
Tom Madelen

STAFF REPORT TO COUNCIL

Date: September 16, 2008
To: Mayor and Council
From: Brad Beckett, Recreation Services Supervisor
Subject: Healthy Food and Beverage Policy – Recreation Facilities

RECOMMENDATIONS:

1. That this report be received;
2. That the attached Healthy Food and Beverage Policy for Recreation Facilities be adopted;
3. That Administration develop educational workshops for all municipal recreation facilities and their employees listed in Appendix 1 of the policy.

DISCUSSION:

In the fall of 2007, City Council received and endorsed the Prince George Active Communities Strategic Plan. One of the recommendations within the plan was to develop a city-wide nutritional health policy to assist and encourage active living and healthy eating in Prince George. The goal is to increase healthy eating and activity by 20% by 2010. With funding assistance from the UBCM the Active Communities Committee engaged the service of Nutrition Consultant, Beth Moore to guide the process and develop a “Healthy Food and Beverage Policy for Recreation Facilities”.

The mandate of this policy will be to focus on municipal recreation facilities which serve or sell food through vending or concession services. The recommendations set out to ensure healthy choices are available and will encourage individuals to make healthy choices. The nutrition consultant underwent series of stakeholder meetings to gather information towards the development of the policy. Implementing these policy recommendations will require further work with the consultant in developing education strategies for city employees in each of the facilities as listed in Appendix 1. Each facility will set out realistic timelines and implementation plans that will incorporate the recommendations. Promotional and educational items are made available through the British Columbia Recreation and Parks Association and will assist with the implementation process.

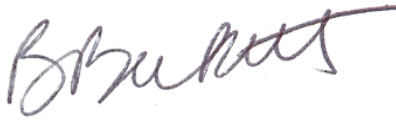
A future phase would include working with the City’s Health and Wellness Committee to develop implementation plans for other municipal facilities and employees. Additionally, the policy and its implementation may serve to provide guidance and mentoring to other community facilities as well as interested communities around our region.

CONCLUSION:

The Active Communities Committee along with Administration supports the recommendations of the Healthy Food and Beverage Policy for Recreation Facilities. The opportunity to become a role model in the education and provision of healthy nutritional choices supports the Health and Wellness component of the Social Development Strategy in the Integrated Community Sustainability Plan.

I will be in attendance at the Sept. 29th Council meeting along with our consultant to respond to questions of Council.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Brad Beckett", written in a cursive style.

Brad Beckett
Supervisor – Recreation Services

Attachment: Healthy Food and Beverage Policy

CITY OF PRINCE GEORGE

Healthy Food and Beverage Policy

Recreation Facilities

Prepared By

Beth Moore

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Policy Statement

IT IS THE POLICY of the City of Prince George that it is in the interest of public health to establish guidelines to provide healthier options for food and beverages sold and served in vending machines and concessions in City owned recreation facilities – see [Appendix 1](#).

Background

The City of Prince George's Healthy Food and Beverage Policy for Recreation Facilities aims to increase access to healthy food and beverages offered in vending machines and in concessions in municipal recreation facilities.

The creation of this policy is a result of the vision of the 2007 Prince George Active Communities Strategic Plan that recommends support for plans and policies that promote physical fitness, healthy eating and overall wellness amongst residents of Prince George. A specific recommendation was for the development of a city wide nutritional healthy policy for all municipal recreation facilities. This recommendation in the strategic plan stems from a number of surveys and questionnaires conducted with the Active Communities project that indicate the need for healthier food and beverage options in vending machines and concessions. The Recreation Facility Food Environment Audit Results indicate that currently in City Facilities, 71% of beverage items in vending machines are unhealthy and over 80% of the snacks in vending machines are unhealthy. In addition, the Physical Activity and Healthy Eating Survey Report – 2007 reported that 13.2 % of the population eats at a municipal park or facility often, and 52.8% reported that they do not feel that the food or beverages at the parks or facilities are healthy. Similarly, the City of Prince George Quality Program employee questionnaire resulted in 70.9 % of employees finding the food and beverages in the worksite unhealthy.

Food and beverage choices that are high in sugar and unhealthy fat and low in fibre, as well as large portion sizes, contribute to the growing obesity problem faced by our society. Obesity is a risk factor for several chronic diseases, including Type II Diabetes, heart disease, and some cancers.

This policy will improve the nutritional content of items sold or served in City owned recreation facilities to the benefit of individuals who use, and who work in our facilities. In addition, the policy aims to create a supportive environment that will help individuals make positive behavioral changes. Upon approval of the policy, an extensive awareness campaign will be launched with resources that will be made available from the British Columbia Recreation and Parks Association (BCRPA)

which will assist in the education of patrons and in creating awareness of the facilities' healthy choices products that will be available (see [link](#) for a sample of these resources).

Recreation facilities are ideal targets for becoming healthy choice facilities since they are already supporting people's health goals by providing space for physical and social activity, and because they serve a wide variety of members of the community. Also, they employ a large volume of people who have the potential to influence the behavior of users of the facilities by setting healthy examples.

We can assist in building a supportive community environment for healthy nutrition and create more demand for healthy food and beverages by implementing this policy in City recreation facilities. The implementation of this policy will promote good nutrition and create a positive environment to foster healthy eating habits in employees, the public, and others who use our facilities, by making the healthy choice the easy choice and by adopting a healthy choices philosophy.

The product proportions and nutrition standards in the following pages for packaged and prepared products are based on guidelines set by the *Nutritional Guidelines for Vending Machines in BC Public Buildings, May 2007* and *The Brand Name Food List* (see [Appendix 2](#)). The recommendations for creating a healthy choices facility are adapted from the Municipal Recreation Food Environment Action Toolkit (MRFEAT) and ActNowBC's *Creating a Healthy Workplace Environment: Workbook and Toolkit* (see [Appendix 3](#)).

Definitions for terms in this document:

“**City**” means the City of Prince George and its administration.

“**City Facility**” means any recreation facility owned by the City of Prince George.

“**Healthy Choices**” and “**healthy food and beverages**” refer to food and beverages that meet the Choose Most and Choose Sometimes categories in the Nutritional Guidelines for Vending Machines in BC Public Buildings (May 2007) (see [Appendix 2](#)).

“**Healthy Choices Facility**” is a facility that offers healthy food and beverages wherever they are served or sold.

“**The Guidelines**” and “**Nutritional Guidelines**” refer to the Nutritional Guidelines for Vending Machines in BC Public Buildings (May 2007) (see [Appendix 2](#)).

“**Healthy Food and Beverage Policy for Recreation Facilities**” and “**Policy**” means this policy.

Policy Guidelines

It is recommended that,

1. Vending machines on City owned recreation facilities shall contain the following percentages, as minimum standards, of product for **pre-packaged** products that meet the Nutritional Guidelines – see [Appendix 2](#):

A. At least 50% of product choices for food and beverages must be from the Choose Most and Choose Sometimes categories. Up to 50% of product choices may be from the Choose Least or Not Recommended categories with no more than 15 % from the Not Recommended categories.

2. Concessions and snack bars in City owned recreation facilities shall meet the percentages set forth in section 1, for the proportions of **pre-packaged** food and beverages in addition to the Nutritional Guidelines in [Appendix 2](#), and the following:

A. Pre-packaged products sold must only be offered in regular-sized single serving packages. Non-packaged food (i.e. pizza, hot dogs, burgers, nachos) must be sold in small, single serving size portions:

- i. Only regular-size candy bars can be offered (no King Size).
- ii. Only regular-size hotdogs (no items that read “jumbo” on the packaging)
- iii. No jumbo size potato chips.

B. With regards to **prepared** foods, for every product that does not meet the Choose Most and Choose Sometimes categories of the Nutritional Guidelines, a like product that does meet these criteria shall be provided, for example if a hamburger is offered, a veggie burger or turkey sandwich must be offered; if a pepperoni pizza is offered, a vegetable topping pizza must be offered; if regular ice cream is offered, non-fat frozen yogurt must be offered; when white bread is offered, whole wheat bread must be offered.

3. Products that fall under the Choose Most and Choose Sometimes categories of the Nutritional Guidelines must be placed more prominently than items that do not.

4. It is recommended that at least one fresh fruit or vegetable must be offered when other products are sold in concessions.
5. Food and beverages that fall under the Choose Most and Choose Sometimes categories of the Nutritional Guidelines shall be comparatively priced to products that do not fall under these categories of the Guidelines.
6. It is recommended that employers and employees of City owned recreation facilities adopt the healthy choices facility principals and that food and beverages offered at staff meetings and social gatherings in addition to food and beverages brought from outside the facilities comply with the Nutrition Guidelines (see items 1 and 2 above).
7. In the development of specific facility implementation plans, the City will support and access local food security initiatives for example, buying local organic produce, utilizing pocket markets.
8. Fundraisers shall endorse the 'healthy choices facility' philosophy and consider alternatives to traditional fundraising sales items (bake sales or selling unhealthy products). Instead, fundraisers should sell non-food items, healthy foods, provide a service, or host an event, for example. (Please see the MRFEAT toolkit for more fundraising ideas).
9. External/internal recreation programs shall incorporate the healthy choices facility philosophy and provide healthy choices when food and beverages are offered.
10. The City of Prince George shall provide resources and lists of acceptable products that meet the Nutrition Guidelines upon request.
11. The City of Prince George reserves the right to limit quantities and exercise control on any food/beverage item offered at City owned recreation facilities.

Implementation Schedule

- This is to be a broad policy that applies to all City owned recreation facilities and is to be phased in over time. Initially it will apply to the recreation facilities, listed in [Appendix 1](#), and will adopt a plan for extending the recommendations to all municipal buildings and sporting fields, playgrounds and community associations in future phases of the policy.
- Specific implementation plans for each facility will be determined by facility managers.
- Current vendor contracts will be respected, however, where there is room for immediate changes, it is strongly recommended that they be made as managers of the facilities deem appropriate. It is expected that new contracts will comply with the policy guidelines.
- Where no contract exists with vending and concession operators, it is strongly recommended that changes are implemented immediately.
- It is expected that this policy is a starting point for City recreation facilities and that future policies will exclude any foods or beverages from the Choose Least and Not Recommended categories.

Appendix 1

List of Facilities included in the initial phase of the Policy:

Recreation Facilities

Civic Centre

CN Centre

Elksentre

Kin Centres

Coliseum

PG Aquatics Centre

Four Season's Pool

PG Playhouse Theatre

Appendix 2

Nutrition Guidelines

Nutritional Guidelines for Vending Machines in BC Public Buildings (May 2007)

<http://www.lcs.gov.bc.ca/HealthierChoices/pdf/Appendixiii.pdf>

The Brand Name Food List

<http://www.brandnamefoodlist.ca>

Appendix 3

Healthy Workplace Environment

ActNow BC. Creating a Healthy Workplace Environment: Workbook and Toolkit
<http://www.actnowbc.ca/media/Workbook.pdf>

Appendix 4

Other key resources:

Guidelines for Food and Beverage Sales in BC Schools - 2007

http://www.bced.gov.bc.ca/health/guidelines_sales07.pdf

Healthier Choices in Vending Machines in BC Public Buildings – Policy Paper

<http://www.lcs.gov.bc.ca/HealthierChoices/pdf/CompletePolicy.pdf>

Eating Well with Canada's Food Guide

<http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/index-eng.php>

Healthy Food and Beverages Sales Project Promotional Materials

http://www.twistedlimemedia.com/clients/saeh_demo/