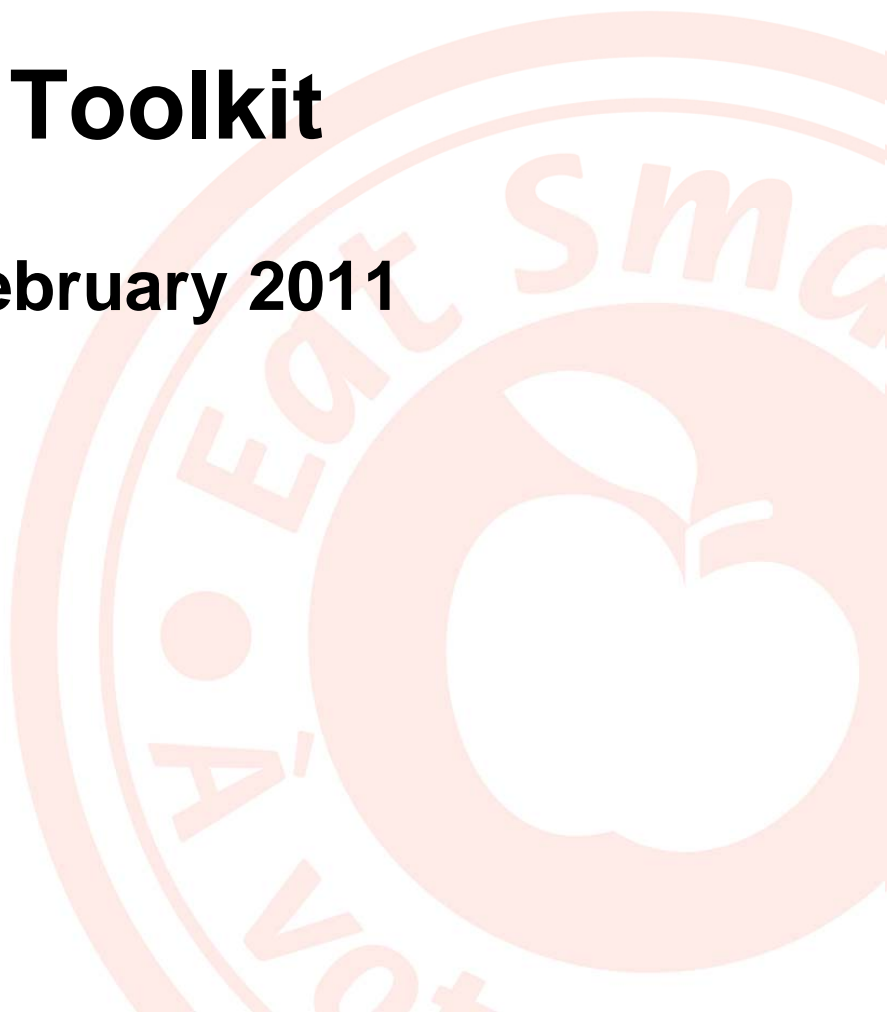




Recreation Centre  
Program

# Toolkit

February 2011





## Foreword



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

This toolkit, developed by the Nutrition Resource Centre (NRC) at the Ontario Public Health Association, is a resource for public health professionals implementing and monitoring the *Eat Smart!* Recreation Centre program at the local level.

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 in 2008. An extensive review process was completed during the program pilot phase.

NRC welcomes your comments. Please contact us by e-mail at: [eatsmart@opha.on.ca](mailto:eatsmart@opha.on.ca).

### 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

### Acknowledgements

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Recreation Centre  
Program

## **Section 1: Background**



# 1

## About This Toolkit

The *Eat Smart!* Recreation Centre Program Implementation Toolkit is designed for public health staff to use as a resource when working with the municipal, recreation and food service sectors to adopt *Eat Smart!* standards and achieve the *Eat Smart!* Award of Excellence.

This toolkit provides:

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

### **Important Note**

The following terms will be used throughout this toolkit:

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

***Recreation centre*** refers to a community facility meant for public use that is typically funded by a municipality but may be a privately funded facility. This includes but is not limited to youth centres, seniors' centres, arenas, community centres, pools, fitness facilities and recreation complexes.

***Recreation centre food services*** refers to the following food services:

***Snack bars*** include concession stands, tuck shops, canteens, and/or food stands. Refer to the Nutrition Standard for a complete definition.

***Vending machines*** include those that offer a *variety* of food and/or beverage products. Refer to the Nutrition Standard for a complete definition.

***Eat Smart! Recreation Centre Program Nutrition Standard*** includes nutrition criteria for vending machines and snack bars.

## About *Eat Smart!*

*Eat Smart!* is a provincial health promotion program that includes environmental support and educational strategies to encourage 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 beverages
- Creating and maintaining partnerships for health between community members and public health practitioners
- Recognizing those with excellent food safety practices
- Supporting the importance of a smoke-free Ontario

*Eat Smart!* is funded by the Ministry of Health Promotion and coordinated provincially by the Nutrition Resource Centre (NRC) at the Ontario Public Health Association. The program, which includes components for schools, workplaces and previously for restaurants, 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 extending *Eat Smart!* to the recreation centre setting as well as expanding the program beyond cafeteria food service in workplaces. This led to the development of nutrition criteria for vending machines and snack bars, the basis for the *Eat Smart!* Recreation Centre Program Nutrition Standard. Incorporation of the nutrition criteria for snack bars and vending machines into the *Eat Smart!* Workplace Program makes the program more comprehensive within that setting.

### ***Eat Smart!* 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.

The HSFO and CCS logos must appear on all *Eat Smart!* materials produced. Refer to Appendix 25, "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 past 25 years, obesity rates among children and adults in Canada have increased substantially. In 2004, among adolescents aged 12 to 17, 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, 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>

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 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

<sup>1</sup> Katzmarzyk, P.T. and 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. (June 2004). 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. (December 2003). 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/background.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)





opportunities into schools, workplaces and existing community programs such as food services at recreation facilities.<sup>10</sup>

A growing body of research acknowledges the impact of community environments on people's food choices. Accordingly, *Eat Smart!* has been implemented provincially in restaurants, school cafeterias and workplace cafeterias. In the recreation sector, there are ample services that influence food consumption, including snack bars, vending machines and foods provided through community programming.<sup>11</sup> The *Eat Smart!* Recreation Centre Program is another step forward in creating environments where healthier choices are available.

As consumers become more 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 and subs is growing, while demand for foods like pizza, burgers, donuts and fries is slowing down.<sup>12</sup> The demand for nutritious food has prompted food manufacturers, retailers and food service providers to introduce healthier foods.<sup>13</sup> The Food & Consumer Products of Canada published a report stating its "commitment to healthy active living." This 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>

*Eat Smart!* provides the information and resources to create and promote a safe, 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 and consumers
- Children and youth
- Adults, including parents and coaches
- Recreation and municipal management and staff

<sup>10</sup> Simcoe Muskoka District Health Unit. (May 2006). 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>11</sup> Simcoe Muskoka District Health Unit. (May 2006). 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). *2006 Foodservice Facts: Market Review and Forecast*.

<sup>13</sup> Alberta Agriculture, Food and Rural Development. (February 2004). 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>



- Volunteer organizations and associations

## Introducing the *Eat Smart!* Symbol



The *Eat Smart!* symbol was developed to complement the *Eat Smart!* 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 Canada's Food and Drugs Act and Regulations.



The *Eat Smart!* logo 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 disease risk reduction health claim for heart health.

The new *Eat Smart!* symbol should only be used judiciously and in accordance with specific *Eat Smart!* symbol usage guidelines (Appendix 25). It is anticipated that the 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 (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!* 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



## Sample Timeline

This timeline reflects the awarding of recreation centres in September, for which planning begins the previous January.

Step	Planning and Implementation Activities	Year 1						Year 2	
		Jan-Feb	Mar-April	May-June	July-Aug	Sept-Oct	Nov-Dec	Jan-Aug	Sept-Dec
1	Initial contact is made between public health unit and recreation centres								
2	Committee formation*								
3	Recreation centres submit application form to public health unit								
4	Public health unit performs initial check of facilities for compliance with Food Safety and Smoke-Free Standards								
5	Snack bar operators follow up on public health recommendations to comply with Food Safety and Smoke-Free Standards								
6	Assessment of snack bar menus and vending machine selections by public health registered dietitian								
7	Food service providers implement any required changes to snack bar menu and vending options to comply with Nutrition Standard								
8	Public health unit verifies that all program standards have been met and notifies facilities if they will be awarded								
9	Public health unit officially awards facilities, provides promotional materials, and provides information for provincial website to NRC								
10	Public health unit monitors compliance with program standards in awarded facilities								
11	Application process (Steps 1 to 8) repeats								
12	Awarding and monitoring processes (Steps 9 and 10) repeat								

\*Formation of a committee is an optional step, the need for which will depend on local factors. For example, if a municipality operates several recreation facilities and wants all of them to participate in *Eat Smart!* it would be practical for the health unit to work with the municipality to form a committee including all stakeholders.



Recreation Centre  
Program

## **Section 2: Program Standards**





# 2

## **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, Food Safety and Smoke-Free 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 standard consists of two components: the Nutrition Standard for Vending Machines and the Nutrition Standard for Snack Bars.

### **Food Safety Standard**

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 for the *Eat Smart!* Award of Excellence.

### **Smoke-Free Standard**

*Eat Smart!* recreation centres must comply with the Smoke-Free Ontario Act and *Eat Smart!* Smoke-Free Standard, which includes not selling tobacco or any products related to the use of tobacco.



## **Eat Smart! Recreation Centre Program Nutrition Standard November 2009**

### **Guiding principles**

- The *Eat Smart!* Recreation Centre Program Nutrition Standard is based on the key messages and concepts of Eating Well with Canada's Food Guide (Health Canada, 2007).<sup>15</sup>
- *Eat Smart!* choices are defined as those prepared in “a healthier way”<sup>†</sup> in a recreation centre's snack bar(s)<sup>††</sup> according to the criteria established in the Nutrition Standard for Snack Bars.
- *Eat Smart!* choices in vending machines<sup>†††</sup> are deemed to be healthier choices according to the criteria established in the Nutrition Standard for Vending Machines.
- Participating recreation centres must meet the Nutrition Standard for both snack bars (Section A) and vending machines (Section B).
- The professional judgment of a registered dietitian (RD) will be used when interpreting these standards.

<ul style="list-style-type: none"><li>• <b>Definition of “a healthier way”<sup>†</sup></b></li></ul>
--

### **Healthier preparation**

- Use lower-fat cooking methods, such as baking, boiling, broiling, barbecuing, grilling, microwaving, steaming, roasting, sautéing or toasting; reduce or eliminate oils used for stir-frying and mayonnaise/dressings used in sandwiches and on salads; or leave raw (vegetables and fruit).
- Popcorn prepared in a healthier way includes that which is hot air-popped, popped in an unsaturated *trans* fat-free oil such as canola or meets the nutrition criteria for pre-packaged popcorn.

### **Types of fat for food preparation**

- Healthier fats should be used in and on all food products, and include those that are unsaturated and non-hydrogenated, such as liquid vegetable oils (e.g., canola, olive, safflower, sunflower, soybean or peanut oils) and soft, tub-type margarines.
- Total *trans* fat content of a vegetable oil or soft spreadable margarine offered for sale or used as an ingredient in the preparation of a food or beverage offered for sale cannot exceed two per cent (2%) of the total fat content. The *trans* fat content of any food, beverage or ingredient, other than vegetable oil or soft spreadable margarine, offered for sale or used as an ingredient in the preparation of a food or beverage offered for sale cannot exceed five per cent (5%) of the total fat content. This applies to all foods except where exclusions are noted (i.e., Milk and Alternatives

<sup>15</sup> Health Canada. 2007. *Eating Well With Canada's Food Guide*. Available at: <http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/index-eng.php>.



and Meat and Alternatives standards, which may contain natural *trans* fats).

#### **Definition of “snack bar”<sup>††</sup>**

A snack bar is a kiosk or counter that sells a *variety* of food and beverage products in a recreation facility. The food and beverages served vary but typically include pre-packaged items (see definition below) and items prepared on-site or brought in on a regular basis (see definition below). A snack bar may be operated by the recreation facility or an external operator or franchisee (e.g., Compass Group, Tim Hortons). All snack bars within the recreation facility must be assessed for compliance with *Eat Smart!* standards. Full-service food operations such as restaurants, cafeterias and catering operations that exist within recreation complexes are excluded.

#### **Definition of “vending machine”<sup>†††</sup>**

Vending machines include those that offer a *variety* of food and/or beverage products. These include: dry snack vending machines, refrigerated snack vending machines, cold beverage vending machines, and refrigerated snack-and-beverage vending machines (e.g., Dairy Goodness Centre). Hot beverage vending machines and specialty machines that vend one type of product (such as popcorn or ice cream) are excluded.

#### **Sodium**

Sodium is included in the nutrition criteria for all categories of pre-packaged foods with the exception of Milk and Alternatives. Specific criteria for sodium have not been established for prepared foods offered in snack bars. The following recommendations are provided for prepared foods served in snack bars:

- Prepare food with little or no added salt.
- Substitute with lower-sodium products if available (e.g., lower-sodium soup from Campbell's).
- Accommodate customer requests for no added salt.

#### **Definition of whole grain**

For the purposes of the *Eat Smart!* Recreation Centre Program, a whole grain choice is one that:

- Lists either “whole” or “whole wheat” in front of the type of grain as the first or second ingredient on the product ingredient list, OR



- Contains two grams (2g) of fibre per **reference amount** (i.e., is a *source of fibre\**)

\*As defined in the Canadian Food Inspection Agency's (CFIA) *Guide to Food Labelling and Advertising*, 2003.<sup>16</sup>

#### Definition of “pre-packaged and prepared food product”

A **pre-packaged** product is any food that is contained, without being changed, in the package in which it is ordinarily sold to, used by or purchased by a consumer. Examples include confectionary products, potato chips and bottled beverages.

A **prepared** product is:

- Food sold in a heated state or heated by the seller; or
- Two (2) or more food ingredients mixed or combined by the seller for sale as a single item; or
- Food sold with utensils provided by the seller including plates, knives, forks, spoons, glasses, cups, napkins or straws (does not include a container or packaging used to transport the food). Examples include popcorn, nachos and cheese, hot dogs, French fries, soft pretzels, soup, sandwiches, baked goods such as muffins and donuts, fresh fruit or vegetables, milk, juice, coffee and hot chocolate.

#### A. **Nutrition Standard for Snack Bars**

*Participating recreation centre snack bars will:*

1. Offer a minimum of two (2) *Eat Smart!* choices from each of the following three (3) food groups:
  - Grain Products
    - At least one of the two choices must be whole grain (as defined above).
    - If any bread products are offered, at least one whole grain option must be available.
  - Vegetables and Fruit
  - Milk and Alternatives
2. Offer a minimum of one (1) *Eat Smart!* choice from the Meat and Alternatives food group.<sup>17</sup>
3. If asked by customers, provide ingredient/nutrition information on any products served in the snack bar.

<sup>16</sup> Canadian Food Inspection Agency. 2003. *Guide to Food Labelling and Advertising*. Available at: <http://www.inspection.gc.ca/english/fssa/labeti/guide/toce.shtml> (see Chapter 7.24)

<sup>17</sup> An exemption to this requirement may be granted if the snack bar sells only pre-packaged foods within a recreation facility that strives to achieve a “nut-aware” environment.





4. Provide water (tap and/or bottled) at all times.

*If applicable, the snack bar will also:*

5. Accommodate customer requests for healthier<sup>†</sup> food preparation (e.g., spreads, dips, dressings, sauces and gravy are not used or are served on the side; no salt added).
6. Use healthier<sup>†</sup> types of fat and oils:
  - a. In all margarines and spreads.
  - b. In at least one type of salad dressing, offered on a daily basis.
  - c. In other fat-based condiments like dips and sauces, if available.
7. Offer the option of a 112g/4oz portion of French fries or poutine.
8. Offer the option of a 300mL or smaller portion of slush drinks and other fruit-flavoured beverages.



**Table 1: Eat Smart! Recreation Centre Program Nutrition Standard Specifications**

Category	Eat Smart! Choices and Requirements	Examples	Portion Size*
<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 cereal (hot or cold)	
		Some brands of granola and cereal bars	
		Some brands of pita chips, grain-based chips, some flavours of mini rice cakes	
	Bread products <b>Note: Two (2) different bread choices can be counted (e.g., a bagel and a bun) as two (2) Eat Smart! choices. If any bread products are offered, there must be at least one whole grain option available.</b>	Sliced bread/toast	
		English muffin	
		Bagel	
		Bun	
		Tortilla or wrap	
		Pizza crust	
	Plain popcorn prepared in a healthier <sup>†</sup> way	Hot air-popped or popped in an unsaturated <i>trans</i> fat-free oil, such as canola or meets the vending standard for packaged popcorn	
<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>	Maximum 360mL
		Some brands of dried fruit	
		Some fruit- or vegetable-based chips	
		Some brands of applesauce or fruit cocktail	
		Some varieties of 100% fruit bars	



<b>Vegetables and Fruit</b>	Leafy greens	Garden salad	
	Fresh fruit or vegetables	Whole pieces of fruit, fruit cocktail in a cup, cut-up veggies in a container with dip, veggie ingredients in a sandwich or wrap	
	Potato	Baked, boiled or mashed potato	
	Cooked vegetables	Ingredient in vegetable-based soup, stew or chili	
<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.  Offering both white and chocolate milk meets the requirement of two (2) choices.  If a snack bar does not offer any Milk and Alternative choices but has a milk vending machine on-site, it would meet the requirement for this food group.  Cheese (20% MF or less, not processed)	Milk (skim, 1% or 2%), plain or chocolate or fortified soy beverage, plain or flavoured	Maximum 500mL
		String cheese or cheese portions with 20% MF or less	20g - 50g
		Yogurt with 2% MF or less, plain or flavoured	100g - 175g
		Some brands of milkshakes	Maximum 360mL
		Some brands of pudding cups	99g
		Plain or flavoured low-fat cottage cheese cups	113g
		Ingredient in pizza, sandwiches, wraps	



<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	
		Some brands of roasted soy nuts	
		Some bars with nuts or seeds as first ingredient	
		Some mixtures with nuts or seeds as first ingredient	
		Canned tuna	
	Eggs (if fried, a healthier <sup>†</sup> fat must be used)	Egg salad made with reduced-fat mayonnaise or dressing, or scrambled egg	
	Nut or seed butters	Peanut butter	
<b>Mixed Foods</b>	Any pre-packaged food products that meet the nutrition criteria for Mixed Foods in the Nutrition Standard for Vending Machines	Some brands of soup	
		Some brands of packaged tuna salad mixtures	
		Some brands of individual frozen entrées	
	Sandwiches, wraps or pitas made with lean meat, fish, poultry or meat alternative filling <b>Note: Prepared sandwich fillings must be made with reduced-fat mayonnaise or salad dressings.</b>	Deli meats such as lean ham, turkey or roast beef, tuna or salmon, egg salad or hummus	
	Hot foods – prepared in a healthier way <sup>†</sup> <b>Note: Refer to Nutrition Facts on food service product packages, if available, and assess according to Mixed Foods criteria in Nutrition Standard for Vending Machines.</b>	Soup, chili or stew	
	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	

**\*Unless otherwise specified, portion size should be at least one (1) Food Guide Serving.**





## Explanatory Notes

- **Assessment of pre-packaged foods and beverages**

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

- **Assessment of foods and beverages that are not pre-packaged**

Acceptable examples of *Eat Smart!* choices for foods and beverages that are not pre-packaged are listed in the *Eat Smart!* Recreation Centre Program Nutrition Standard Specifications in Table 1. Unless otherwise specified, portion size should be at least one (1) Food Guide Serving.

- **Milk and Alternatives- choices definition**

Offering both white and chocolate milk meets the requirement of two (2) choices.

If a snack bar does not offer any Milk and Alternatives choices but has a milk vending machine on-site, such as a Dairy Goodness Centre that offers at least two (2) qualifying *Eat Smart!* choices, the requirement for Milk and Alternatives is met.

- **Classification of Mixed Foods**

A pre-packaged food representing more than one food group that meets the criteria for Mixed 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 if it provides a minimum of one (1) Food Guide Serving for those food groups.

Mixed 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 Mixed 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 for healthier<sup>†</sup> preparation 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 Alternatives choice.



If the grilled cheese sandwich is made from processed cheese, it cannot be labelled/promoted as an *Eat Smart!* choice, but the bread can be counted as a Grain Products choice.

- **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 (regular type and those made primarily with juice)
- Regular hot dogs
- Hot chocolate (unless made completely with milk and contains no more than 28g of sugars per 250mL)
- Donuts and other pastries
- Processed cheese (slices or spreads)
- All deep-fried foods

## ***B. Nutrition Standard for Vending Machines***

### **Overview of Nutrition Standard for Vending Machines**

- Nutrition criteria have been developed for five food/beverage categories:
  - Vegetables and Fruit
  - Grain Products
  - Milk and Alternatives
  - Meat and Alternatives
  - Mixed Foods
- Food and beverage products are assessed based on the amount *per vended package*. They are not assessed based on the serving size according to *Canada's Food Guide* nor the reference amount used for nutrition claims (unless it happens to be the same as the entire package amount).
- 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 composed of ingredients from more than one food group are assessed based on the nutrition criteria for Mixed Foods (except granola and other bars or mixtures<sup>18</sup>).

<sup>18</sup> These products are assessed according to nutrition criteria of the first ingredient: Grain Products category if a grain is the first ingredient; Meat and Alternatives category if nuts or seeds are the first ingredient; products with dried fruit as the first ingredient are assessed according to the nutrition criteria of the Vegetable and Fruit category.



## Requirements for Vending Machines

### 1. Snack Vending Machines

If snack vending machines exist in the recreation centre, they must be assessed according to the criteria included in the Nutrition Standard for Vending Machines.

In order to qualify as an *Eat Smart!* snack vending machine, the following requirements must be met:

- At least 25% of the food choices in snack vending machines comply with the *Eat Smart!* nutrition criteria.
- At least 25% of the food and beverage choices in mixed vending machines (e.g., Dairy Goodness Centres that contain both beverages and snacks) comply with the *Eat Smart!* nutrition criteria.

The results of the assessment and the recommendations for complying with the Nutrition Standard for Vending Machines must be shared with the facility operator for consideration. It is recommended that the facility operator discuss the recommendations with the vending operator to determine the possibility of implementing the recommendations within the existing vending contract. If it is not feasible to implement the recommendations immediately, a reasonable time for their implementation will be negotiated between the recreation centre and the public health unit for the purposes of achieving the *Eat Smart!* Award of Excellence; this may depend upon timing of subsequent tendering for vending machine service contracts.

### 2. Beverage Vending Machines

If beverage vending machines exist in the recreation centre, they must be assessed. The results of the assessment and the recommendations must be shared with the facility operator for consideration. Implementation of the recommendations is optional.

In order to qualify as an *Eat Smart!* beverage vending machine, at least 25% of the selections within the machine must be *Eat Smart!* choices. The following beverages may be labelled as *Eat Smart!* choices in beverage vending machines:

- Plain water (without added flavouring, sugar, artificial sweetener or carbonation)
- 100% fruit juice (volume ≤360mL)



- Reduced-sodium vegetable cocktail (volume  $\leq 360\text{mL}$ )
- Milk or soy beverage, plain or flavoured (volume  $\leq 500\text{mL}$  and meets nutrient criteria for Milk and Alternatives)
- Milkshakes (volume  $\leq 360\text{mL}$  and meets nutrient criteria for Milk and Alternatives)

Operators who implement the recommendations and wish to label the *Eat Smart!* beverages in the vending machines must meet the following additional requirements:

1. If applicable, the “vinyl sleeve” (i.e., advertising) on the beverage vending machine must represent an *Eat Smart!* beverage choice
2. If possible, symbol stickers should be placed within the area of the selection button for machines that do not have a glass front where products are visible to the consumer.

In addition, the assessor should recommend that the operator:

- Include smaller portion sizes for all beverage selections (i.e., 355mL cans of pop vs. larger bottles, 360mL cans of juice vs. larger bottles, etc.).
- Consider including nutrition criteria for beverage vending machines in the service contract agreement when it is renewed.

### **Nutrition Criteria for Vending Machines**

#### **1. Vegetables and Fruit**

- An *Eat Smart!* choice meets the following requirements:
  - First ingredient is vegetable or fruit (or second ingredient after water)
  - Portion size for juice is  $\leq 360\text{mL}$
  - Fruit juices are 100% fruit juice
  - Vegetable cocktails are reduced in sodium

#### **Notes**

- Refer to product list for *Eat Smart!* choices in this category
- Vegetable or fruit “chips” are assessed using the nutrition criteria for Grain Products and must achieve 8 points to be considered an *Eat Smart!* Choice





## 2. Grain Products

An *Eat Smart!* choice achieves at least **8 points** per vended package

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

### Notes

- Vegetable or fruit “chips” are evaluated using the same point system as for Grain Products.
- Granola and other bars or mixtures where nuts or seeds are the first ingredient are evaluated in the Meat and Alternatives category.
- Granola and other bars or mixtures where dried fruit is the first ingredient are evaluated in the Vegetables and Fruit category.



### 3. Milk and Alternatives

- An *Eat Smart!* choice meets the following requirements:
  - Fluid milk or soy beverage  $\leq 500\text{mL}$  portion size
  - Milkshakes  $\leq 360\text{mL}$  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)  $\leq 6\text{g}$ total fat per 250mL (alternative milk beverage, milkshakes)  $\leq 3\text{g}$ total fat per 99g cup for puddings; $\leq 3\text{g}$ total fat/113g container for cottage cheese  $\leq 20\%$ MF for cheese	
<b>Calcium</b>	At least 25% DV per 250mL for fluid milk, milkshakes and milk alternative beverages  At least 10% DV per 100g for yogurt and yogurt drinks, puddings (99g) and cottage cheese (113g)  At least 15% DV per 30g hard cheese	
<b>Vitamin D</b>	At least 40% DV per 250mL fluid milk, milkshakes and milk alternative beverages	
<b>Sugars</b>	For fluid milk or alternatives - Total sugar is $\leq 28\text{g}/250\text{mL}$  For yogurt, total sugar is $\leq 16\text{g}/100\text{g}$ container  For pudding, total sugar is $\leq 16\text{g}/99\text{g}$ container  For cottage cheese, total sugar is $\leq 18\text{g}/113\text{g}$ 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

- An *Eat Smart!* choice complies with the following nutrient criteria *per vended package*:

Nutrient	Criteria	Comments
Sodium	≤480mg	
Sugars	% calories from sugars is ≤25% (unless source of sugars is dried fruit) <b>and</b> Added sugar is not one of the first three ingredients	Accommodates mixtures that contain dried fruits, which raises the total sugar content significantly



## 5. Mixed Foods

Vending selections that are composed of more than one food group (e.g., crackers and cheese, soups and sandwiches) are assessed using the Mixed 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
<b>Sodium</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>-3</b>	
	≤ 250mg	251-480mg	481-720mg	720-960mg	>960mg	
<b>Fibre</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>		
	≥4g	2-3.99g	1-1.99g	0-0.99g		
<b>Fat</b> (based on % calories from fat)	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>-3</b>	
	≤15 %	15.01-25%	25.01-35%	35.01-45%	>45%	
<b>Saturated + Trans Fat</b> (based on % calories from SFA + <i>trans</i> fat)	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>-3</b>	Accommodates the natural <i>trans</i> fat in dairy and meat products
	≤ 1.8%	1.801-3.6%	3.601-7.2%	>7.2%	Sat + <i>trans</i> >10.8% and <i>trans</i> >7.2%	
<b>Protein</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>		
	≥ 15g	10-14.99g	5-9.99g	<5 g		
<b>Iron</b> (based on % DV)			<b>1</b>	<b>0</b>		
			≥5%	<5%		
<b>Vitamin A</b> (based on % DV)			<b>1</b>	<b>0</b>		
			≥5%	<5%		
<b>Vitamin C</b> (based on % DV)			<b>1</b>	<b>0</b>		
			≥5%	<5%		
<b>Calcium</b> (based on % DV)			<b>1</b>	<b>0</b>		
			≥5%	<5%		





### Explanatory Notes

#### Assessment of pre-packaged foods

- A point system (algorithm) is used to assess pre-packaged food products in the Grain Products, Vegetable and Fruit Chips and Mixed Foods categories. A product must achieve a total of **eight (8) points** or more in each of these categories to be labeled as an *Eat Smart!* choice.
- Use of an algorithm is advantageous because it enables a product to be assessed both on nutritional virtues and weaknesses, but creates a level of complexity for assessment of products. A spreadsheet has been created into which a product's nutrition information can be entered so that electronic generation of the product's rating (*Eat Smart!* choice or non-*Eat Smart!* choice) is possible. Based on the electronic assessments, product lists have been created and are available for downloading from the *Eat Smart!* website. While vending operators prefer to have a hard-copy list of products that fit the nutrition criteria, caution needs to be taken with providing printed lists since they are never exhaustive, and products may be discontinued or formulations may change (i.e., lists are never 100% complete or accurate).
- The *Eat Smart!* Choices Calculator (ESCC) has been developed to quickly and easily assess packaged foods and beverages according to the *Eat Smart!* nutrition criteria. The ESCC is accessible from the home page of the *Eat Smart!* website [www.EatSmartOntario.ca](http://www.EatSmartOntario.ca).



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

**Shouldn't recreation centres that are awarded with *Eat Smart!* 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 and 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 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 is 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 *Eat Smart!*, 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 their 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 criteria included in the Nutrition Standard. What should I do?**

Staff and/or those carrying out the assessment of the Nutrition Standard who have questions 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 Nutrition Standard.

**What if the recreation centre meets all of the criteria included in the Nutrition Standard except one? It seems unfair to not let them participate in the program.**

*Eat Smart!* wants to take a 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 a “soup of the day,” and a vegetable soup may be available only on some 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 half a 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 *Eat Smart!*?**

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, explain to the manager where the requirements are not met and provide suggestions on changes that could be made to qualify.

**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?**

Listings of packaged food products that indicate whether specific package sizes of the product meet or don’t meet the *Eat Smart!* nutrition criteria are available to public health units on the password-protected section of the *Eat Smart!* website. These lists must be used with caution since they are not exhaustive, and product formulations and package sizes may change. If these lists are printed and provided to food service operators, please ensure that they are aware of the limitations.

To ensure complete accuracy of representation of products that meet the *Eat Smart!* nutrition criteria, the *Eat Smart!* Choices Calculator (ESCC) has been developed by the Nutrition Resource Centre. It is available on the public side of the *Eat Smart!* website. Users can enter nutrition information from product packages into the calculator, and it will automatically determine whether the product in the specified size meets the *Eat Smart!* nutrition criteria. Before labelling products as *Eat Smart!* choices, it is suggested that the status of each product be verified using the ESCC.





**A recreation complex that wants to participate in the program offers many different types of food services, including a traditional snack bar, a coffee shop franchise, beverage and snack vending machines, a sports pub restaurant, and a catering company that is contracted to provide food services for banquets and other events held within the centre. Shouldn't all of these food services be assessed according to the Nutrition Standard?**

For the purposes of the *Eat Smart!* Recreation Centre Program, only snack bars offering a variety of food and beverage options and snack vending machines must be assessed for compliance with the *Eat Smart!* standards. Beverage vending machines may also be assessed and included in the program. If the coffee shop franchise offers a variety of food and beverage options, it should also be assessed for *Eat Smart!* compliance.

Because full-service restaurants and catering operations are not typical in most recreation facilities, it was decided that they would not be included in the program. Catering operations were never part of *Eat Smart!*, and the restaurant component of *Eat Smart!* has been discontinued.



## **Eat Smart! Recreation Centre Program Food Safety Standard November 2009**

The recreation centre snack bar:	
1.	Complies with the current Ontario Food Premises Regulation* on the date of inspection.
2.	Has a history of compliance with the current Ontario Food Premises Regulation* for a minimum of 12 months prior to the inspection date.
3.	Has not received an order, has no pending charges and has not been convicted of an offence for non-compliance with the Food Premises Regulation* during the past 12 months.
4.	Has not been confirmed as the source of food-borne illness during the past 12 months.
5.	If the premise is designated by the public health unit as high- to medium-risk, the snack bar operator/manager and a minimum of one snack bar employee must be certified in safe food handling by the health unit. Where mandatory food handling bylaws exist, the premise must be in compliance with those bylaws.
6.	Consents to sharing its most recent inspection report with customers through the public health unit upon request (can be shared on-site at snack bar if operator prefers)

The Food Safety Standard must be continuously maintained. This standard ensures that *Eat Smart!* recreation centre snack bars have a track record of safe food handling practices.

*Snack bars must meet all criteria of the Food Safety Standard, with the exception of criterion 5 if the premise is designated as low-risk.*

Snack bars must adopt safe practices in the areas of storage, preparation and service of food. The food safety assessment will focus on the following critical items, if applicable:

- Cooling and refrigerated storage of hazardous foods
- Cooking, hot holding and reheating of hazardous foods
- Protection from contamination by food handlers
- Protection from cross-contamination of ready-to-eat hazardous foods by raw foods via preparation surfaces
- Protection from contamination from other sources.

Compliance with the Ontario Food Premises Regulation\* is required. A food service operation that has received a closure or conviction under the Health Protection and Promotion Act (1990) and the current Ontario Food Premises Regulation within the 12 months preceding the date of inspection does not qualify for the *Eat Smart!* Award of Excellence.

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\* Health Protection and Promotion Act, R.R.O. 1990, REGULATION 562, FOOD PREMISES



## **Explanatory Notes**

### ***Eat Smart!* Recreation Centre Program**

### **Food Safety Standard**

**Complies with the current Ontario Food Premises Regulation on the date of inspection.**

- A food service or cafeteria that has received a closure or conviction under the Health Protection and Promotion Act 1990 and the current Ontario Food Premises Regulation within the 12 months prior to the inspection does not qualify for the *Eat Smart!* Award of Excellence.
- *Eat Smart!* recognizes that it is difficult for a food service or cafeteria to be 100% compliant with the regulations at all times. If a snack bar is in minor non-compliance with non-critical items, the inspector may offer two options: Let the snack bar operator fix it during the inspection (if possible) or set a re-inspection date (no longer than two weeks after the initial inspection). Examples of minor non-compliance of non-critical items include: Minor cleaning (e.g., grease on stovetops), minor repairs (e.g., replacing a floor or ceiling tile), or needing to remove a piece of equipment no longer in use. By complying with this procedure the snack bar is still eligible to meet this criterion of the Food Safety Standard.
- Interpretation of non-critical items may vary between health units and even between inspectors. It is recommended that if an *Eat Smart!* committee is formed, a representative on the committee (ideally a public health inspector) should consult with the director of inspection or the food safety program manager at the local health unit to determine what items are considered non-critical.

**Has a history of compliance with the current Ontario Food Premises Regulation for a minimum of 12 months prior to the inspection date.**

- Inspectors will review public health files to ensure recreation centres applying for the *Eat Smart!* Award of Excellence have no history of non-compliance during the 12 months prior to the inspection date.

**Has not been convicted of an offence for non-compliance with the Food Premises Regulation during the past 12 months.**

- Inspectors must review public health files to ensure that the recreation centre's snack bar has not been convicted of an offence for non-compliance with the current Food Premises Regulation during the past 12 months.



**Has not been confirmed as the source of food-borne illness during the past 12 months.**

- This criterion recognizes that a food-borne illness may have originated from a supplier and therefore out of the food service's control.
- In cases where the snack bar operator is clearly the negligent party (e.g., unsafe food handling practices), the snack bar would not qualify for the *Eat Smart!* Award of Excellence.
- Inspectors must review public health files to ensure that the snack bar has not been confirmed as the source of food-borne illness during the 12 months prior to inspection.

**If the premise is designated by the public health unit as high to medium-risk, the snack bar operator/manager and a minimum of one snack bar employee must be certified in safe food handling by the health unit. Where mandatory food handling bylaws exist, the premise must be in compliance with those bylaws.**

- Certified safe food handling is defined as: (a) the National Sanitation Training Program Certificate, or (b) the FOODSAFE training certificate, basic level or higher, or (c) the ServSafe® Serving Safe Food Certificate, or (d) any food safety training certificate issued by an Ontario Board of Health, or (e) a food safety training certificate that the public health unit considers equivalent to the certificate referred to in (a), (b), (c) or (d). For example, a community college might offer an equivalent course in your region.
- Any certification older than five years from the date of the *Eat Smart!* assessment inspection is not valid and does not meet the requirement for the *Eat Smart!* Food Safety Standard.
- Inspectors must request the name of the certified food handlers and ask to see the certificates. The holders of the food safety training certificates must either (a) show the valid certificates to the public health inspector during the *Eat Smart!* assessment or (b) forward a copy of the valid certificates to the public health inspector within two weeks.

**Consents to the sharing its most recent inspection report with customers**

- If it is determined that the food service operator does not have a copy of the most recent inspection report, the customer or operator can request a copy from the local health unit.





## ***Eat Smart!* Smoke-Free Standard**

Participating *Eat Smart!* locations<sup>1</sup> must comply with the Smoke-Free Ontario Act and *Eat Smart!* Smoke-Free Standard. where “smoke-free” means that:

1. Tobacco smoking is prohibited. "Tobacco smoking" refers to the smoking of tobacco in any form or holding a lighted cigarette, cigar or pipe.
2. The participating *Eat Smart!* location does not sell tobacco, tobacco products and/or accessories or promote the use of tobacco products through any type of brand association or promotional display. For the purposes of this section, tobacco, tobacco products and/or accessories include: cigarettes, cigars, roll-your-own/loose-leaf tobacco, snuff (moist, dry or sachet), chew (loose-leaf, plug or twist), humidors, pipes, lighters, matches, cigarette holders, cigarette clips and/or rolling papers.
3. The participating *Eat Smart!* location has not been convicted<sup>2</sup> of an offence under the Smoke-Free Ontario Act or under municipal smoking bylaws for a minimum of 12 months prior to the inspection date.<sup>3</sup>

This standard does not include or exclude smoking on outdoor patios unless the SFO, municipal bylaw or workplace policy regulates smoking on outdoor patios.

<sup>1</sup> For *Eat Smart!*, the term “location” applies to all establishments being considered for the *Eat Smart!* award and includes restaurants, coffee/donut shops, snack bars, the eating area of malls or shopping centres, takeout restaurants, tea or lunch rooms, cafés, workplaces, recreation centres and schools. Further, “location” refers to the establishment being considered for the award and includes the outdoor areas that are used in conjunction with the premises for which the outdoor areas must be compliant with both SFO provisions and any applicable local bylaws or written school policy, which must be verified by the public health inspector. Also note if a school is attached to a municipal building (e.g. recreation centre) that is not designated as *Eat Smart!*, the school will be assessed individually.

<sup>2</sup> This does not include establishments that have been charged, who have not paid a fine, and are awaiting a court date.

<sup>3</sup> This criterion does not apply to *Eat Smart!* locations where individuals have been convicted of a smoking violation on the surrounding property provided the establishment has posted no-smoking signs and informed patrons of the policy.



## **Common Questions Related to the *Eat Smart!* Smoke-Free Standard**

### **Why was the *Eat Smart!* Smoke-Free Standard updated in 2007 considering the introduction of the Smoke-Free Ontario Act (2005)?**

With the introduction of the Smoke-Free Ontario Act (SFOA) in 2005, many of the *Eat Smart!* smoke-free criteria became obsolete. Rather than remove the standard altogether and defer to the provincial legislation, *Eat Smart!* provincial partners agreed that continued awareness-raising and support for the Smoke-Free Ontario Act (2005) was important. The Smoke-Free Standard for *Eat Smart!* not only supports current legislation but also encourages *Eat Smart!* premises to exceed it (i.e., not sell tobacco, tobacco products and/or tobacco accessories).

### **Why is a distinction made between “charged” and “convicted” in the *Eat Smart!* Smoke-Free Standard?**

*Eat Smart!* locations that have been charged a minimum of 12 months prior to the inspection date, and paid a fine without a court hearing are not eligible to achieve an *Eat Smart!* award. Paying a fine demonstrates the establishment supports the charge and as a result excludes them from participation. In the Canadian justice system, individuals are innocent until proven guilty; therefore, locations that are charged and awaiting a court hearing should not be excluded from participating. If possible, locations with charges pending should not receive the award until after the matter is resolved. Please note that convictions can result from voluntary payment, neglecting to respond, or from a finding of guilt at a court hearing.

### **Why was outdoor property removed from the definition of an *Eat Smart!* location?**

Only locations that are compliant with local bylaws, school policies and the SFOA with regard to outdoor areas will be considered for the award. Considering staff time and commitment, tobacco enforcement officers cannot monitor or enforce smoking on outdoor property that is not covered by current legislation. Only municipal smoking bylaws, the SFOA and written school policies that include and define outdoor property in their act are considered in the *Eat Smart!* Smoke-Free Standard.



### **Why was smokeless tobacco not addressed in the *Eat Smart!* Smoke-Free Standard?**

The use of smokeless tobacco products does not present a health risk or concern to people surrounding the user, as does cigarette smoking. While smokeless tobacco is a health risk to the user, it is not a consideration for *Eat Smart!* locations.

### **Why don't the smoke-free criteria apply to individuals convicted with a smoking violation on the surrounding property of an *Eat Smart!* location?**

The *Eat Smart!* award is based on the establishment and its efforts towards promoting a non-smoking environment and not on individuals within it. If the establishment has posted no-smoking signs and informed patrons of the policy, and has otherwise satisfactorily discharged its employer obligations regarding SFOA, *Eat Smart!* locations should not be excluded from the *Eat Smart!* award due to the behaviour of individuals contravening the law.



## **Section 3: Preparation for Program Implementation**





# 3

## 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 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 *Eat Smart!*

### Potential stakeholders

Each municipality and recreation centre works differently. Stakeholder availability, support and interest may vary; 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, including parents and 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 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.

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 potential benefits (i.e. community's health, positive media attention)
  - Highlighting program success stories
- Reviewing the Ministry of Health Promotion 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!* objectives

See **Tools and Resources** for assistance 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, health sector, 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>19</sup> Municipalities and the recreation sector are in a position to

<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)



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>20</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.

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 that are likely to occur, including the financial benefits. For instance, offering healthier food options if promoted effectively could bring in new customers, positively influence the eating habits of regular patrons and finally, 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*<sup>®</sup> healthy vending machine program 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>21</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>22</sup>

<sup>20</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)

<sup>21</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>22</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>



The steps to building awareness and getting support might include:

- 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., the recreation centre will be seen as a leaders in promoting health and positive media attention)
- Highlighting program success stories

See **Tools and Resources** for assistance 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. According to the Ontario Ministry of Health and Long-Term Care, “The food and recreation industries can develop and promote products and services that encourage healthy eating and physical activity.”<sup>23</sup>

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>24,25</sup>

According to an environmental scan conducted in March 2006, a number of factors influence which foods and beverages appear on menus and in vending machines across Ontario. They include consumer demand, ease of preparation and service, past practices, profit, equipment and the design of food service areas (including cold and hot holding equipment, food preparation and eating areas).<sup>26</sup>

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

<sup>23</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>24</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>25</sup> Food & Consumer Products of Canada. (2006). The Canadian Food and Beverage Industry: Committed to Healthy Active Living. Toronto, Ontario. Retrieved June 13, 2006 from <http://www.fcPMC.com/issues/hal/index.html>

<sup>26</sup> Simcoe Muskoka District Health Unit. (May 2006). 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.





Steps to building awareness and getting support might include:

- 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** for assistance 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, recreation sector and food service sector will agree to be involved and stay involved throughout the entire process.

First, it is important to increase customer awareness about *Eat Smart!*, the importance of healthy eating, and 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 a program such as the *Eat Smart!* and get customer feedback on foods they would like to see on the menu.

Steps to building awareness and getting support might include:

- 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** for assistance with this process.





## Tools and Resources

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

- **PowerPoint presentation**

In order to help you build awareness about the program and gain support for implementation, a presentation detailing key aspects of *Eat Smart!* is available. The PowerPoint format allows you to tailor the slides to a particular group, such as the municipal sector, recreation sector, food sector or general public (consumers).

- **Customer satisfaction survey**

An example of a survey that measures customer satisfaction with current food services and invites suggestions is provided in Appendix 3.

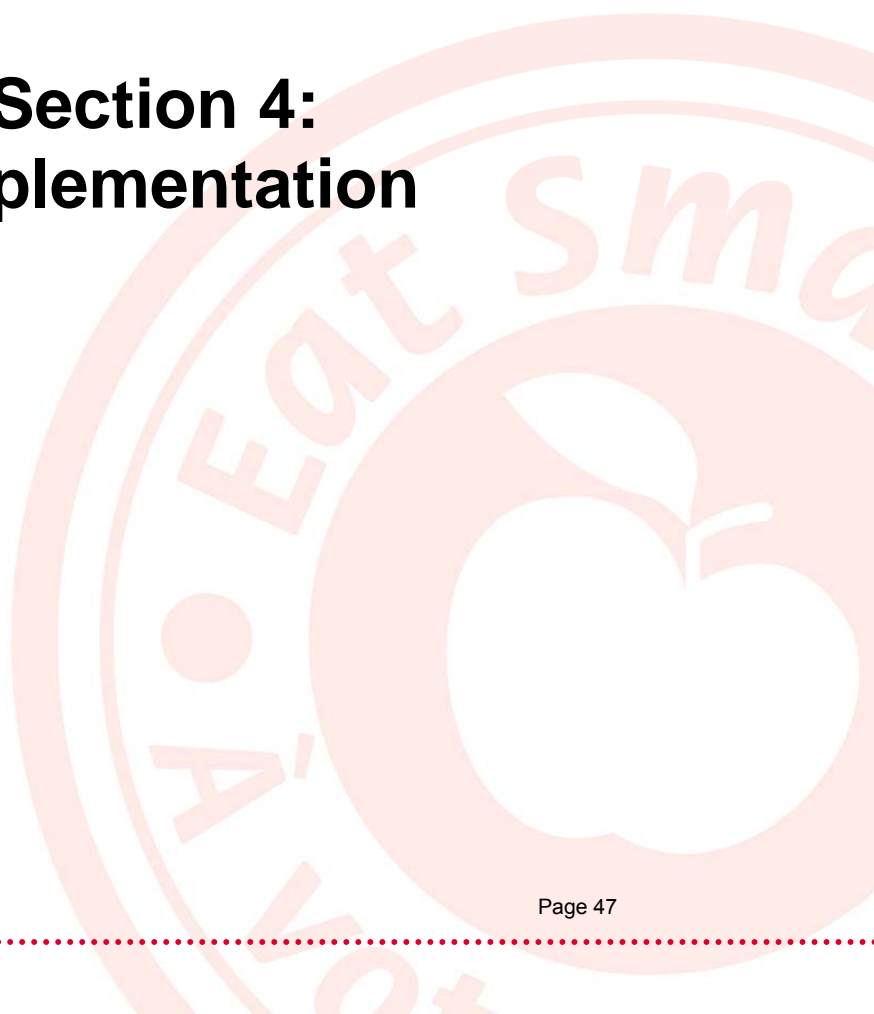
- **Sample report to city/municipal council**

See Appendix 4 for a sample report.



Recreation Centre  
Program

## **Section 4: Implementation**





# 4

## **Suggested Program Implementation Process**

The following is 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 its organization and community. A Sample Implementation Checklist is provided in Appendix 2.

### **1. Recruitment and application process**

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

- PowerPoint Presentation (Appendix 1)
- Letter to Recreation Centre Manager Inviting Application (Appendix 5)
- Application Form (Appendix 6)

Health units can carry out the recruitment and application process in a variety of ways. They could invite representatives from local recreation centres to an information session. Health units can use the PowerPoint presentation and distribute the application form to those who attend. Health units could also approach facilities on a one-to-one basis by sending recruitment letters and/or making site visits.

Health units may also be approached by recreation centres about the program. The Nutrition Resource Centre is working with provincial recreation bodies, including the YMCA, the Ontario Recreation Facilities Association (ORFA), Parks and Recreation Ontario (PRO) and the Ministry of Health Promotion Sport and Recreation Branch to increase awareness and promote participation in the program.

### **2. Follow up with applicant(s)**

Once the public health unit receives completed application forms from interested recreation centres, a designated public health unit staff person (program leader) contacts applicants to discuss applications and the assessment process.

### **3. 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 needed to meet *Eat Smart!* standards. The stakeholders identified below are examples of potential working group or committee members.

- Municipal or city recreation leaders
- Recreation facility management and/or staff
- Food service operators and/or staff
- Parents
- Youth
- Public health unit staff
- Representative from relevant community groups (e.g., local hockey association)

### **Role of the working group or committee**

- Assess current environment with respect to the city/municipal or individual 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

## **4. Standards assessment**

The public health program leader will forward contact information to a public health inspector to complete a food safety assessment of the recreation facility (see Appendix 9 for a checklist of the *Eat Smart!* Food Safety Standard) and to staff who oversee enforcement of the Smoke-Free Ontario Act.

If the *Eat Smart!* Food Safety and/or Smoke-Free Standards are not met, the public health inspector or designated public health unit staff will advise the applicant, identify criteria that were not met, provide guidance on how these standards can be met and, if possible, encourage the applicant to make the change(s) to comply with the standards. If the requirements are time-sensitive, the applicant should be encouraged to reapply the following year, when and if they are eligible.

If the facility is in compliance with the *Eat Smart!* Food Safety and Smoke-Free Standards, then the applicant's contact information will be forwarded to a public health dietitian, nutritionist, nurse or other designated public health staff member, who will schedule a Nutrition Standard assessment.

The *Eat Smart!* Nutrition Standard is much more complex than the Food Safety Standards; therefore, the public health dietitian, nutritionist, nurse or other designated public health staff member will most likely have to



work closely with the recreation facility staff, food service staff and/or volunteers to help the recreation facility meet the requirements. Depending on the recreation facility and/or food service provider, this process might only involve one or two key contacts working alongside public health staff or, in some cases, it might require a comprehensive process involving a working group or committee.

The Standards Assessment Summary Form (Appendix 10) can be used to track the assessment process.

## **5. Assess the situation**

Whether the public health unit works directly with the recreation facility's food service provider or as part of a working group or committee, it should learn as much as possible about the current state of the recreation facility's 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).

This table provides steps that might help guide this process. It is not exhaustive; you will likely need additional information.

<b>Administration</b>	<ul style="list-style-type: none"><li>• Determine who is responsible for managing the recreation facility's food services (policies, budget, etc).</li><li>• Determine if there is a food service contract. If so, request a copy and find out the length of the contract.</li><li>• Retrieve and review sales from the previous year.</li></ul>
<b>Nutrition Criteria</b>	<ul style="list-style-type: none"><li>• Identify all food items available for purchase at the recreation centre snack bar using the Nutrition Standard Assessment Tool for Snack Bars (Appendix 8).</li><li>• Review <i>Eat Smart!</i> Recreation Centre Nutrition Standard for Snack Bars. How do these standards compare with the vending machine and food concession conditions?</li><li>• Identify all food items available for purchase in the recreation centre vending machine(s) using the Nutrition Standard Assessment Tool for Vending Machines (Appendix 7).</li><li>• Review <i>Eat Smart!</i> Recreation Centre Nutrition Standard for Vending Machines. How do these standards compare with the vending machine and food concession conditions?</li><li>• Determine if there are written guidelines or policies on nutrition standards for the recreation facility's food services.</li><li>• Determine if there is an individual or a committee in the recreation facility that regularly (at least once a year) reviews food services in the recreation facility and recommends action in this area.</li></ul>
<b>Customer Readiness</b>	<ul style="list-style-type: none"><li>• Determine if customers are satisfied with the current food services. Do they have suggestions regarding what food items should be available?</li><li>• See Appendix 3 for a sample survey that assesses customer satisfaction and requests menu suggestions.</li></ul>





## **6. Make recommendations**

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

See the Recommendation Review Form (Appendix 11), which will help with prioritizing recommendations. Upon completion of this exercise, each recommendation is rated based upon the following points:

- Importance
- Cost
- Time
- Commitment
- Feasibility

The process is as follows:

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

## **7. Develop an *Eat Smart!* action plan**

The next step is to formulate an action plan and assign tasks to appropriate people. The action plan should outline all activities that need to be completed, a timeline for each, as well as the person responsible. This will enable the public health unit and the recreation facility to track and report on the progress of *Eat Smart!* initiatives. The plan will also help identify resources needed and ensure that no one is overloaded. Remember, it is always better to do a few things well than to do several poorly!

See Action Plan Template (Appendix 12).



## **Food service contract agreements and requests for proposals (RFPs)** (if applicable)

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

Sometimes, food service providers are unwilling or unable to make changes. In these situations, 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 RFPs for food services that include healthy eating and food safety criteria are ways to ensure the recreation facility's food services will meet *Eat Smart!* standards.

See Appendix 13 for tips on what to include in RFPs, including healthy eating and food safety criteria, and see Appendix 14 for a sample RFP.

## **8. Reassess program standards**

Once the action plan has been implemented and changes are complete, the public health unit will reassess the recreation facility's food services to ensure they meet the criteria to be eligible for the Award of Excellence. (If required, the health unit will also reassess the *Eat Smart!* Food Safety Standard.)

## **9. Communicate results of the assessment**

If the recreation centre is successful in fulfilling all of the standards, notify the manager of the facility of achievement of the *Eat Smart!* Award of Excellence. A sample congratulatory letter is provided in Appendix 17. Advising the recreation centre manager of the terms and conditions (Appendix 18) of the award should be enclosed with the confirmation letter. It is advisable that the terms and conditions be signed by the facility manager and returned to the health unit.



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## Section 5: Program Launch



## Resources for Health Unit Use

All resources are available for order free of charge from the Nutrition Resource Centre. The order form for *Eat Smart!* materials is accessible on the health unit side of the *Eat Smart!* website.

# 5

### 1. Brochure



### 2. Poster







### 3. Vending machine banner



†  
Electrostatic for displaying inside glass of typical snack vending machine

### 4. Symbol stickers



Three sizes (1/2", 3/4" and 1 1/4" diameter) are available

### 5. Door decal







## 6. Customizable award certificate and date stickers



Note: A customizable certificate is available in the Supplementary Materials in the on-line toolkit available at [www.EatSmartOntario.ca/toolkits](http://www.EatSmartOntario.ca/toolkits). Hard copies of the certificate are not available for order from the Nutrition Resource Centre.





## 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 also helps create excitement about the program within the community and customer base.

Launches 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, management and employees.

### Before Launch Day

Activities leading up to the formal launch of the program may include:

- Distributing brochure introducing *Eat Smart!* and its benefits
- Incorporating information sessions for recreation centre staff, management and others into recreation centre meetings
- Displaying banners and posters from the health unit at the recreation centre to announce the program
- Creating a “countdown” display of days to the program launch
- In the weeks before the launch, holding a draw for which 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 and on community radio and TV stations
- Coverage of event by community papers and/or radio and TV stations
- Attendance of health unit and recreation centre representatives to cut a ribbon at the start of the business day
- An *Eat Smart!* daily special, which includes three of the four 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<sup>†</sup> way<sup>27</sup>

- *Eat Smart!* paper placemats for kids to colour
- Decorations in snack bar or vending machine area
- Surprise prizes (e.g., a sticker on a plate, juice bottle, milk carton or chair in the recreation centre, awarding the person who has it a prize, or a prize for every 10<sup>th</sup> person who buys a healthy item)
- 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 in your community. Always try to involve new members and ideas in your committee.
- Use a new theme for every month's *Eat Smart!* promotions and activities. Refer to Section 6: Promotions.
- Connect with *Eat Smart!* committees in other health units to share ideas.
- Promote your activities and successes.
- Recognize and celebrate achievements.

<sup>27</sup> *Eat Smart!* School and Workplace Cafeteria Program Revised Nutrition Standards 2008. DRAFT.



## Communications

### 1. Newsletters

A sample *Eat Smart!* newsletter, is included in Appendix 19. It can be used to inform recreation centre employees, patrons and the community about the program, nutrition information and/or promotional information. It 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 its logo at the top and its 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 or a newsletter template should include a credit for the health unit; include the health unit's logo and contact information (phone, e-mail, website).

Suggested topics for a newsletter:

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

### 2. News releases

A news release may be sent to community papers and radio and TV stations. The following guidelines may help health unit and/or recreation centre *Eat Smart!* representatives 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 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 to go? (e.g., We're having an awards ceremony and a celebration in the recreation centre)
- When is it happening? (e.g., Thursday, October 21<sup>st</sup>, at noon)



## Structure of a news release

[Health unit letterhead]

**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 him or her want to know more.

**The story:**

Start with the most important information and end with details 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. Keep your news release brief and 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 proofread your copy. If asked to proofread news copy, make corrections only – resist the temptation to rewrite someone else's thoughts.

- 30 -

**Contact details:**

Always provide contact details. When you put these under a "- 30 -" centred toward the bottom of the page, the editor will know these contact details are for him or her to fact-check or get further information. Contact information listed here will not be published.

Refer to Appendix 20 for a sample news release.

### 3. Public service announcements

You can send a public service announcement (PSA) to community radio stations, where they are often broadcast for free. The following information may help recreation centre management or *Eat Smart!* representatives create effective PSAs.

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

Refer to the Sample Public Service Announcement (Appendix 21).





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## Section 6: Promotion



# 6

## Promotion Basics

*Eat Smart!* uses mainly point-of-purchase (POP) promotions – that is, most 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 on the top shelf of the vending machine or at eye level). Placement of promotional messages and materials is also important. Display POP promotional messages beside foods to which the message relates.
- **Promotion:** Promote clearly. For example, promote the *Eat Smart!* program so that people understand what the *Eat Smart!* logo and name represent.
- **Price:** Price products to encourage purchase (e.g., make apples less expensive than donuts). 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 ensure that making the healthier choice is a real choice, and facilitates lasting behavioural changes. The educational element of promotion may contribute to an overall healthier eating pattern and lifestyle.
- Images and content should be positive and not 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 10 at one time an absolute maximum.
- Messages must be consistent with Canada's Food Guide (2007).

Sample promotional messages are provided in Appendix 22. It is recommended that a registered dietitian review all promotional messages to ensure that these do not violate adherence to Canada's Food and Drugs Act and 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 three of the four 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<sup>†</sup> way.<sup>28</sup>

### 2. Frequent buyer card

The purpose of the frequent buyer card is to encourage customers to select *Eat Smart!* choices. Print cards on heavy cardstock paper the size of a business card (see sample below). Distribute cards to patrons who order selected or any *Eat Smart!* choices. Staff punch or mark the card for each *Eat Smart!* purchase with a stamp, specially designed punch or small *Eat Smart!* sticker. When the card is filled, the customer can redeem it for a free food item or promotional item.

#### Sample frequent buyer card



Courtesy Simcoe Muskoka District Health Unit

<sup>28</sup> *Eat Smart!* School and Workplace Cafeteria Program Revised Nutrition Standards 2008. DRAFT.



### 3. 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 a booth/exhibit in a high-traffic location to showcase *Eat Smart!*, 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.

### 4. Monthly promotional themes

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

Health and nutrition themes are recommended for *Eat Smart!* promotions. Specific messages reflecting these themes 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 complementary fashion with other Canadian health promotion themes.

Month	Suggested <i>Eat Smart!</i> Theme	Health Promotion Week/Month <sup>29</sup>
January	Whole Grains	National Non-Smoking Week (3 <sup>rd</sup> week)
February	Meat 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	

<sup>29</sup> Health Canada. (2010) Calendar of Health Promotion Days 2010. Accessed Feb 26, 2010 from <http://www.hc-sc.gc.ca/ahc-asc/conferences/calend/index-eng.php>



## Contests

### 1. Poster design contest for kids

Invite children between five and 12 years old to design posters to promote healthier choices available from the snack bar and/or vending machines. Judge posters according to predetermined age categories based on creativity, artistic impression, neatness, etc. The 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 *Eat Smart!* (see sample below). Provide a ballot box at the snack bar. Draw a ballot or ballots on a specified date. Prizes could be donated from local businesses or provided by the recreation centre (e.g., free admission to open swim). Change questions to reflect monthly *Eat Smart!* themes, and repeat draws regularly.

<div data-bbox="519 1045 812 1249" data-label="Image"></div> <div data-bbox="397 1302 844 1354" data-label="Text"><p>(Recreation centre name here)</p></div> <div data-bbox="418 1417 836 1459" data-label="Text"><p><b>INSERT PARTNER LOGOS</b></p></div>	<p><b>Correctly answer these questions 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 “whole grain” _____ _____</p> <p>3. Name two menu items that are sources of calcium _____ _____</p> <p>Name: _____ Phone : _____</p>
--	---





### **Sample questions and answers for ballot**

1. Our *Eat Smart!* recreation centre must meet snack bar and \_\_\_\_\_ nutrition standards. (Answer: vending machine)
2. Name two snack bar choices that are “whole grain.”  
(Answers: whole-wheat bread, hot oatmeal cereal)
3. It is recommended that adults have \_\_\_\_\_ to 10 servings of vegetables and fruit every day. (Answer: seven)
4. Name two snack bar (or vending machine) items that are sources of calcium. (Answers: 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.” (Answers: lentils, tofu, texturized vegetable (soy) protein (TVP), baked beans, kidney beans, chickpeas, black beans, peanut butter or eggs)



## **Section 7: Program Monitoring and Evaluation**



# 7

## Monitoring

To uphold the integrity of the *Eat Smart!* designation, monitoring of the program standards in awarded recreation facilities is suggested. The degree to which it is possible to monitor standards throughout the year is dependent upon public health human resources and protocol for food safety inspections.

Tools that can be used for monitoring the Nutrition Standard for vending machines and snack bars are provided in Appendix 15 and 16 respectively.

If the program standards are not upheld throughout the year for which the award is valid, it will be necessary for the health unit to revoke the award. A sample revocation of award letter is presented in Appendix 23.

## Evaluation

Process evaluation tools were developed for the *Eat Smart!* Recreation Centre Pilot Project which was implemented in 2008. Four survey tools were used to evaluate recruitment, standard assessment, standard maintenance and point-of-purchase and promotions in the pilot program. A survey to evaluate food service and facility operators' perceptions of program outcomes was also used in the pilot.

These tools can be found in the evaluation report<sup>30</sup> on the pilot program.

<sup>30</sup>Thesenvitz, J. and Prange, M.E. (March 2009). *Eat Smart!* Recreation Centre Program Pilot Project Process Evaluation Report. Nutrition Resource Centre. Available at: <http://www.eatsmartontario.ca/node/52070>



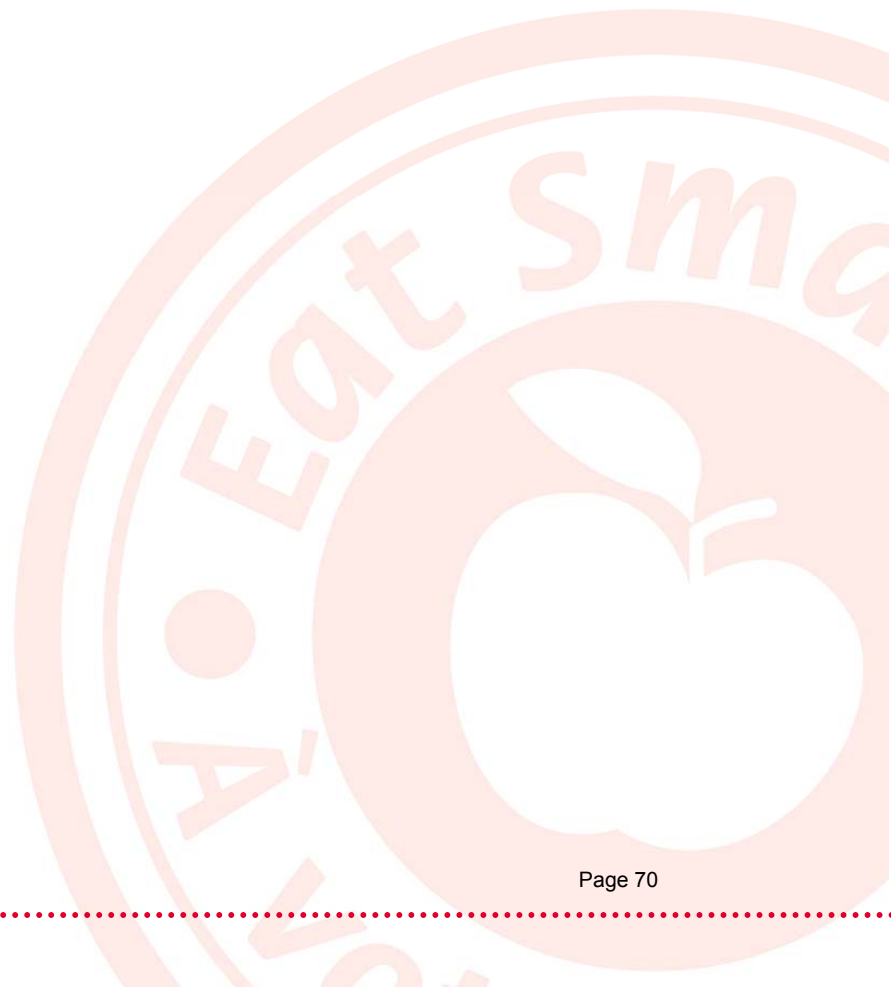
Recreation Centre  
Program

## Appendices



## **Appendix 1**

### **PowerPoint Presentation**





## Appendix 2 Sample Implementation Checklist

Activity	Completed (✓)
Share <i>Eat Smart!</i> information with key stakeholders (e.g., city council, board of health, municipal staff, recreation staff, food service operators, etc.)	
Form a working group/committee (if applicable)	
Distribute application form and return to public health unit	
Food Safety Standard assessment	
Smoke-Free Standard assessment	
Nutrition Standard assessment	
Compare current conditions to <i>Eat Smart!</i> standards	
Identify and prioritize recommendations	
Present recommendations to recreation centre management for approval	
Develop action plan developed based on recommendations	
Assign responsibility for action items and proposed dates for completion	
Re-assessment of <i>Eat Smart!</i> standards	
Confirmation of Award of Excellence by public health unit	
Announcement of the <i>Eat Smart!</i> Award of Excellence recipients	
Community-wide promotion of awards	
Debrief and plan for next year	

### 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
- ☐ Rarely – less than twice a month
- ☐ One or two days a week
- ☐ Three or four days a week
- ☐ Five or six days a week
- ☐ Seven 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
- ☐ Don't know/not sure

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 that could be made available at your recreation facility.  
(Remember to list foods that will meet the Eat Smart! Nutrition Standard.) For  
example:***

- ☐ Bagels
- ☐ Cereal bars
- ☐ Fruit (fresh or cups)
- ☐ Fruit juices (100%)
- ☐ Granola bars
- ☐ Yogurt
- ☐ Other: \_\_\_\_\_

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



## Appendix 4 Sample Board of Health Report

**SUBJECT: Healthier Nutrition Environments in City-Operated Recreational Facilities**

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### RECOMMENDATIONS

- a) That the implementation of the *Eat Smart!* Recreation Centre Program by the Healthy Lifestyles Division, Chronic Disease Prevention Program be approved.
- b) That a working group including public health staff in the Healthy Lifestyles Division, Chronic Disease Prevention Program, general managers of the city's Parks and Recreation facilities and other stakeholders be struck to plan the roll-out and maintenance of the *Eat Smart!* Recreation Centre Program.

### SUMMARY

Parks and Recreation facilities can play an important role in promoting and providing nutritious food choices to their customers. In 2010, these facilities will increase the number of healthy food and beverage choices offered in vending machines and in concession stands without a reduction in gross sales.

In order to create a healthier nutrition environment in Parks and Recreation facilities, staff will use Canada's Food Guide as the basis for food choices offered for sale. Further, staff will implement and monitor the acceptance of the *Eat Smart!* Recreation Centre Program, a provincially supported program coordinated by the Nutrition Resource Centre, Ontario Public Health Association.

### BACKGROUND

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>31</sup> In 2003, 5% of Ontario residents 12 and older reported having diabetes, while 15% reported having high blood pressure.<sup>32</sup> Over the past 25 years, obesity rates among children and adults in Canada have increased substantially. In 2004, among adolescents aged 12 to 17, the obesity rate tripled from 3% to 9%

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<sup>31</sup> Katzmarzyk, P.T. and Ardern, C.I. (2004). Overweight and obesity mortality trends in Canada, 1985-2000. *Canadian Medical Association Journal*, 95(1), 16-20.

<sup>32</sup> Statistics Canada. (June 2004). Canadian community health survey: Cycle 2.1, in Ontario: 2003, CANSIM, Health Indicators, 2004(1).



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>33</sup>

Financially, in Canada, the economic burden of four diet-related diseases, heart disease, stroke, diabetes and cancer, has been estimated at \$5.3 billion<sup>34</sup>, while the cost of obesity in Ontario has been estimated at approximately \$1.6 billion annually.<sup>35</sup>

In order to address the prevalence of obesity and other chronic diseases<sup>36</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>37,38</sup> In 2004, Ontario's chief medical officer of health 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>39</sup> This includes integrating healthy eating opportunities into schools, workplaces and existing community programs like food services offered at recreation facilities.<sup>40</sup>

A growing body of research acknowledges the impact of community environments on people's food choices. Accordingly, *Eat Smart!* has been implemented 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, vending machines and foods provided through community programming.<sup>41</sup> The *Eat Smart!* Recreation Centre Program is another step forward in creating healthy environments where healthier choices are being made available.

<sup>33</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>34</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>35</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>36</sup> Dietitians of Canada. (December 2003). 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/backgroundunder.pdf>.

<sup>37</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>38</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>39</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>40</sup> Simcoe Muskoka District Health Unit. (May 2006). 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>41</sup> Simcoe Muskoka District Health Unit. (May 2006). 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.





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 and subs are growing, while demand for foods like pizza, burgers, donuts and fries is slowing down.<sup>42</sup> In turn, this rising demand for nutritious food products has prompted food manufacturers, retailers and food service providers to introduce healthier foods.<sup>43</sup> More 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>44</sup>

The *Eat Smart!* Recreation Centre Program is a provincially coordinated program that provides the information and resources required to create and promote a safe and healthier eating environment in recreation centres. Public health, the municipal sector, the recreation sector and the food service sector will work collaboratively to implement this program in all Parks and Recreation facilities in an effort to help improve the health and well-being of our residents.

## ANALYSIS/RATIONALE

The city's Parks and Recreation Department currently offers a variety of food services to a wide base of customers, including: 10 snack bars in arena settings, three snack bars in community/seniors centres, two snack bars in parks, and over 80 vending machines in arena, pool, community centre locations throughout the city.

Traditionally, the Parks and Recreation Department's food services have been provided as a value-added service with a positive financial return to the department. Each food service operation has its own selling environment in which different challenges are inherent and need to be considered in implementing changes. Vending machines provide mainly pre-packaged items such as chips, chocolate bars, confectionary and cold drinks. Snack bar operations provide the same items with additional specialized items, such as hot dogs, bagels, nachos and cheese, and French fries, depending on available equipment. Regardless of items sold, the snack bars aim to achieve a complete purchase in three minutes or less. The ability to provide a larger

<sup>42</sup> Canadian Restaurant and Foodservices Association. (2006). 2006 Foodservice Facts: Market Review and Forecast.

<sup>43</sup> Alberta Agriculture, Food and Rural Development. (February 2004). 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>44</sup> Food & Consumption Products of Canada. (2006). The Canadian Food and Beverage Industry: Committed to Healthy Active Living. Toronto, Ontario. Retrieved June 13, 2006 from <http://www.fcPMC.com/issues/hal/index.html>.



menu with additional healthier food choices has been limited due to lack of space, equipment and preparation time.

The Parks and Recreation Department staff is supportive of the approach of the *Eat Smart!* Recreation Centre Program whereby at least 25% of the selections in vending machines are healthier choices and the food group approach for introducing healthier choices in snack bars. The rationale for this approach is as follows:

- Initially customers may desire traditional items to which they are accustomed, and they may require time to adjust.
- Availability of vended products that meet the nutrition criteria for *Eat Smart!* is somewhat limited.
- A gradual approach provides staff the opportunity to monitor customer acceptance and economic feasibility while increasing healthy food choices beyond what is currently available.

The following is the proposed plan for 2010 and 2011 for recreational facilities. The goal is to make healthy eating choices the easy choices.

### **Vending services**

- In 2010, Dairy Goodness Centres will be introduced to ensure that healthier food and beverage choices (milk, chocolate milk, yogurt, yogurt drinks and cheese) will be available at all times.
- In 2010, snack vending machines will offer at least 25% *Eat Smart!* choices.
- All healthier food and beverage choices in vending machines will be identified with the *Eat Smart!* symbol beside the selection number on the shelf.
- In order to implement the above commitment, the city will re-tender all vending services to ensure the percentage target is met. Currently, all vending contracts have not been renewed and remain open-ended for this purpose. The tendering process will include criteria with mandatory requirements that will ensure all successful proponents meet these criteria in the evaluation scoring process. Failure to comply with these requirements will disqualify proponents.

### **Snack bars**

- In 2010, a 25-30% increase in healthy food choices will be made available in all city-owned concessions. This means 10 to 12 new healthy food products will be introduced. It is the staff's intent to monitor this situation to determine the success rate and acceptance level of the general public.



- The *Eat Smart!* Nutrition Standard for Snack Bars and Canada's Food Guide will be used as the basis for planning new healthier food and beverage choices.

## **Marketing**

In creating a marketing strategy, one of the key features is that in most cases, people are purchasing food and beverages because of the convenient location. Although there is a captive audience at recreation facilities, a change in consumer behaviour towards making healthier choices will require a coordinated campaign focusing on convenience, price, service, brand, consistent quality as well as nutrition. The marketing strategy will educate consumers about the healthy choices and the benefits of these choices. The components of the strategy will include:

- The *Eat Smart!* designation, including materials and resources provided by the provincial government
- A competitive price structure for all new healthy food choices in snack bars and vending machines; this will be supported by vending operator rebates and promotional items to introduce customers to new products
- A point-of-purchase marketing plan to encourage patrons to make healthy food and beverage choices (e.g., product incentives, food sampling, new graphic menus, signage to promote new healthy choices)
- Media and public relations strategies to highlight the progressive healthy eating policies at Toronto's recreational facilities

## **ALTERNATIVES FOR CONSIDERATION**

Another option would be to implement 100% healthy food and beverage choices by 2011. This would have a greater nutritional impact on customers but could also have a negative financial impact due to customer resistance to change, which could negatively impact gross sales.

## **FINANCIAL/STAFFING/LEGAL IMPLICATIONS**

The Chronic Disease Prevention Program, Healthy Lifestyles Division will designate 0.2 FTE public health nutritionist and 0.2 FTE health promoter to implement the *Eat Smart!* Recreation Centre Program in 2010 and 2011. In addition, 5-10% of the program budget will be allocated to the marketing strategy.

## **OTHER DEPARTMENT CONSULTATION/CONCURRENCE**

The Parks and Recreation Department was consulted in the preparation of this report. Other municipalities were also consulted in terms of current initiatives and information.

## Appendix 5 Letter to Recreation Centre Manager Inviting Application

[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 meet the standards required to become an *Eat Smart!* location.

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

Sincerely,

[Name, position, contact information]

## Appendix 6 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:**

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

☐ 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 of Excellence:**

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 *Eat Smart!*, 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!**



## Appendix 7 Nutrition Standard Assessment Tool for Vending Machines

Recreation centre:

Assessment date:

Vending machine ID:

Public health RD contact:

Recreation centre representative/contact:

Vending contact:

### 1. Determine number of healthier choices required to meet standard:

Number of selections in machine:       $\times 25\% =$       *Eat Smart!* choices

### 2. Assessment of choices available on assessment date

Product Name	Flavour/ Description	Package Size	<i>Eat Smart!</i> 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.				

Product Name	Flavour/ Description	Package Size	Eat Smart! Choice	
			Y	N
17.				
18.				
19.				
20.				
21.				
22.				
23.				
24.				
25.				
26.				
27.				
28.				
29.				
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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 Nutrition Standard:

## Appendix 8 Nutrition Standard Assessment Tool for Snack Bars

Recreation centre:

Assessment date:

Public health RD contact:

Recreation centre representative/contact:

Snack bar contact:

Food Group/ Criteria	<i>Eat Smart!</i> choices (list)	Meets Criteria		
		Y	N	N/A
<b>Grain Products</b>				
At least two Grain Product choices are available	1.			
	2.			
One choice with 100% whole wheat or whole grain as first ingredient	1.			
If available, at least one choice of bread product is 100% whole wheat or whole grain	1.			
<b>Vegetables and Fruit</b>				
At least two Vegetable and Fruit choices are available	1.			
	2.			

Food Group/ Criteria	<i>Eat Smart!</i> choices (list)	Meets Criterion		
		Y	N	N/A
<b>Milk and Alternatives</b>				
At least two Milk and Alternatives choices are available	1.			
	2.			
<b>Meat and Alternatives</b>				
At least one Meat and Alternative choice is available*	1.			
<b>Other Criteria</b>		<b>Meets Criterion</b>		
		Y	N	N/A
Shares ingredients/nutrition information upon request, or is open to finding out more information if necessary				
Provides water (tap and/or bottled) at all times				
Accommodates 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)				
Offers a choice of a healthier salad dressing				
Uses low-fat mayonnaise or other low-fat dressings or mixes for prepared sandwich fillings				
Uses margarine that contains healthier fats and no trans fat				
Provide healthier alternatives for condiments, including: dips, spreads, sauces and gravy				
Uses trans fat-free oil for deep frying				
Offers an option of 112g/4oz portion of French fries or poutine				
Offers an option of 300mL or smaller portion of slush drinks and other fruit-flavoured beverages				

\*An exemption to this requirement may be granted if the snack bar sells only pre-packaged foods within a recreation facility that strives to achieve a "nut-aware" environment.

### Recommendations

Nutrition Standard met: ☐ Yes ☐ No (recommend changes)

Recommended changes to meet Nutrition Standard:

## Appendix 9 Food Safety Standard Assessment Checklist

Requirement	Meets Criterion	
	Yes	No
1. Complies with the current Ontario Food Premises Regulation* on the date of inspection.		
2. Has a history of compliance with the current Ontario Food Premises Regulation* for a minimum of 12 months prior to the inspection date.		
3. Has not received an order, has no pending charges and has not been convicted of an offence for non-compliance with the Food Premises Regulation* during the past 12 months.		
4. Has not been confirmed as the source of food borne illness during the past 12 months.		
5. If the premise is designated by the public health unit as high to medium-risk, the snack bar operator/ manager and a minimum of one snack bar employee must be certified in safe food handling by the health unit. Where mandatory food handling bylaws exist, the premise must be in compliance with those bylaws.  Name of certified food handler(s):      Date of certification:		
6. Consents to sharing its most recent inspection report with customers through the public health unit upon request (can be shared on-site at snack bar if operator prefers)		
<b>Comments</b>		



## Appendix 10 Standards Assessment Summary Form

<b>Health unit name:</b>
<b><i>Eat Smart!</i> Recreation Centre Program contact:</b>

<b>Recreation centre name:</b>	
<b>Address:</b>	
<b>Phone:</b>	<b>Fax:</b>
<b>Contact 1:</b>	<b>Title:</b>
	<b>Email:</b>
<b>Contact 2:</b>	<b>Title:</b>
	<b>Email:</b>

Evaluation			Standard Met	
Program Standard	Date of Assessment	Assessor's Name	Yes	No
Food Safety				
Smoke-Free				
Nutrition				
<b>Meets <i>Eat Smart!</i> standards</b>				

## Appendix 11 Recommendation Review Form

*Note: A public health nutritionist or dietitian should be consulted to assist with developing recommendations.*

Rate each of the recommendations on the chart below using a scale of 1-5.	
<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
<i><b>Example:</b> Introduce a yogurt and fruit parfait in the snack bar</i>	5	2	3	4	4	18

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, Centers for Disease Control and Prevention, February 2000.

## Appendix 12

### Action Plan Template

[illegible]



## Appendix 13

### Tips for Developing a Request for Proposal

#### Important points to include in an RFP

1	<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><i>Example</i></p> <p>“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 alternative 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 Fuel to Xcell®/l’Xcellence ça se nourrit®, into its plan. Fuel to Xcell®/l’Xcellence ça se nourrit® is a healthy vending program that will be progressively implemented in its facilities. Proposals are sought that will meet the requirements of Fuel to Xcell®/l’Xcellence ça se nourrit® according to the following schedule:”</p>
2	<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. (Note: There is a lot to learn about how to deliver healthier eating to a given market; standard solutions don't always work.)</b></p> <p><i>Example</i></p> <p>“For the first year of the contract (from the date of award until July 31, 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 Fuel to Xcell®/l’Xcellence ça se nourrit® 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>



3	<p><b>Definitions of what constitutes a healthy item (i.e., <i>Eat Smart!</i> 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>Example</b></p> <p>The current <i>Eat Smart!</i> or Fuel to Xcell criteria, including generic examples of products or food items that "count" as healthy.</p>
4	<p><b>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 decide to jump on the bandwagon.</b> (Note: This may seem like a superfluous part of an RFP; however, RFPs are good ways of educating corporate partners about the trends in the food service industry.)</p> <p><b>Example</b></p> <p><b>Executive summary of a pilot project in schools in 2004</b></p> <p>“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.</p> <p>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.</p> <p>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’?”</p> <p>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.</p> <p>Features of <i>Fuel to Xcell</i> include:</p> <ul style="list-style-type: none"><li>▪ The nutrition content of snacks and beverages are evaluated and colour-coded based on a quantitative methodology, developed by Ottawa Public Health.</li><li>▪ Colour codes help students identify healthier products and promotion serves to increase awareness among students.</li><li>▪ Taste tests help promote the program and introduce students to healthier snacks.</li><li>▪ Healthier snacks are priced as competitively as possible.</li></ul>





	<p>The idea that good nutrition can sell has been successfully demonstrated in the <i>Fuel to Xcell</i> 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.</p> <p>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. <i>Fuel to Xcell</i> 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.</p> <p>Transforming vending in schools is an important step to modifying the comprehensive environment in which youth live and learn. <i>Fuel to Xcell</i> has demonstrated that healthy options are available for vending machines and, when promoted and priced appropriately, are demanded by our youth.”</p>
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Source: Correspondence from Gilles Cloutier, May 17 2006, Tips for RFP, City of Ottawa

### Things to consider when developing an 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, half of bid points on revenue and the other half of bid points on promoting sales of healthier foods (i.e., offering more nutrient-rich items, lower prices 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 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.



- Practise 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 14 Sample Request for Proposal

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! (À votre santé!)* 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! (À votre santé!)* 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 60 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.

#### Requirements:

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! (À votre santé!)* into its plan. *Eat Smart! (À votre santé!)* 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! (À votre santé!)* 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! (À votre santé!)* 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, 1) a minimum of two *Eat Smart!* Choices from each of the four 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 bottled) 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.



## Appendix 15 Monitoring Tool for Vending Machines

Recreation centre:

Assessment date:

Vending machine ID:

Public health RD contact:

Recreation centre representative/contact:

Vending contact:

1. Is the banner being used? ☐ Yes ☐ No → Explain below:

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

☐ Yes → Explain below: ☐ No

3. Total number of selections in machine:

4. Number of *Eat Smart!* choices labelled in machine:

5. 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.				



<i>Eat Smart!</i> Choices Available			Labelled Correctly?	
Product Name	Flavour/Description	Package Size	Y	N
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
21.				
22.				
23.				
24.				
25.				

**6. Are there any selections in the vending machine that are incorrectly labelled as *Eat Smart!* choices?**

☐ Yes → Provide details below:

☐ No

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

☐ Yes

☐ No → Explain below why changes were not made:

**8. Other comments:**

## Appendix 16 Monitoring Tool for Snack Bars

Recreation centre:

Assessment date:

Public health RD contact:

Recreation centre representative/contact:

Snack bar contact:

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

**2. Are the symbol stickers being used to identify *Eat Smart!* choices?**

☐ Yes ☐ No → Explain below:

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

Food Group	<i>Eat Smart!</i> Choices Available
Grain Products*	1.
	2.
Vegetables and Fruit	1.
	2.
Milk and Alternatives	1.
	2.
Meat and Alternatives**	1.

\* 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.

\*\* An exemption to this requirement may be granted if the snack bar sells only pre-packaged foods within a recreation facility that strives to achieve a “nut-aware” environment.

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

☐ Yes

☐ No → Explain below why changes were not made:

**5. Are there selections in the snack bar that are incorrectly labelled as *Eat Smart!* choices?**

☐ Yes → Provide details below:

☐ No

**6. Other comments:**

## **Appendix 17**

### **Letter to Recreation Centre Manager with Congratulations**

[Health unit letterhead]

[Date]

Dear [recreation centre manager / *Eat Smart!* contact]

Congratulations! [recreation centre] has been awarded the *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. Attached please find Terms and Conditions of the award. Please sign and date this agreement and return it to my attention.

[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]

## Appendix 18 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 *Eat Smart!* (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!***

Facility manager's name:

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



***For health unit use:***

Health unit representative name:

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

Date:

Recreation centre name:

Recreation centre address:

Phone:

Fax:

E-mail:

Business website address:

## Appendix 19 Sample Newsletter

We are pleased to announce that [name of recreation centre] has been awarded the *Eat Smart!* Award of Excellence. The *Eat Smart!* Recreation Centre Program is a provincial program that helps you make healthier choices at vending machines and snack bars. The Canadian Cancer Society (Ontario Division), the Heart and Stroke Foundation of Ontario and [local health unit name] are 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 *Eat Smart!* 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 and 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 create 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. Enjoy regular physical activity.

## Appendix 20 Sample News Release

[Health unit letterhead]

[Recreation centre name] is pleased to announce it has 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 its 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 its commitment to improving the health of its community by participating in the *Eat Smart!* Recreation Centre Program.

For more information about *Eat Smart!*, 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 *Eat Smart!* Recreation Centre Program spokesperson]

## **Appendix 21**

### **Sample Public Service Announcement**

#### **Current Date**

Sept. 10, 20XX

#### **Release Date**

Sept. 13, 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. It's 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.

\_\_\_\_\_,  
Monday, September 13, 20XX, at noon.

#### **Contact Information**

## Appendix 22

### Sample Promotional Messages

Short promotional messages may be featured on recreation centre televisions or billboards, in e-mails or on promotional materials.

#### **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, 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, half a pita, half a bagel, half a cup of pasta or rice or 30 grams 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 flavour. Start your day with whole grain toast or a bowl of whole grain cereal. Choose sandwiches made with 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 to three servings of Meat and Alternatives. Choose a lean or low-fat Meat 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!*

## Appendix 23 Letter to Recreation Centre Manager Advising Revocation of Award

[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!* 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.

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 to 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]

## Appendix 24 Letter to Recreation Centre Manager Inviting Reapplication

[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 reapply 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 the community.

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

Sincerely,

[Name, position, contact information]



## 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 that use their logos. Likewise, if there are materials being produced that 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 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 the *Eat Smart!* Nutrition Standard for Snack Bars.
- Any materials that include the *Eat Smart!* logo or symbol must be removed or reprinted without the logo/symbol if the recreation centre does not qualify for the program in a subsequent year (adherence with the 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 would have to be replaced if the snack bar 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 *Eat Smart!*

The *Eat Smart!* logo and symbol and the CCS and HSFO logos are available for download from the health unit side of the *Eat Smart!* website. For further information, please consult the provincial *Eat Smart!* program coordinator at the Nutrition Resource Centre.

Email: [eatsmart@opha.on.ca](mailto:eatsmart@opha.on.ca)

Phone: 416.367.3313 / 800.267.6817, ext. 227 or 241

*Eat Smart!* award-winning recreation centres should be notified of the above guidelines. See Terms and Conditions (Appendix 18) which should be attached with the sample notification letter (Appendix 17).