



Creating Healthy Eating Environments in the Recreation Sector

March 6, 2024



CPRA Introduction

March | 2024 |



THE POWER OF OUR PARTNERSHIP

CPRA is an alliance of parks and recreation associations across Canada. We envision a future where everyone is engaged in meaningful, accessible parks and recreation experiences that foster:

Individual wellbeing

Community wellbeing

The wellbeing of natural and built environments





About CPRA

CPRA is a national non-profit dedicated to improving the wellbeing of Canadians and building healthy, vibrant, and resilient communities by supporting the recreation and parks sector.



Voice!



Community!



Resource!

By uniting the 13 provincial and territorial recreation and parks associations and their networks, CPRA reaches over 90% of Canadian municipalities.



Creating Healthy Food Environments in Recreation and Sport Settings (RSS):

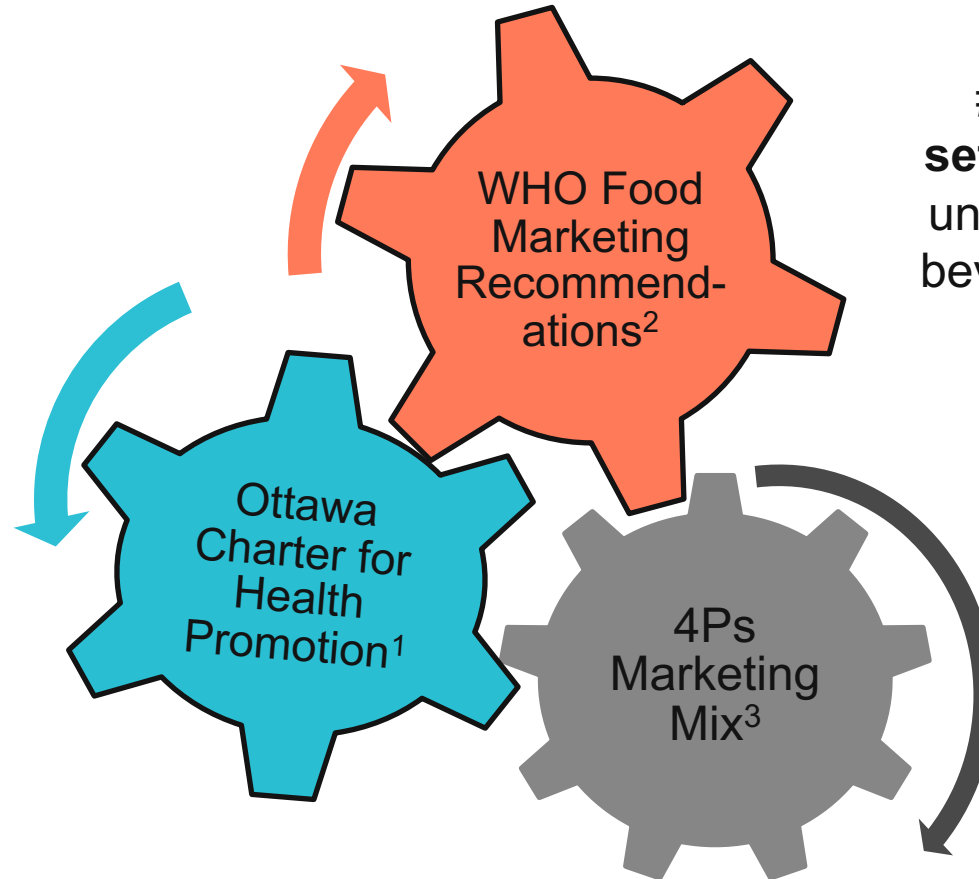
Recap of Evidence and Example Actions

Rachel Prowse, PhD, RD
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March 6, 2024

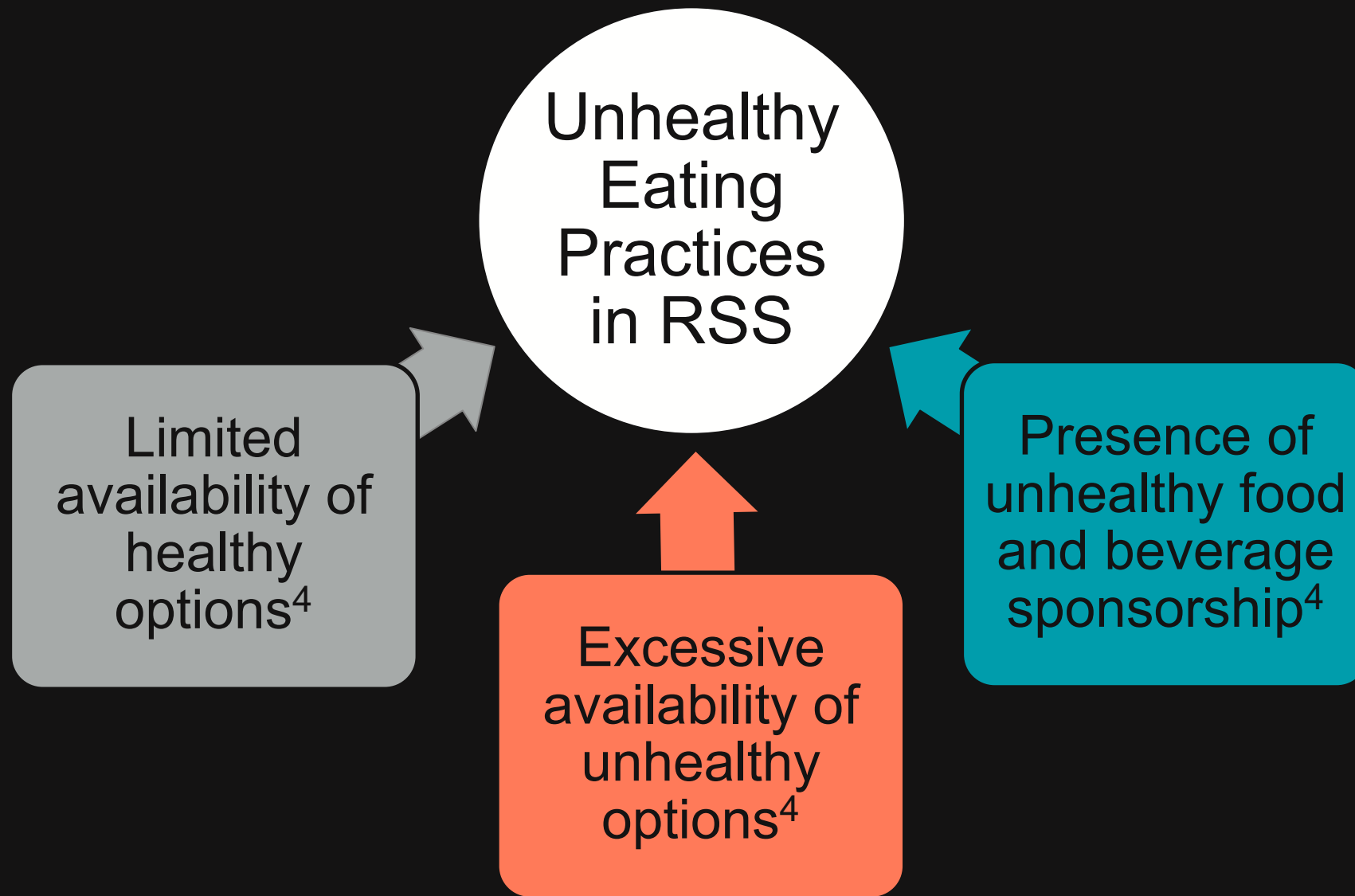
Recreation and Sport Settings are a PLACEs for Health Promotion

"Health is created and lived by people within the **settings of their everyday life**; where they **learn, work, play, and live.**"



#5: **Children's settings** are free of unhealthy food and beverage marketing

1. Product
- 2. Place**
3. Price
4. Promotion



Impact of Unhealthy Food Availability in RSS^{2,5}

- Foods available = foods sold
- Children pester parents, requesting junk food
- Intake of foods that might not be the best fuel for activity or health
- Perceived limited choices; choose to bring food or go elsewhere
- Loss of potential revenue
- Mismatch with organizational mandate
- Perceived mixed messages reduced likelihood patrons will support facility food services (actively avoid concession)

“We just don’t eat concession food....We eat real food, we don’t eat mac and cheese, and chicken fingers...we try to support the food that we want and the food that we’d have at home...”
(Parent 8)

“we’re a healthy living facility, right, it’s mental health with the library and like keeping your brain strong; the pool; the skating; well it just to me is a hand-in-hand, right. Yeah why would you just serve poutine and burgers? At place where you’re trying to encourage active living.”
(Parent 10)

Impact of Food Marketing (Sponsorship) in RSS^{2,6,7}

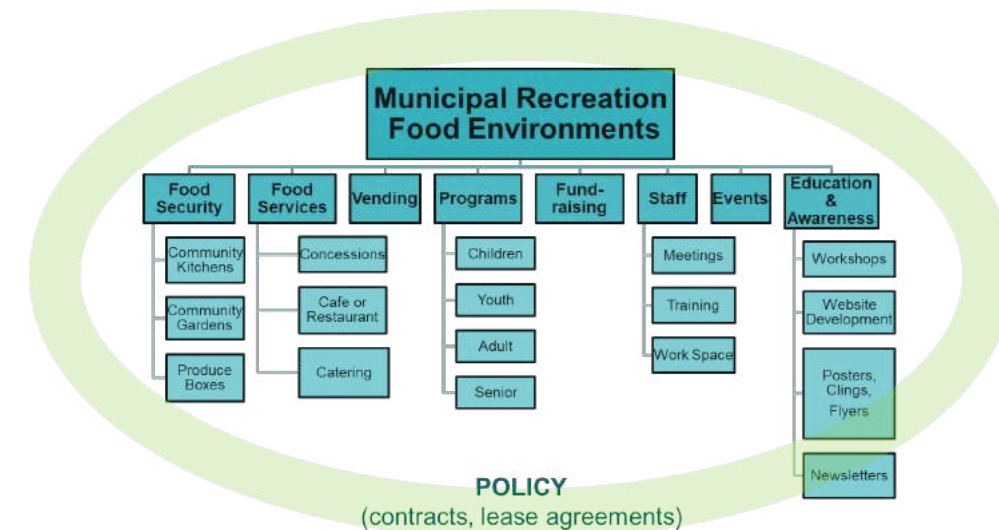
- Elite and community sport sponsorship widely exposes children and youth to unhealthy food products and brands
- Influences brand awareness, preferences, and behavioural intentions
- Food marketing techniques such as signage, branding, fundraising, giveaways, and in-kind donations “activates” sponsorship which increases consumers’ engagement with the sponsor and increases the impact of the sponsorship
- Children pester parents, requesting junk food
- Foods marketed = increased purchasing
- Intake of foods that might not be the best fuel for activity or health
- Mismatch with organizational mandate
- Perceived mixed messages increased feelings of distrust

“[food service operators] put all that fun kids’ stuff right at eye level, just like the grocery store, which is smart for them. Right, smart for the people selling it, not so good for me. Because my kids want that stuff.”
(Parent 5)

“[the facility] says ‘do what I say not what I do’. It’s a very inconsistent message that I see. Um, that there’s this message of eat healthy, but then they don’t necessarily put that out there and give a lot of healthy options’
(Parent 8A)

Evidence Based Recommendations to Improve Healthy Food Environments in RSS^{8,9}

- **Multi-pronged interventions** targeting food availability, promotion, prices, nudges may be more effective than single interventions
- Interventions are **multi-level** targeting organizational policies, facility capacity building, and food services, which can mutually influence one another
- It is difficult to conclude the impact of singular intervention components



Foundational Principals for Healthy Food Environments in RSS¹⁰

Foundational Principles

Healthy foods and beverages are available.

The pricing and placement of food and beverages favours healthy options.

Promotional messages related to food and beverages supports healthy eating.

Facilities are committed to supporting healthy eating and healthy food environments.

Conceptual Framework for Healthy Eating in RSS¹⁰

Component	Definition
	Adapted from Kraak et al. 2017. Obesity Reviews.
Profile	The nutritional content of food available
Portion	The portion size of foods and beverages offered
Pricing	The relative prices of foods and beverages sold in vending/concession
Promotion	Commercial food and beverage marketing practices
Picks	Food environment factors socially normalized healthy choices
Priming	Social marketing and healthy eating promotion
Place	Changes to the facilities' amenities to increase awareness of healthy food
Proximity	Visibility of food and beverages
Policy	Formalized written commitments
People	Agents of change

Article

Creating healthy food environments in recreation and sport settings using choice architecture: a scoping review

Rachel Prowse^{1,*} , Natasha Lawlor¹, Rachael Powell¹, and Eva-Marie Neumann² 

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Abstract

Recreation and sport settings (RSS) are ideal for health promotion, however, they often promote unhealthy eating. Choice architecture, a strategy to nudge consumers towards healthier options, has not been comprehensively reviewed in RSS and indicators for setting-based multi-level, multi-component healthy eating interventions in RSS are lacking. This scoping review aimed to generate healthy food environment indicators for RSS by reviewing peer-reviewed and grey literature evidence mapped onto an adapted choice architecture framework. One hundred thirty-two documents were included in a systematic search after screening. Data were extracted and coded, first, according to Canada's dietary guideline key messages, and were, second, mapped onto a choice architecture framework with eight nudging strategies (profile, portion, pricing, promotion, picks, priming, place and proximity) plus two multi-level factors (policy and people). We collated data to identify overarching guiding principles. We identified numerous indicators related to foods, water, sugary beverages, food marketing and sponsorship. There were four cross-cutting guiding principles: (i) healthy food and beverages are available, (ii) the pricing and placement of food and beverages favours healthy options, (iii) promotional messages related to food and beverages supports healthy eating and (iv) RSS are committed to supporting healthy eating and healthy food environments. The findings can be used to design nested, multipronged healthy food environment interventions. Future research is needed to test and systematically review the effectiveness of healthy eating interventions to identify the most promising indicators for setting-based health promotion in RSS.

Keywords: nutrition, healthy settings, recreation, settings approach, sports facilities

132 Documents

- 32 peer-reviewed publications
- 100 grey literature

- Guidelines/recommendations (39%)
- Formal Policies (28%)
- Real life Practices (25%)
- Toolkits (8%)

Content:

- Marketing (66%) or sponsorship (32%)
- General healthy eating (52%)
 - Processed foods (25%)
 - VF (15%), whole grains (10%), protein foods (8%)
- Water (35%)
- Sugary drinks (28%)

Component	Examples Benchmarks of an Improved Beverage Environment ¹⁰	
Profile	Water is available.	Energy drinks, soft drinks, fruit drinks are not available (or limitedly available).
Portion		Sugary drinks are sold in the smallest possible containers.
Pricing	Water is free. Combo deals are used with water only.	Bottle water is cheaper than sugary drinks.
Promotion	Health promotion messaging must be of equal weight to messages from food and sugary drink sponsors, if the latter exists.	Restrict any marketing of sugary drinks. Restrict any sponsorship from sugary drink companies/brands.
Picks	Water* makes up at least 50% of available beverages. Water is promoted as the 'drink of choice'.	
Priming	Coaches promote water before/during/after sports.	
Place	Water fountains and dispensers are always available.	
Proximity	Water is highly available in playing areas and high-traffic areas, and at events.	Sugary drinks are moved out of sight or to less desirable locations. The opportunities to purchase and consume sugary drinks is reduced.
Policy	Items above are mandated in policies/agreements.	
People	Staff, parents, food service, coaches, municipalities, government, sports club, sponsors.	

Component	Examples Benchmarks for an Improved Food Environment ¹⁰	
Profile	Healthy foods, including vegetables and fruit, whole grains, lean meats, plant-based protein are always available.	Unhealthy foods, including processed meats are not available or limitedly available.
Portion	Serving sizes of foods is small.	Serving size for unhealthy foods is the smallest, single serving size available.
Pricing	Healthy foods are competitively priced with unhealthy alternatives. Healthy foods are on sale through combos.	Prices of unhealthy foods are increased. Unhealthy foods are not used in pricing promotions.
Promotion	Eye catching signs, attractive packaging, presentation are used for healthy foods. Healthy menu items are listed at the top of the menu. Prominent locations are used for healthy foods. Healthy foods or non-foods are used in fundraising and for rewards/incentives.	Unhealthy foods are not displayed at the expense of healthy foods. Negotiate with existing sponsors to implement healthy eating changes. Restrict unhealthy branding.
Picks	Healthy foods availability (>50%) and variety is increased. Healthier sides are a default in combo meals.	Unhealthy food availability and variety is decreased.
Priming	Club encourages parents and coaches to provide healthy snacks at events and for youth players. Symbols and labels are used on menus to highlight healthy options.	
Place	Equipment in facility supports healthy food production and storage.	
Proximity	Vending machines with healthy choices are placed in high traffic areas. Healthy foods have priority placement to be most visible in vending machines and concessions.	Unhealthy foods are not prominently placed or displayed in excessive quantities.
Policy	Items above are mandated in policies/agreements.	
People	Staff, parents, food service, caterers, coaches, municipalities, government, community groups, sports club, sponsors	

Example Benchmarks Of An Improved Food Marketing Environment¹⁰

Component
Profile
Portion
Pricing
Promotion
Picks
Priming
Place
Proximity
Policy
People

- See Promotion items in earlier slides.
- Health food is promoted.
- Unhealthy foods and beverage marketing and sponsorship are restricted.
- Restrict unhealthy food and beverage marketing.
- Limit marketing to children and sponsorship to healthy foods.
- Restrict all promotion, including sponsorship related to unhealthy food and beverages as a condition to receive funding.
- Marketing and sponsorship should be designed to meet health and education goals rather than commercial motives.
- Replace unhealthy signage with healthy signage.
- Restrict unhealthy branding on uniforms and signage.
- Use only healthy foods or nonfoods for fundraising, rewards, incentives, vouchers. Unhealthy food fundraising prohibited.
- Health promotion posters must be of equal weight to messages from food and sugary drink sponsors.
- No unhealthy foods used on promotional posters.

Ongoing Practice-based Research Questions

- **What features of healthy food environment interventions in RSS are “core components” (i.e. necessary)?**
- **What features of healthy food environment interventions in RSS are “discretionary components” (i.e. modifiable for contexts)?**
- **What is the full scope of food marketing through sponsorship in RSS, including facilities and sports clubs/leagues?**
- **How can corporate food sponsorship agreements be altered to be health promoting?**
- **What alternatives are there to corporate food sponsorship?**

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Canada's
food guide



Creating Healthy Food Environments with the Food Guide-Friendly Initiative

Health Canada
Office of Nutrition Policy and Promotion
March 2024

Creating Healthy Food Environments with Canada's Food Guide

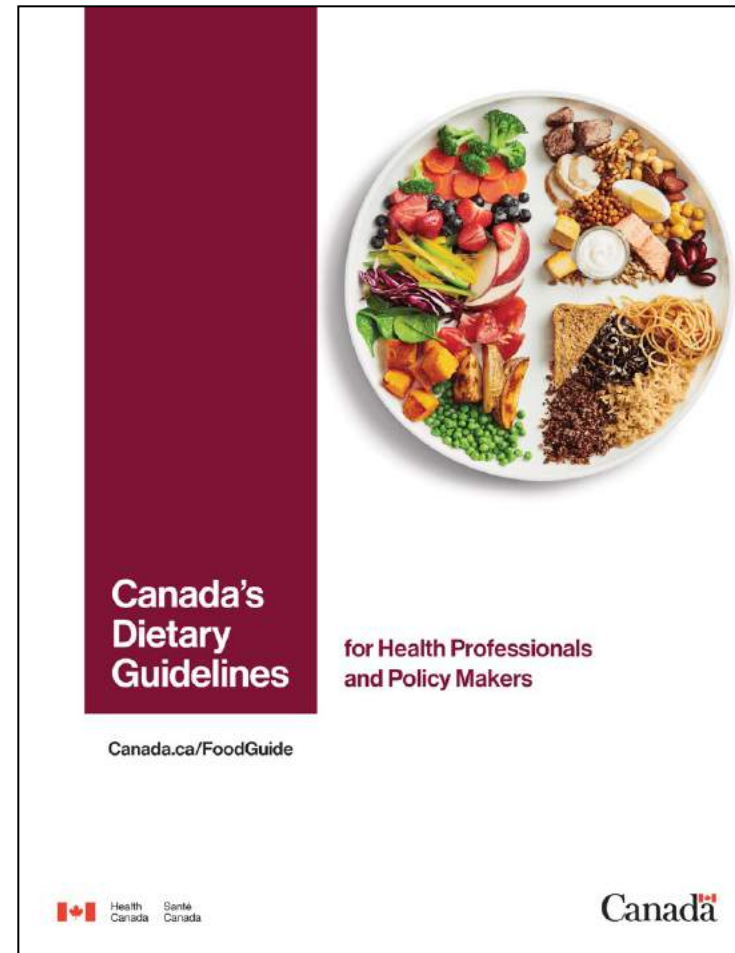
Purpose:

- Overview of Food Guide-Friendly initiative
- Resources to support Food Guide-Friendly actions



Canada's Food Guide

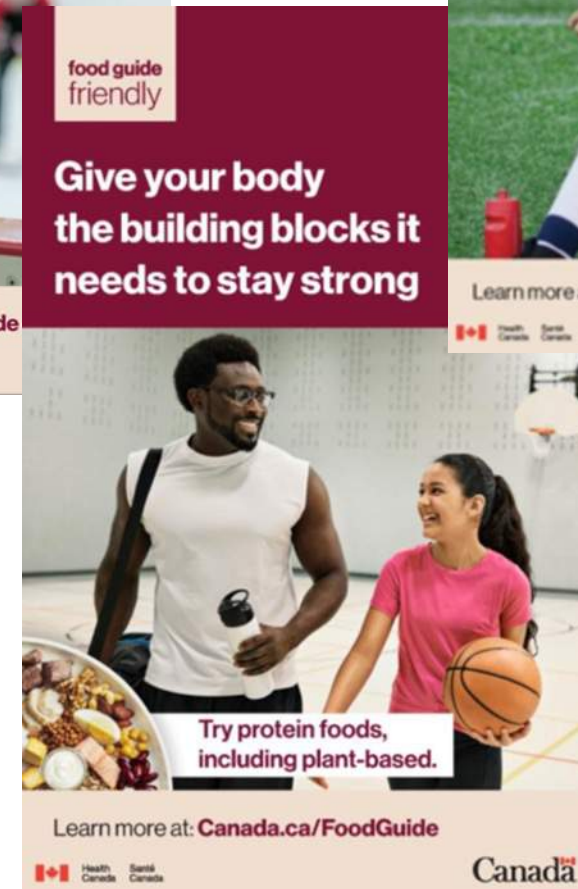
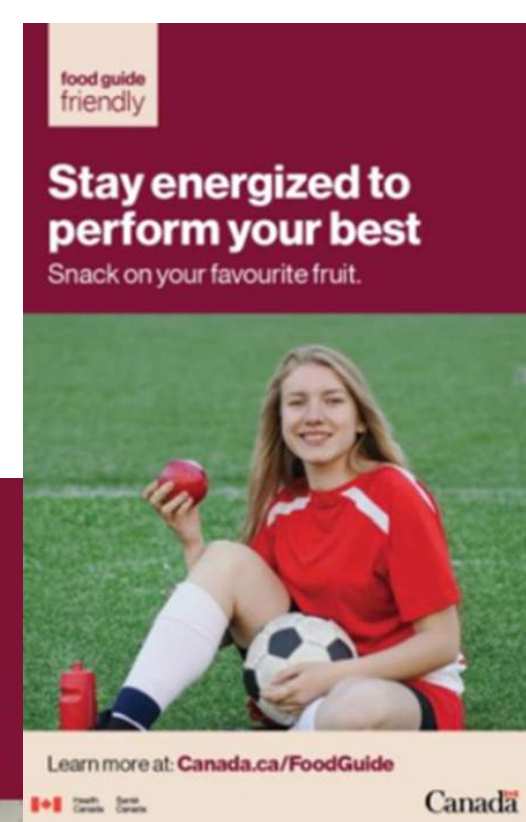
- Updated food guide launched in 2019
- Recommends publicly-funded institutions offer healthier options and limit availability of highly processed foods and beverages



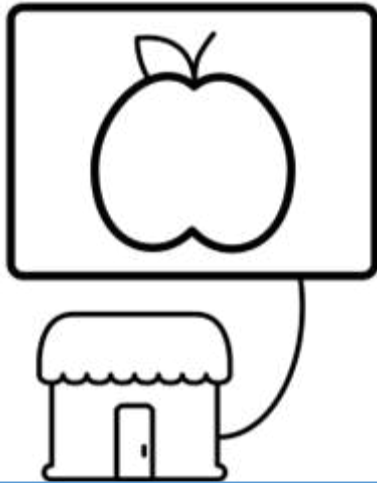
Food Guide-Friendly Initiative

Food guide friendly is a voluntary initiative that encourages publicly-funded institutions to create healthier food environments.

- Food guide-friendly principles
- Promotional material
- Food guide-friendly pledge



Food Guide-Friendly Principles



1. Make nutritious foods and beverages available



2. Promote nutritious foods and beverages



3. Encourage healthy eating behaviours

Resources to Support Food Guide-Friendly Actions

- Implementation tips
 - Information and examples to support use of Food Guide-Friendly principles
- Healthy food environment policy
- Food Guide-Friendly meetings and events

Next Steps

- Continue to pilot test principles, pledge and related tools
- Review and consider input received via Canadian Parks and Recreation Association (CPRA) surveys
- Collaborate with CPRA to share success stories



Canada's food guide



Contact us:
nutrition@hc-sc.gc.ca





HEALTHY EATING & SPORT EVENTS

Event: 2015 55+ Games (Pictou County, Nova Scotia)

Presenter(s): Rae Gunn Date: March 6, 2024

Outline

- Background
- Purpose and Actions Taken
- What Worked and the Challenges
- Learnings
- What's Next?



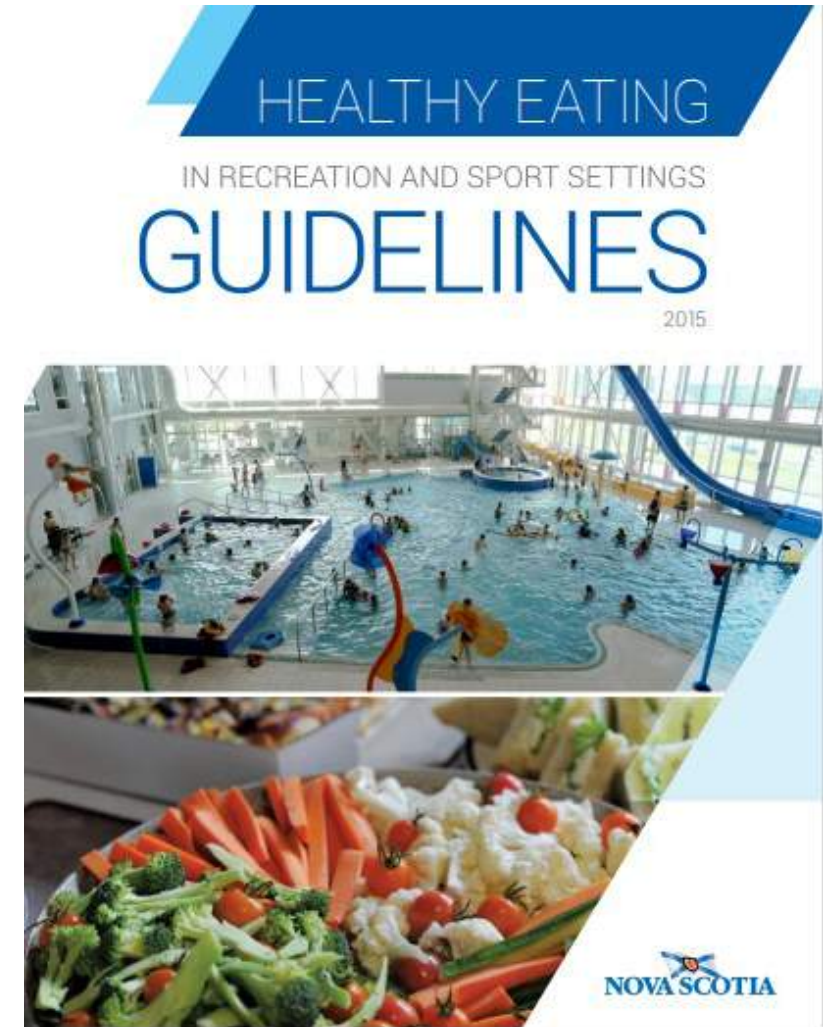
Background

- In fall 2015, Pictou County hosted the Nova Scotia 55+ Games over 3 days
- Qualifying event for the Canada 55+ Games held every 2 years
- 16 core activities including a variety of sports and games
- Over 744 participants
- The event used a variety of sport and recreation facilities (indoor & outdoor)
- The Host Committee secured provincial funding to support the development of a **healthy food policy** for the event

FUN
FITNESS
FRIENDSH
IP

Purpose

- Financial Incentive: lower costs & pass along value to the participant
- Quality User Experience: making intentional choices on ensuring healthy food was easily available to participants
- Support the roll out of a Provincial Healthy Eating in Sport and Recreation Settings Policy



Actions Taken



What Worked and the Challenges

What Worked

- Funding with clear objectives/restrictions
- Expertise from Public Health
- Momentum from the effort surrounding the Provincial Healthy Eating Policy

Challenges

- The draw of the status quo
- Asking vs Telling
- Affordability

HEALTH CONCERNS WITH DIETARY CONSIDERATIONS FOR PARTICIPANTS

Hypertension

• 700 guests – 350 will have hypertension

Diabetes

• 700 guests – 70 will be diabetic

Digestive Disorders

• 700 guests – 399 will need a diet that considers GI health

Celiac Disease

• 700 guests – 21 will need gluten free foods

Allergies and Intolerances

• 21 will need options free of allergens and 112 will be lactose intolerant

Vegetarianism

• 700 guests – 14 will need a vegetarian option

20

Learnings

- ✓ Food is a key ingredient of successful event planning
- ✓ A commitment to healthy food choices needs to be made at the beginning of event planning
- ✓ Success is dependent on having the necessary funds to execute the plan
- ✓ Provide education AND incentives to partners



What (happened)Next?

Good things:

- Some local municipalities adopted healthy eating policies for their recreation activities and community events

Not Great things:

- Research study evaluating the healthy eating in sport and recreation settings policy found that it had been ineffective
- Pictou County hosted the 55+ Games again in 2023 and a healthy eating policy was not embedded into the planning

Questions?

Contact Rae.gunn@novascotia.ca





Eat Great and Participate

Organization: Recreation NL, Non-Profit Organization

Presenter(s): Marissa Park, Registered Dietitian & Program Coordinator

Date: March 6th 2024

Outline

- Background
- Purpose and Actions Taken
- What Worked and the Challenges
- What's Next?

Background

- Eat Great and Participate is a Provincial program of Recreation in Newfoundland and Labrador
- Aims to support healthy eating and increase access to nutritious foods and beverages in recreation, sport and community settings, including facilities, at programs and events
- Steering committee
- Population: mix of urban and rural recreation sites/communities
- Funded by the provincial government

What we do

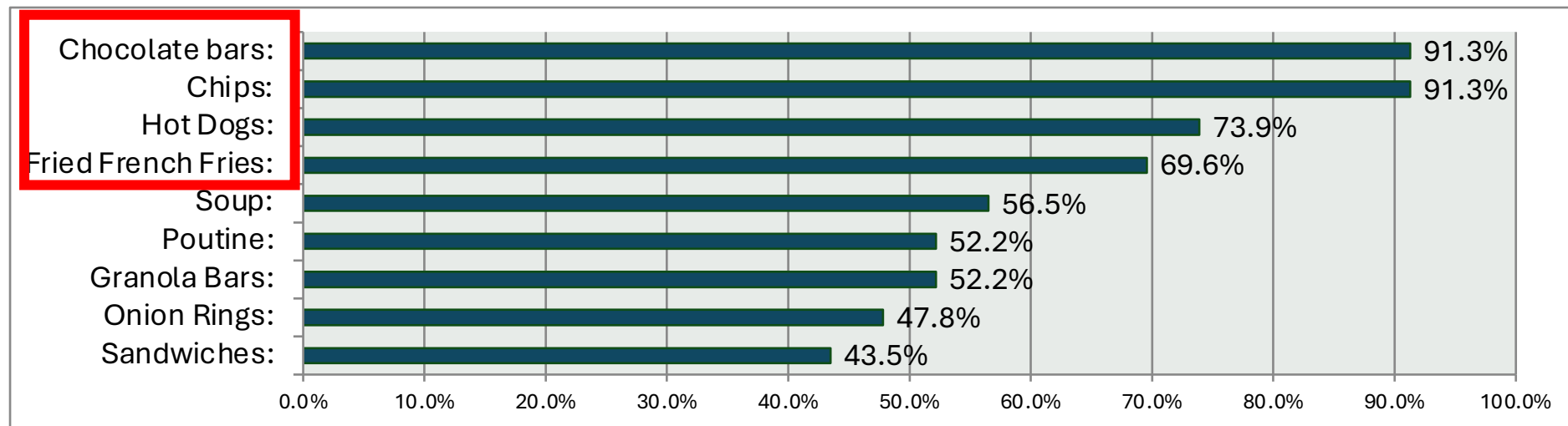
- Healthy eating workshops for food service providers in facilities, for sports groups and community organizations
- Menu reviews for Regional and Provincial Games
- Support to municipalities and communities in adopting and implementing healthy eating policies
- Provide resources and tools to communities to support healthy eating



**eat great
& participate**

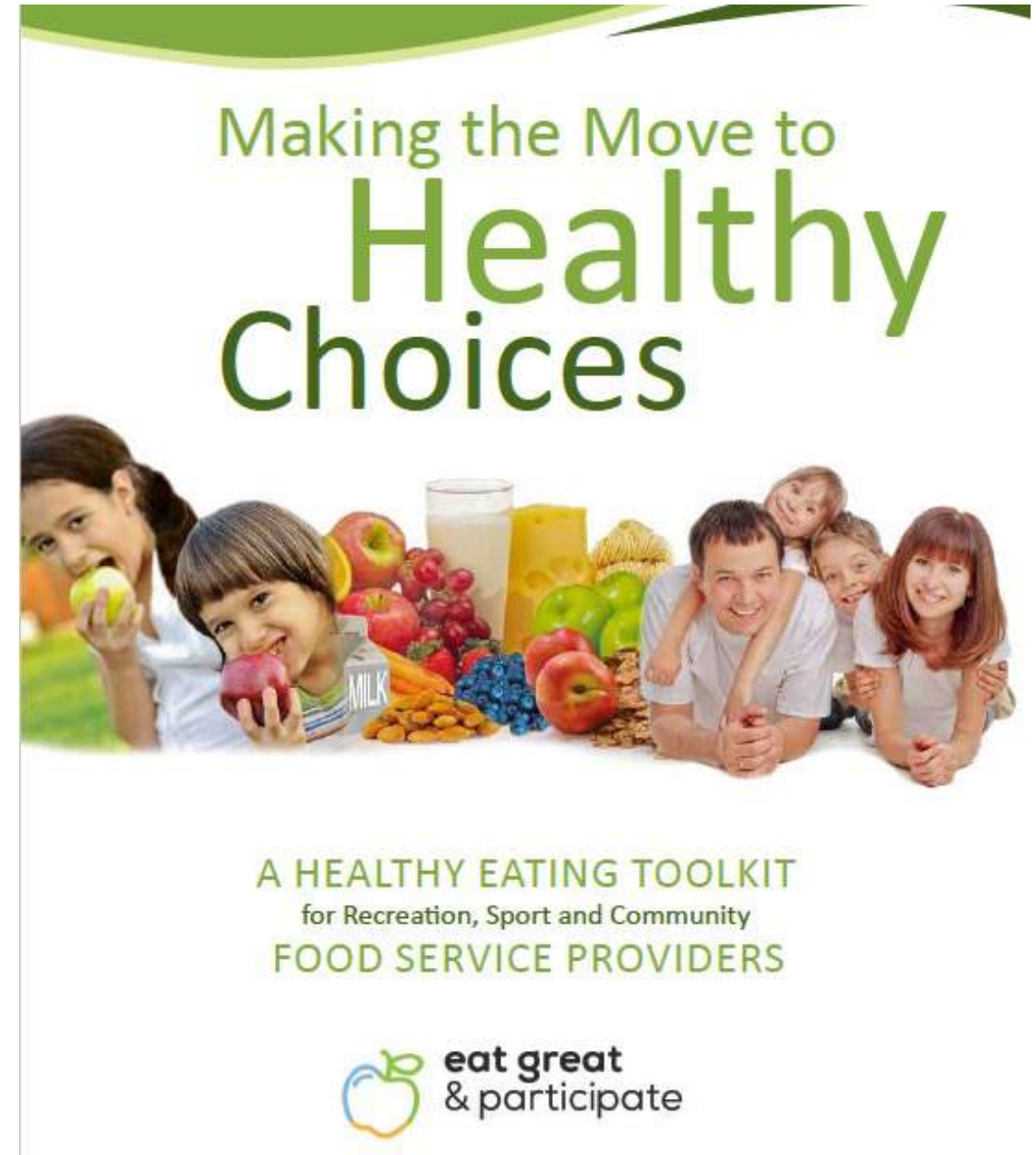
Actions Taken

- Profile of the Food Environment in NL
 - Surveys
- Creation of a toolkit "Making the Move to Healthy Choices"
- Healthy Eating Policy Development
- Community Healthy Eating Framework



Making the Move to Healthy Choices Toolkit

- Make it easier for food service providers to offer healthy food and beverages
- The toolkit provides:
 - menu ideas
 - marketing strategies
 - food safety considerations
 - easy-to-prepare healthy recipes



Healthy Eating Policy



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Healthy Eating Policy for Town Operated Community Events

The Town of Botwood Recreation Department is concerned about health issues.

- Many Community members are interested in choosing healthier foods and beverages, being physically active, staying tobacco-free, caring for the environment and supporting local products.
- What we eat and our level of physical activity can be positively influenced by healthy and supportive policies where we live, learn, work and play.
- Food such as vegetables, fruit, whole grains, lower fat milk products and leaner meats help to prevent chronic diseases. A recreation, sport and community environment supportive of healthy food and beverage choices helps create and maintain healthy communities.
- Offering healthy choices is important in striving for a healthy community.

Therefore, effective February 3, 2015 when food and beverages are served at community events that are sponsored by the Town of Botwood and the Botwood Recreation Department, we will follow our healthy eating policy.

We will do our best to:

- Serve vegetables and fruit more often
- Offer a variety of whole grain products
- Offer skim, 1% or 2% milk
- Offer lower fat milk alternatives (yogurt, Cheese)
- Provide smaller portion sizes
- Serve plain water
- Choose green options when possible
- Always encourage healthy options

Motion 15-016, dated February 2, 2015

The Town of Botwood adopts the above Healthy Eating Policy for the Town of Botwood Community Operated Events.



Town of Marystown

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Healthy Eating Policy "Town of Marystown"

The Town of Marystown and the Marystown Recreation Department are concerned about health issues:

> Many Community members are interested in healthy food choices, being physically active, staying tobacco-free, caring for the environment and supporting local products:

> What we eat and our level of physical activity can be positively influenced by healthy and supportive policies where we live, work and play:

Healthy Food choices are important for a healthy community:

Therefore the Town of Marystown and the Marystown Recreation Committee are committed to offering healthy food choices at all Town sponsored events:

We will do our best to:

Encourage healthy food choices.

Offer healthy food choices at town events.

Promote healthy eating and fitness in our community.



Healthy Eating Policy

The Town of Holyrood recognizes the importance of healthy eating and the overall benefits of this practice. First, let's begin with a definition of healthy eating, according to the Government of Canada (2013). The definition states: "eating a variety of foods from the four food groups to feel good and maintain your health." Overall, the benefits of healthy eating are endless. However, the two most obvious reasons all residents should make an effort to live a healthier lifestyle is to receive a better quality of life and most importantly an increased life expectancy.

Holyrood's Municipal Council recognizes the importance of living a healthy and active lifestyle. On September 23, 2014 The Town of Holyrood adopted a policy that states:

BE IT RESOLVED that the Town of Holyrood adopt a new healthy eating policy that will require all special events, programs and special events to have a healthy food option. This policy has been created by our Recreation and Community Events Department in partnership with the Eat Great and Participate Program.

We understand the increased benefits and importance behind nutritional foods. The Town is determined to make a stance to ensure healthy alternatives are available at all community events and programs where food is served, and all facilities where food and beverage is available for purchase. The Municipality and local business community will continue its Healthy Eating Initiative with the Summer Camp A'hoj program. Holyrood will also continue to build its relationship with the "Eat Great and Participate" program so we can provide the best education and programs related to healthy opportunities in this town.

Currently the Department of Recreation and Community Events offers programs such as Forever Young, Mini Movers, Camp A'hoj, and other wellness programs. We invite you to please stay up to date with the Town of Holyrood by our website www.Holyrood.ca, Twitter [@townofholyrood](https://twitter.com/townofholyrood), and our Facebook Page www.facebook.com/townofholyrood for the most up-to-date information regarding events, programs, facilities and all healthy opportunities associated with the Recreation Department.

We would like to thank Eat Great and Participate and the Holyrood Department of Recreation and Community Events for initiating this new policy, to work towards a healthier and happier Holyrood.



Great Things Are Happening

IN NEWFOUNDLAND AND LABRADOR

Communities like Miramichi

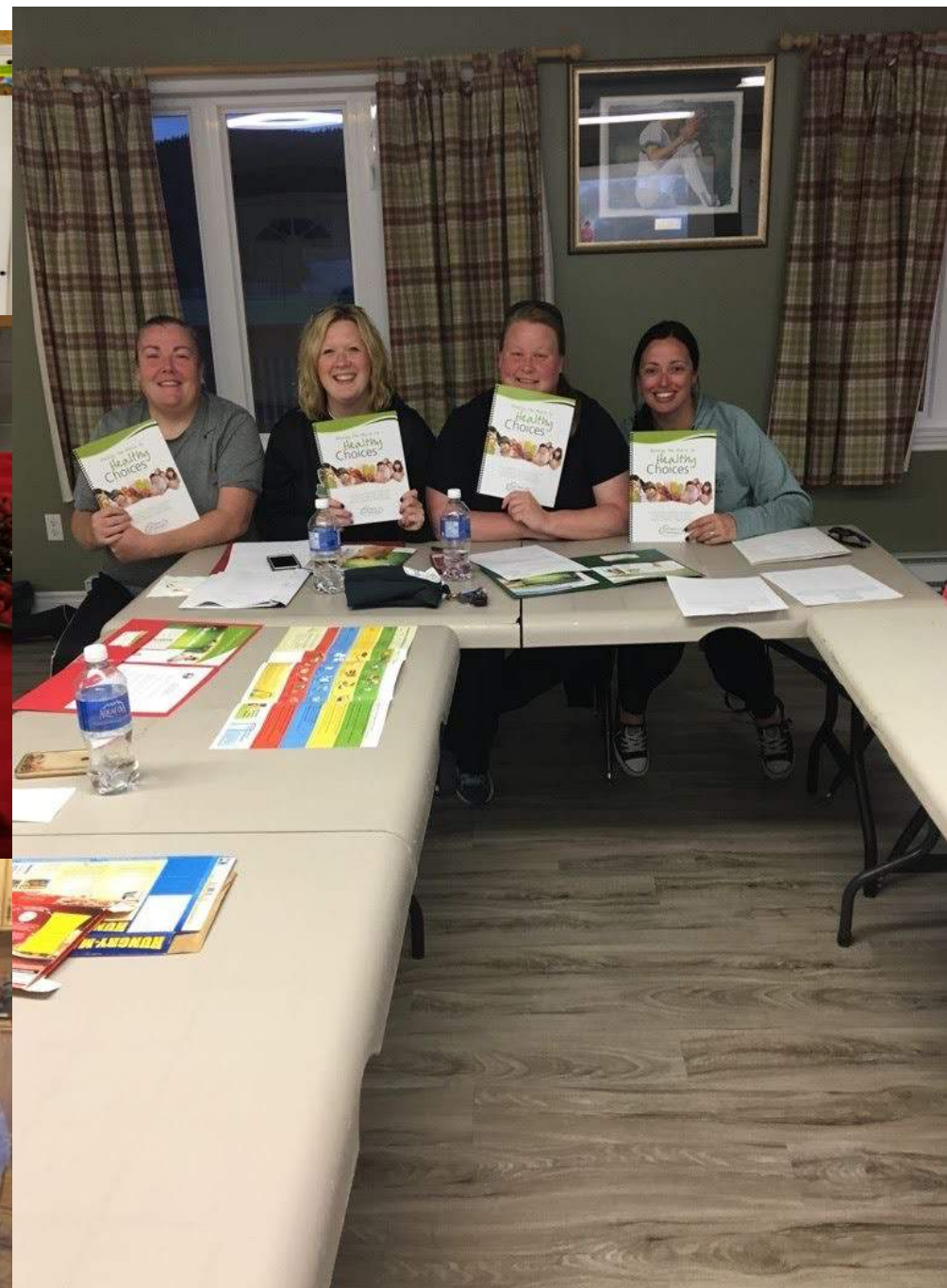
Working together, the community provided affordable, healthy meal and snack options, and even sold water at a lower price than pop, to make it easier for people to make a healthy choice.



TODAY'S HEALTHY OPTION

Fruit Smoothie

Homemade Soup



Large Pop	
Water	\$2.00
Raisins	\$.25
Apples	\$1.00
Bananas	\$.80
Yogurt Tubes	\$.50
Cheese strings	\$.75
Whole Wheat Bagels	\$1.25
Whole Wheat Bagels w/Cream Cheese	\$1.50



What Worked and the Challenges

What Worked & Learnings

- Smaller changes/individualized
- Looking at the whole situation
- Enhance knowledge and having resources/supports on hand

Challenges

- Disconnect with policies
- Funding/Cost
- Access
- No time to prepare healthy food
 - Lack of staff or volunteers and staff

What's Next?

- Funding
- Training/workshops
- Continue to engage municipalities and revisit healthy eating policies
- Expand reach – new partners



Questions?



Resource Review



DO YOU SUPPORT HEALTHY ENVIRONMENTS IN RECREATION?

CPRA is collaborating with **Health Canada** to promote healthy food environments in the recreation sector.

And we want to hear from
YOU!



HELP US REVIEW RESOURCES

»»» These resources provide specific actions you can take to make your recreation setting more food guide friendly.

WE NEED YOU TO...

- »»» Review and provide feedback.
- »»» Provide your opinion on their applicability to the sector.



Contact Christa Costas-Bradstreet at christa@cpra.ca to indicate your interest in participating, or for more information.

Canada's
food guide



Thank you