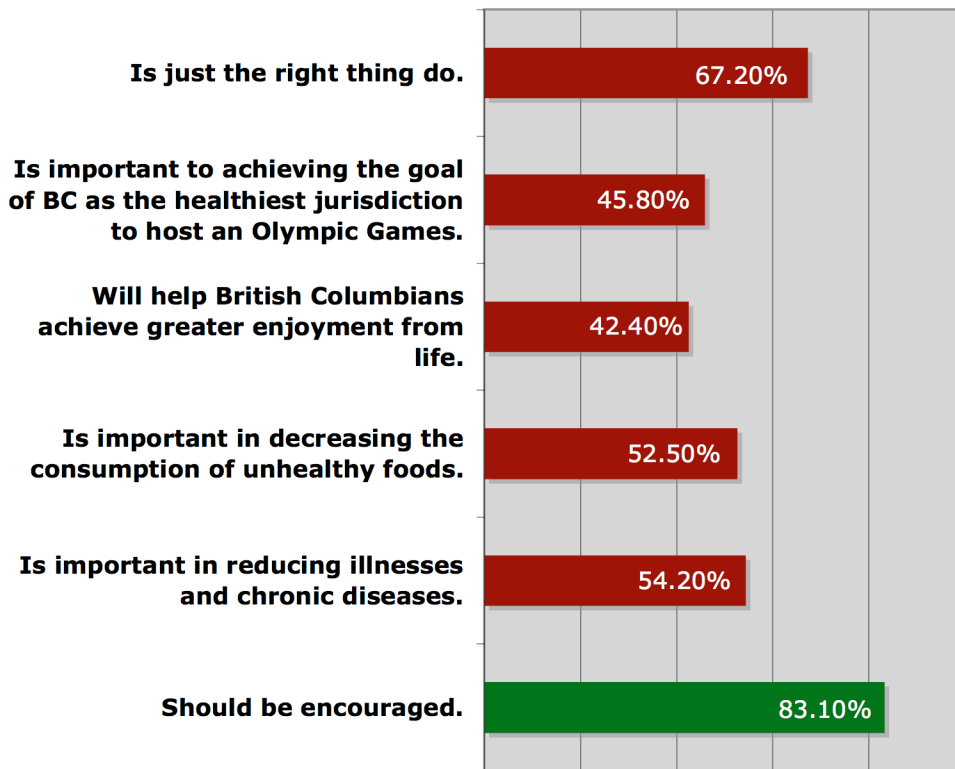
Response Rate: 60

Survey Administrator: Andrew Hume and Associates Ltd.

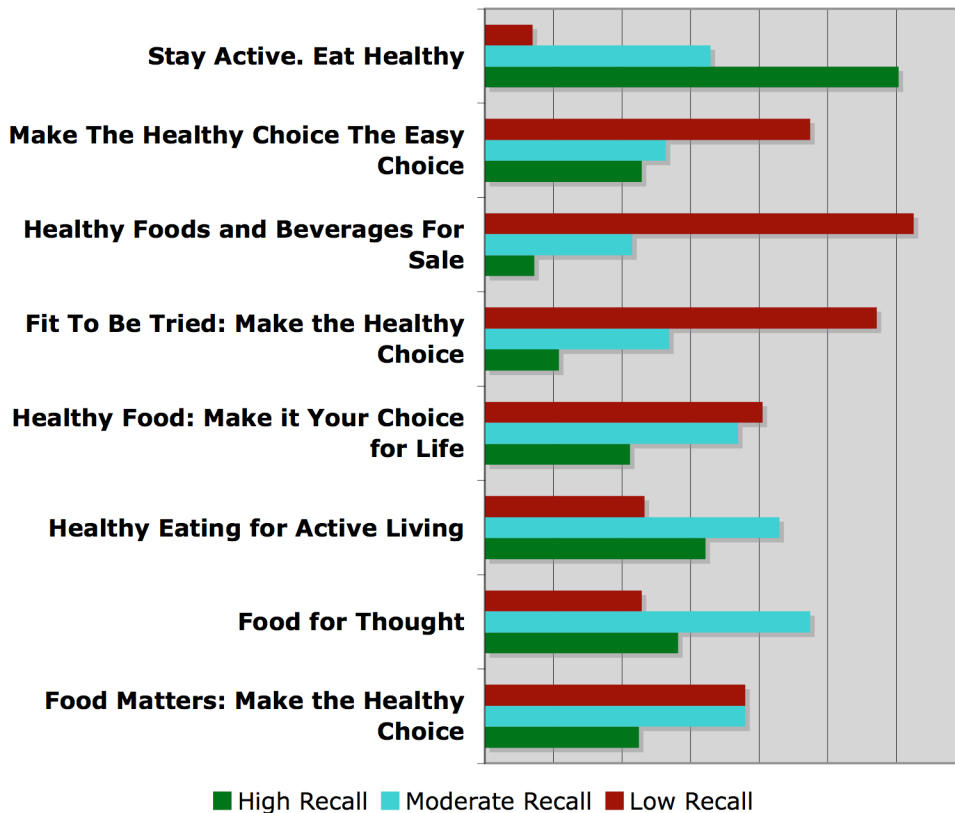
Importance of statements in promoting healthy choices



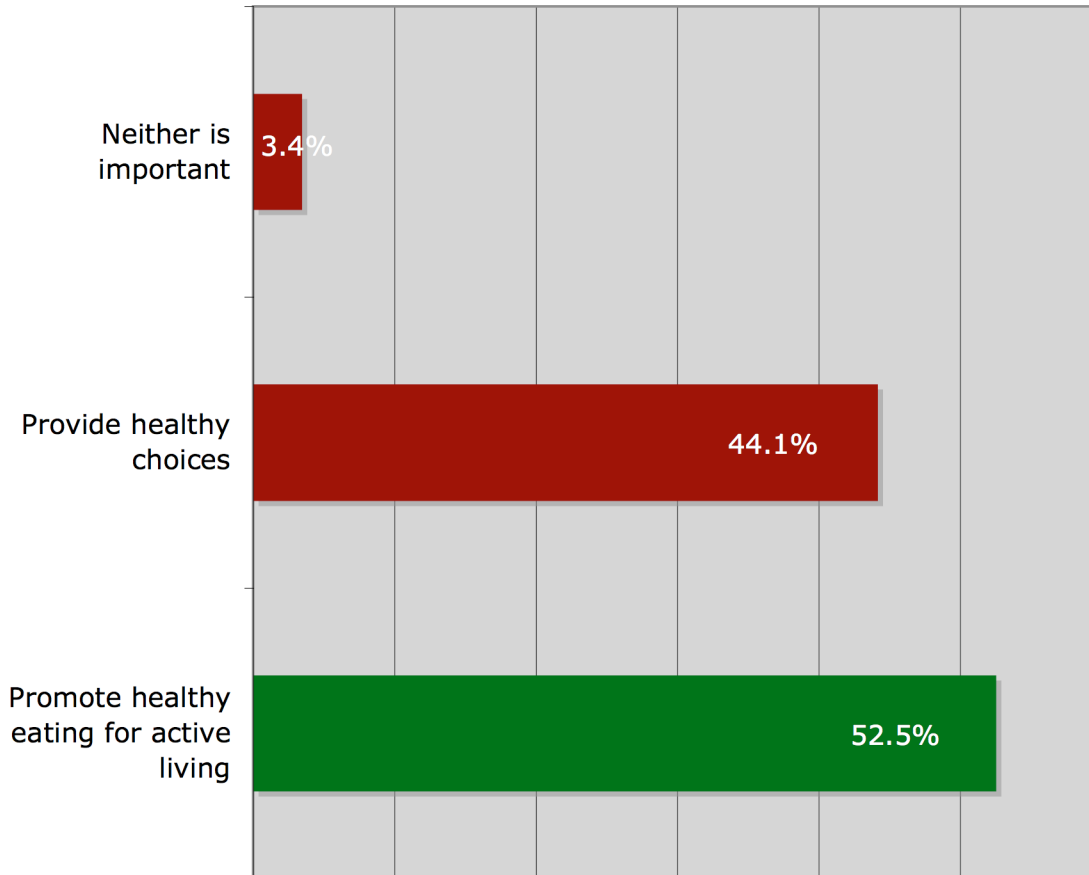
"Providing healthy food and beverage alternatives..."



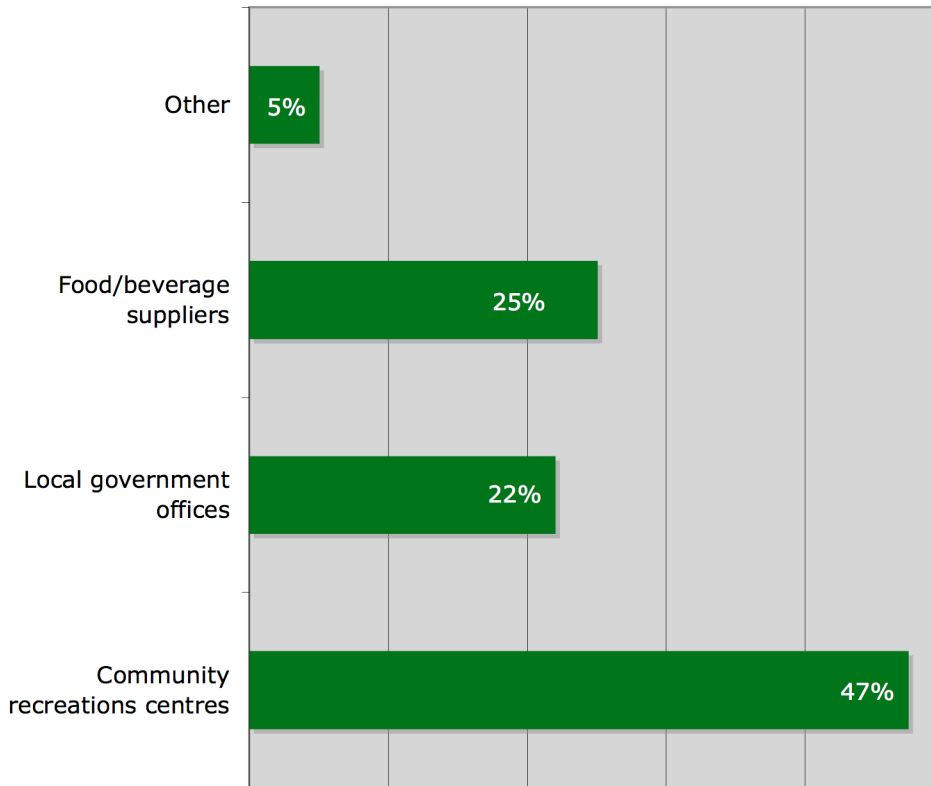
Marketing tag lines: recall value



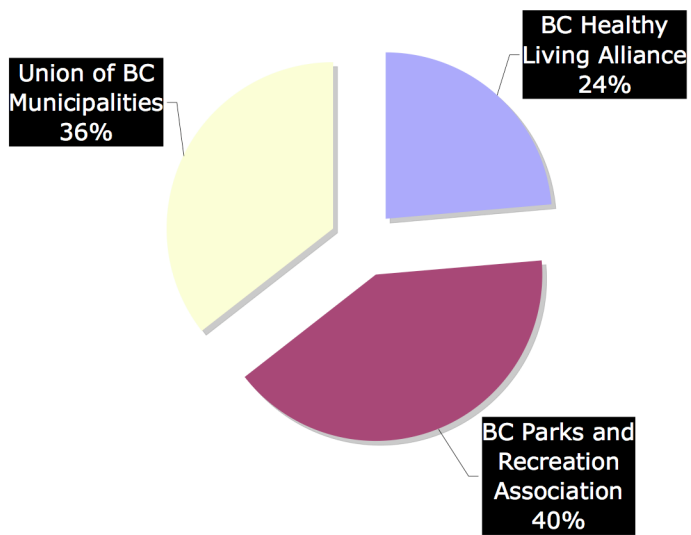
**Value statement ranking: most important aspect
of HFBS program.**



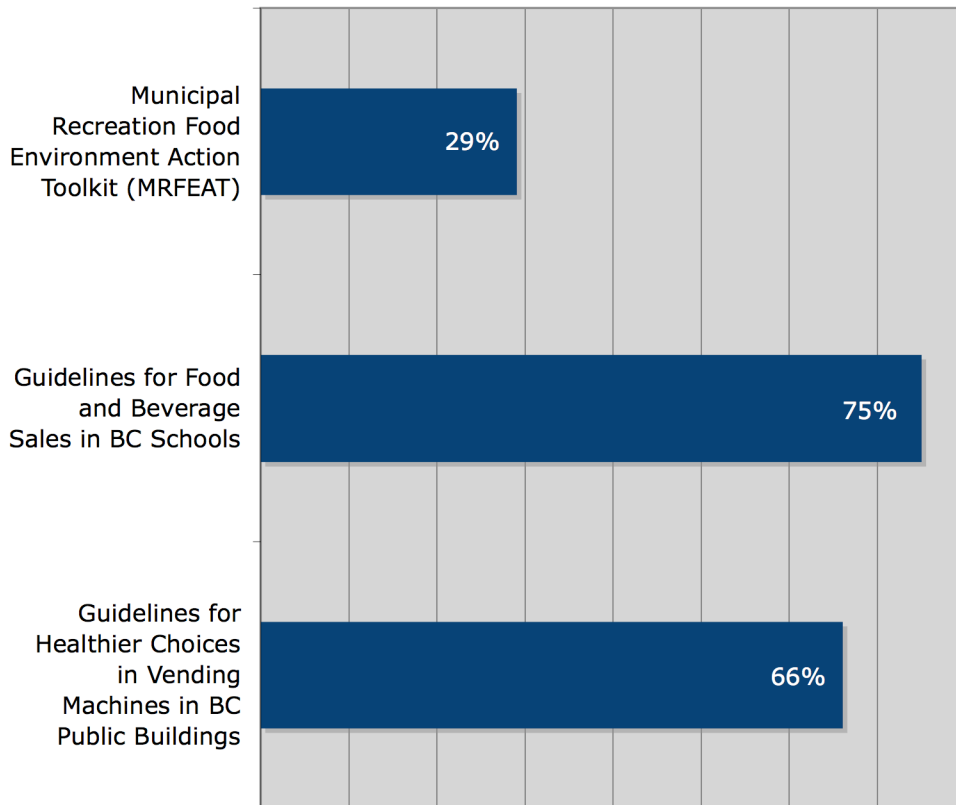
Survey respondents by sector.



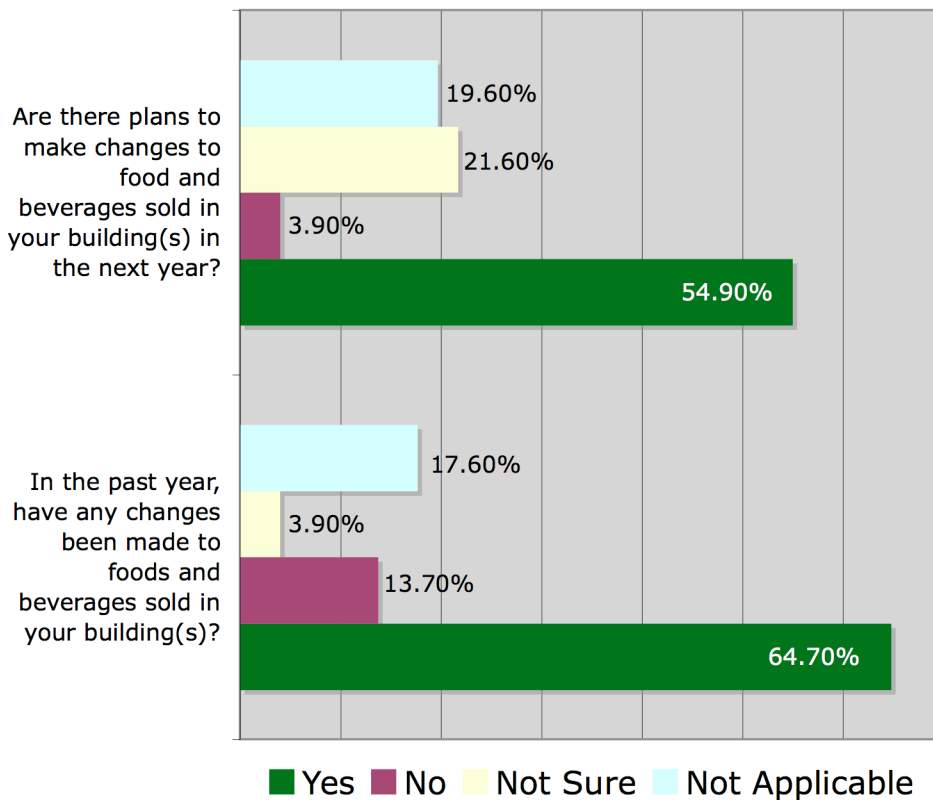
Awareness of organization(s).



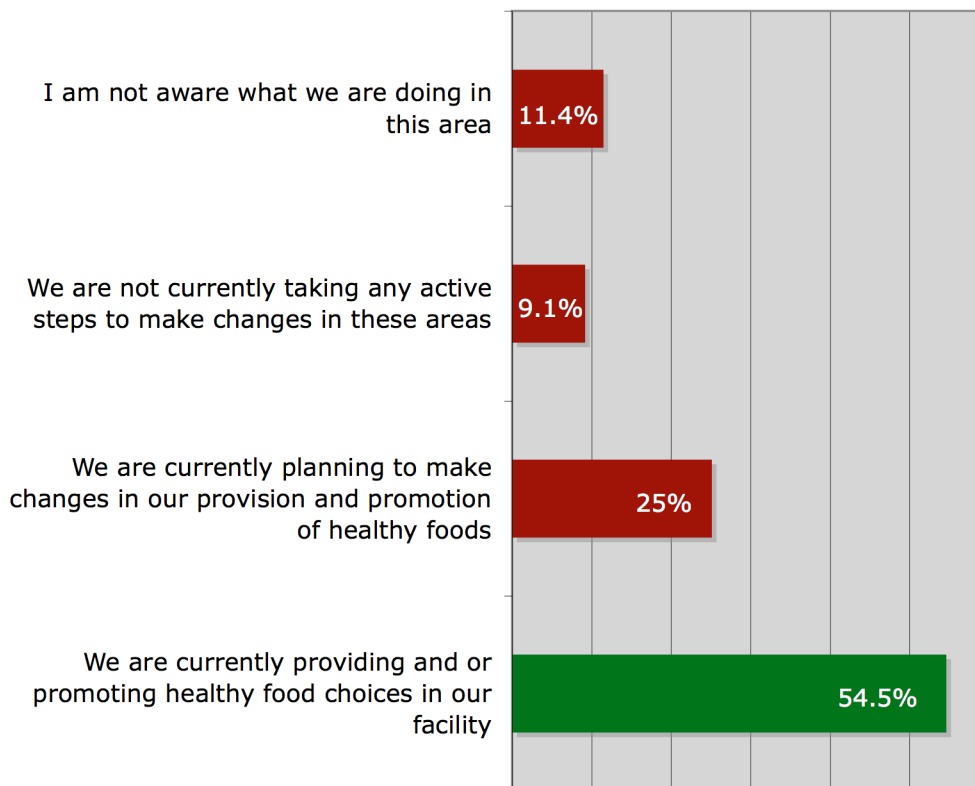
Policy/Guideline awareness.



Municipal recreation sector.



Current level of HFBS activity in recreation centres and local government offices.



Current level of HFBS activity in the food and beverage industry.

