

STAKEHOLDER SURVEY: Final Results

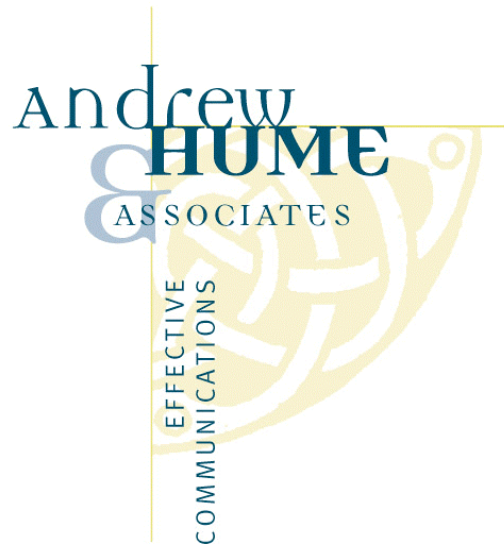
Healthy Food and Beverage Sales in Community Recreation Facilities and Local Government Buildings



Submitted to:
Anna Kirbyson,
Provincial Coordinator
BC Recreation and Parks Association

Submitted by:
Andrew Hume and Associates Ltd.

April 30th, 2008



Introduction

To assist with the overall marketing, communications positioning and implementation of initiatives and resources related to the Healthy Food and Beverage Sales (HFBS) in Community Recreation Facilities and Local Government Buildings, the BC Parks and Recreation Association (BCRPA) undertook a stakeholder survey.

The survey comprised part of a larger communications and marketing plan that included the development of key positioning messages, fact sheets, questions and answers and a brochure.

The survey questions were developed in consultation with the HFBS Provincial Project Coordinator and distributed by the BCRPA by direct email to key stakeholder organizations and posted on the BCRPA website. The survey was in the field for a two-week period from April 16 – 30, 2008.

A total of 58 responses were received with a 96.6% survey completion rate – of the 58 who started the survey, 56 completed it. The actual response rate cannot be calculated as it those who received the survey by email may have passed it along to others and the survey was posted on the public website.

Respondents Profile

Of those completing the survey, just under half (47.4%) were working in a community recreation facility, 21.1% were in a local government building and just over one-quarter (26.3%) work in the food and beverage industry. About one-quarter of respondents (13) took the time to post a question or comment they would like to have addressed in relation to the HFBS project.

Quick Summary

Following is a quick summary of key highlights from the survey:

- Almost three-quarters (73.2%) would be Most Likely to participate in the project to support the an approach that promotes: “Make the Healthy Choice the Easy Choice”
- As strong majority (84.2%) said the statement: “A healthy diet is essential to overall well-being” is the Most Important statement in considering promoting the initiative followed closely by: “We have a role to play in the overall health of our community” at 73.7% listing this a “Very Important”, while 71.9% said: “Promoting healthy eating leads to healthier active living” was Very Important. The importance of promoting healthy eating as a good customer service function was selected by less than half (49.1%) of respondents and the

highest number at 10.9% said this was Not Very Important

- A strong majority (82.5%) said “The provision of healthy food and beverage alternatives for sale” should be encouraged while two-thirds (67.9%) agreed it is “Just the right thing to do”
- When asked how strong they felt the recall value of certain marketing/positioning lines were, the majority (58.9%) chose: “Stay Active. Eat Healthy” with one-third (33.3%) giving “Healthy Eating for Active Living” a High Recall value. The working name of the program “Healthy Foods and Beverages for Sale” received the lowest value rating at 7.4%
- The Most Important aspect of the HFBS project was “To promote healthy eating for active living” with 54.4% choosing this aspect
- In terms of overall awareness of the various sponsoring and partnering agencies, the BC Parks and Recreation Association scored the highest with a 98.2% recognition/awareness value followed by the Union of BC Municipalities at 85.5%. The BC Healthy Living Alliance received a 55.6% awareness rating
- In terms of overall awareness of various healthy eating policies and guidelines, almost three-quarters (73.7%) are aware of the Guidelines for Food and Beverage Sales in BC Schools, while 64.9% are aware of similar guidelines for vending machines in public buildings. Less than one-third (28.6%) were aware of the MRFEAT Toolkit
- In the case of changes made to foods and beverages sold in municipal buildings, 63.3% said changes have been made in the past year and 55.1% said changes are expected in the next year (type of changes were not identified in the question)
- In recreation centres and local government buildings, just over half (52.4%) of respondents said they are “currently providing and/or promoting healthy food choices” while 26.2% said they are planning to make changes in the provision and promotion of healthy choices. 9.5% said they are not taking any active steps in this area and slightly more (11.9%) were not aware of any actions being taken
- In the food and beverage industry, a strong majority (80.0%) said they are currently providing and/or promoting the availability of healthy choices to their clients while 10.0% said they are planning to take action in this area and 10.0% said they are not taking any active steps

Key Observations

There is strong support for the core principles of the HFBS initiative.

The overall key positioning message that is likely to resonate with those in the industry who are providing food and beverage products and those responsible for providing healthy choices in facilities is that “making the healthy choice should be the easy choice” for customers.

The correlation of a healthy diet being essential to overall well-being and the role that prospective participants in the program have to play in contributing to the overall health of the community are important factors in a communications campaign supporting the HFBS initiative.

In terms of marketing, the correlation between “active living” and “healthy eating” has the strongest positioning value. It will be important moving forward that in further developing this positioning that “active living” be clearly defined in a way that does not exclude those who for whatever reason cannot lead a physically active life. Active living can be defined in physical, social, intellectual and emotional parameters.

As there is a strong awareness of the BCRPA and UBCM, these two organizations should be clearly positioned as the leading partner agencies supporting and producing the HFBS initiative.

Some strengthening of general awareness around the current policies and guidelines should be incorporated into a communications/marketing campaign as these provide key benchmarks for both the industry and those responsible for providing healthier choices within facilities.

The food and beverage industry has clearly identified the business value of providing healthier food and beverage product options for their clients. This should be leveraged through recognition and support of the industry that will have a beneficial trickle-down effect on purchasers and consumers.

With regard to the sale of healthy foods and beverage in facilities, those that have initiated changes should be identified and used as leadership examples for others. This also applies to the food and beverage industry.

Andrew Hume
HFBS Project Consultant