

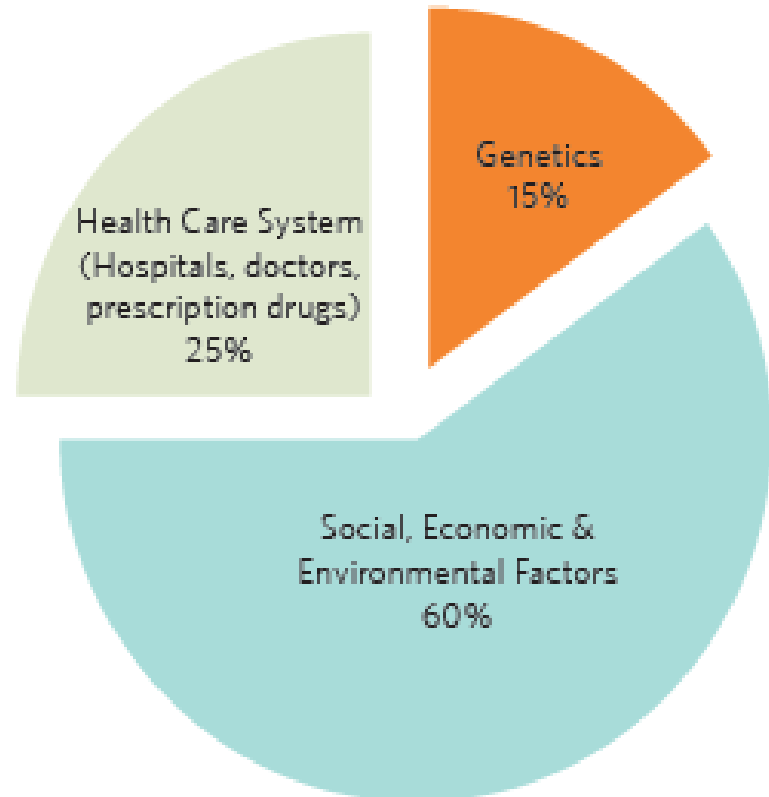
Healthy Food Environments in Recreation Facilities

Alberta Resources
to Support
Healthy Food Environments
in Recreation Facilities

What Affects Our Health and Wellness?

“Good health is derived from a variety of factors and influences, 75% of which are not related to the health care delivery system.”

Alberta Health (2013). Changing our Future: Alberta's Cancer Plan to 2030



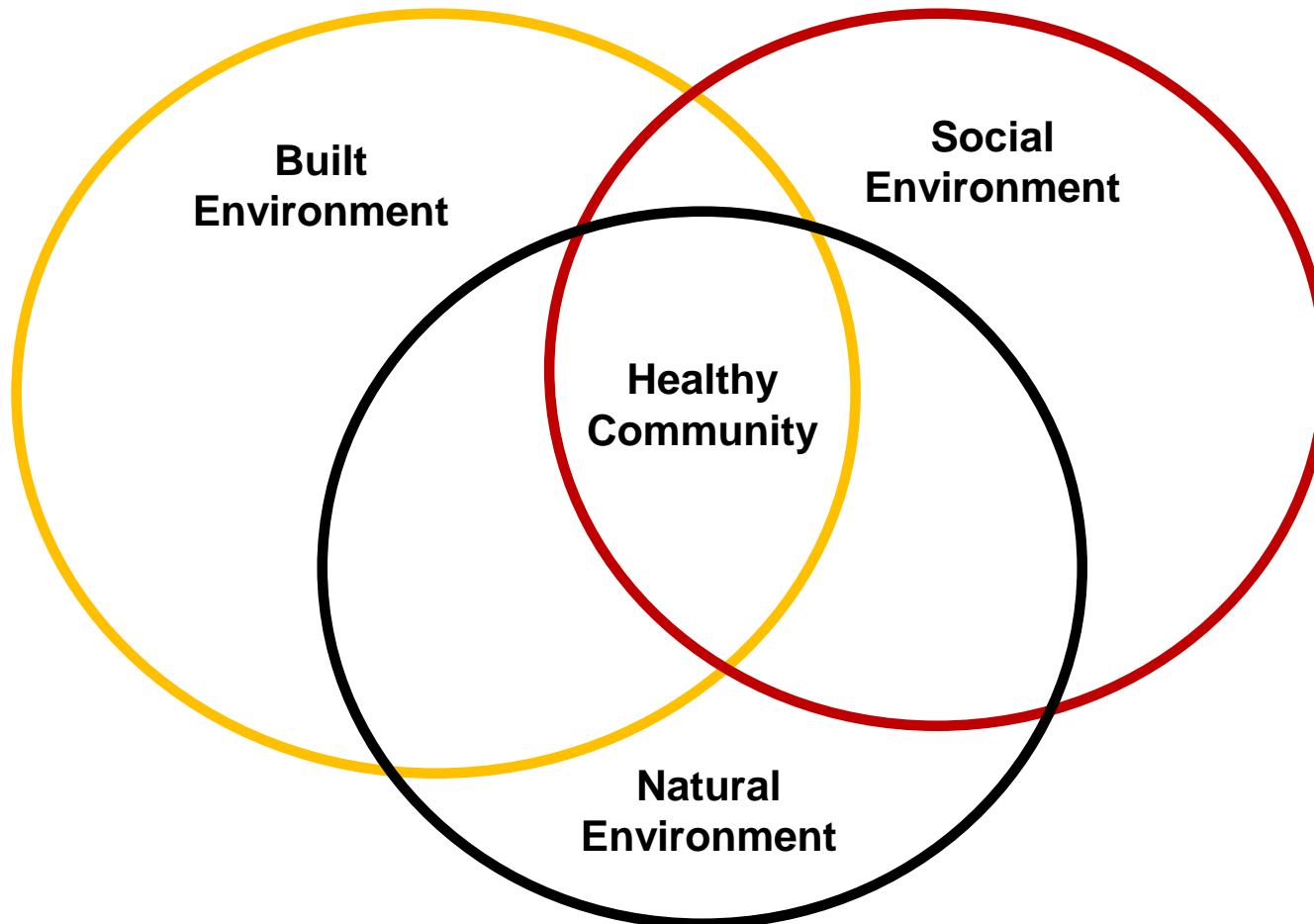
Alberta Health (2013). Alberta's Strategic Approach to Wellness

Many factors affect our health:



Can we explore ways to assess how our local community environments support health and prevent cancer.

A healthy community has three parts:



The Built Environment:

**Built environment:
where we live, work
and play.**

**Our environment has a
significant impact on
our health.**

Source: Wikipeda



Dr. Karen Lee (NYC)

**In the early 20th
century:**

INFECTIOUS DISEASE

- Flu pandemics
- Tuberculosis



In the 21st century:

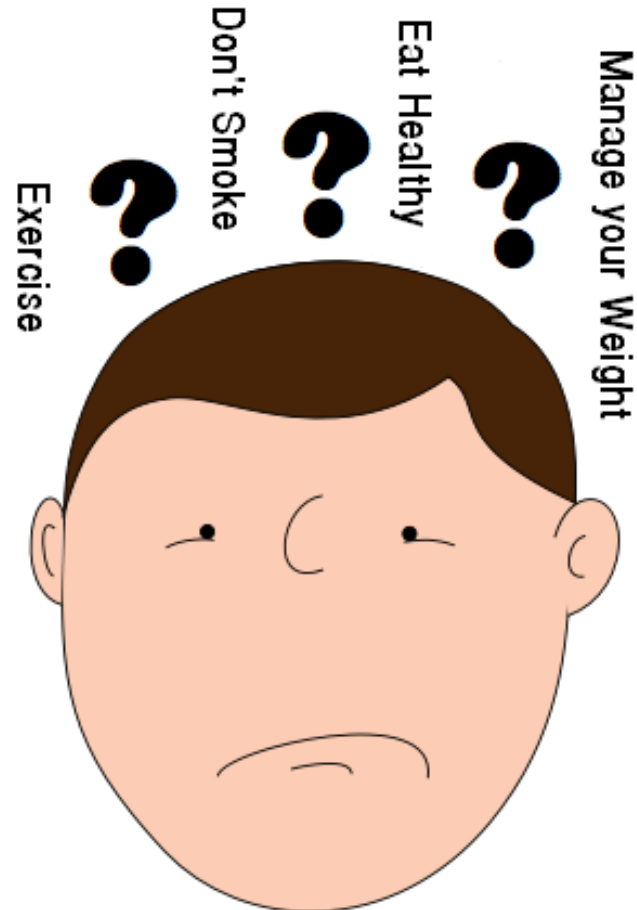
CHRONIC DISEASE

- Cancer
- Diabetes
- Heart Disease
- Obesity

The Built Environment and Its Relationship to the Public's Health: The Legal Framework
American Journal of Public Health. 2003 September; 93(9)1390

PREVENTION: Personal choices

Lifestyle
choices



PREVENTION: The role of the community

**How can our
communities
affect the
choices people
make?**



The role of the community

Health
is what we do as
individuals.
Wellness
is what we do
together
as a community.



Dr. James Talbot, Chief Medical Officer of Health

Community

Let's make the
HEALTHY
choice the
EASY choice.



Why are we here?

Recreation Matters!

- **Collaboration** by individuals, organizations, and government to support multi-leveled health and wellness environments



The Culture Shift

Our culture has gone from:
'go play outside till it's dark
out'



The 'Jaws' theme
when we send them
outside.



The Irony

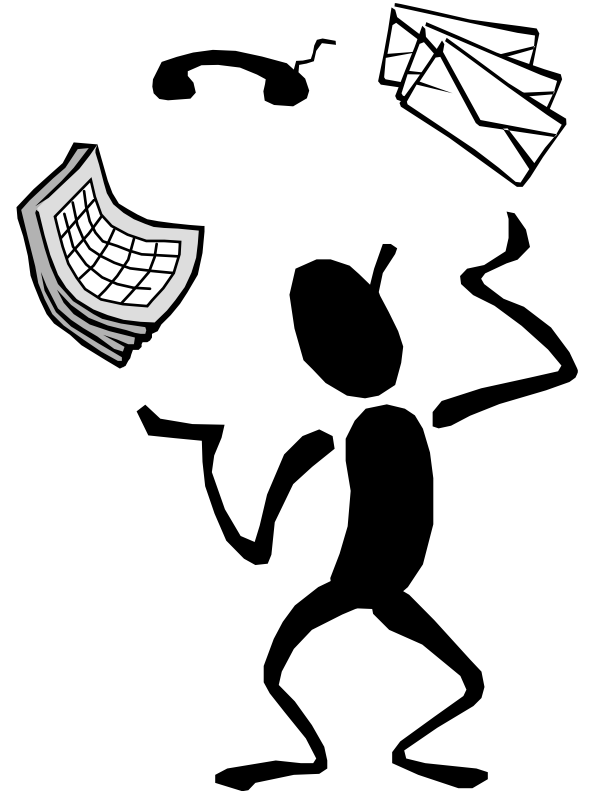




There are challenges, we know!

How to:

- Market healthy foods... for profit!
- Alternative revenue ideas if profit margins take a hit.
- Work with AHS and other organizations to support healthy food choices at recreation facilities.



Our Community Champions



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Choose to thrive.



Dana Olstad, PhD, U of A



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Healthier items will sell, but it will take some work.

- Product
- Pricing
- Nudging
- Promotion



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- Use whole grains
- Add vegetables
- ‘Light’ condiments
- Small amount of condiments
- Combos include salad or soup, not fries
- No burgers, hot dogs, fries
- Healthier recipe substitutions
- Use healthier cooking methods: baking instead of deep frying



AquaTerra Café

Homemade Hot Soup

Ask your server about our soup of the day.
Sometimes there are two!

Bowl of soup with crackers	\$3.95
Cup of soup with crackers	\$2.95

Sandwiches

We make an assortment of sandwiches just the way you like them!

Available on whole wheat, multi-grain or sourdough bread.
Choose from assorted toppings such as sliced tomatoes, cucumber, sprouts, and lettuce.

We can toast it if you like!

BLT	\$5.50
<i>Served with a touch of mayonnaise.</i>	

Egg Salad	\$5.25
<i>A nice light choice.</i>	

Tuna Salad	\$5.25
<i>Try it with a bowl of soup.</i>	

Veggies & Cheese	\$5.25
<i>An assortment of vegetables and hummous with a slice of Swiss cheese</i>	

Cream Cheese and Cucumber	\$5.25
<i>Prepared with light cream cheese.</i>	

Roast Turkey	\$6.00
<i>Simply Delicious! With Cranberry Relish.</i>	

Seasoned Roast Beef	\$5.25
<i>Oven roasted in the AquaTerra Cafe kitchen!</i>	

Clubhouse	\$6.50
<i>With crisp bacon, tomato, sliced Turkey and a slice of Swiss cheese.</i>	

Bagels - Sesame, Multigrain, Cinnamon Raisin, and Plain

Toasted / with margarine	\$1.75
Toasted / with light cream cheese	\$2.50

Freshly Prepared Salads

Some of our tantalizing selections may include: \$3.50 - \$4.25

- Chick Pea & Tomato with Citrus Vinaigrette
- Broccoli & Feta Cheese with a Creamy Dressing
- Marinated Cous Cous with a Citrus Vinaigrette
- Fresh Vegetables & Hummous or low-fat Ranch Dressing
- Mediterranean Salad / Bell Peppers, Bermuda Onion, Tomatoes, and Cucumber with a touch of Feta Cheese
- Fresh Fruit

Combination Deals

- **Add a cup of soup:** \$1.50
Available when you order a delicious salad or a full sandwich.
- **Add a salad:** \$2.00
Available when you order a delicious full sandwich.

Beverages

Proudly serving Seattle's Best Coffee & Tazo Teas.

Small \$1.75 Large \$2.25 Refill .75

Tea	\$1.50
Specialty Tea	\$2.00
Hot Chocolate	\$1.75
Assorted cold drinks	ask your server

Coffee Card - Purchase our ten cup small coffee card for \$14.00. A savings of \$3.50

We hope you enjoy your visit to AquaTerra Café at Saanich Commonwealth Place. If there is something we can do better, please tell us. If we exceed your expectations, please tell a friend!

Dana Olstad, PhD, U of A



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PRICING


- One of the most effective means to modify food selection
- Reduce price of healthier items (by > 25%)
- Offset lower margins via price increases on unhealthy items
- Effectiveness will differ according to:
 - Income of target population
 - High income groups are less price sensitive
 - The target items
 - Demand for some items is less affected by price

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NUDGING

- Nudges  simple changes that can increase sales of target items
 - Use with changes in price/promotion
 - Cost little to nothing





What would you chose?



\$2.00

No variety or presentation

Boring name

Over ripe

Or...



**Fresh summer fruit platter with
strawberry yogurt dip \$2.00**

Taste enhancing name

Competitive price

Colorful & Fresh

Variety

**Displayed at the front of
cooler**



The Power of a Name

- Red Beans with Rice
- Zucchini Cookies
- Grilled Chicken

Or...

- Traditional Cajun Rice with Beans
- Grandma's Homemade Zucchini Cookies
- Tender Grilled Chicken

Use words like “fresh, crisp, wild, sweet, crunchy.”

Use signage: “Fresh fruit today.”

Make the healthy item the default.





Color & Packaging

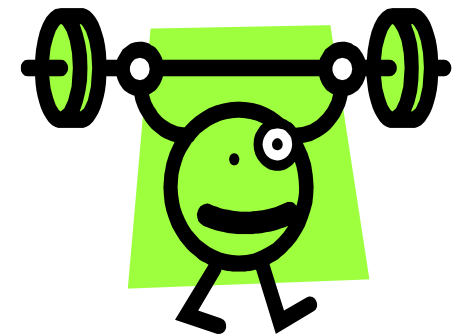
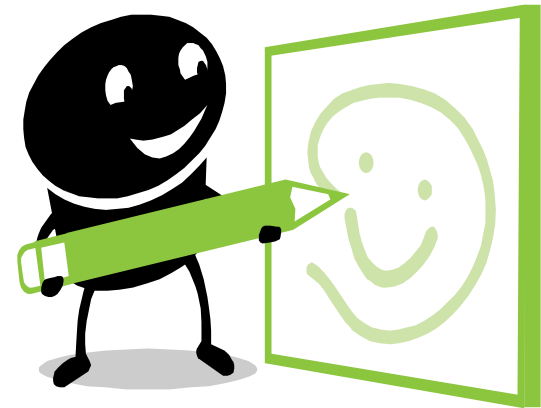
- Principle: Use color and decorative packaging to increase sales of healthy items





PROMOTION

- Buy 5 get 1 free cards for healthier items
- Healthy meal and snack combo deals
- Healthy specials: tournament and daily specials
- Draws: for buying a healthy item
 - Answer a nutrition question to enter
- Prize for every 10th person who buys a healthy item
- Advertise NEW healthy items
- Marketing themes: “Fit lunch”, “Power meals”, “Slim snacks”



Mark Edwards, Servus Place



We know the cost,
but do we
REALLY
know the risk?

Mark Edwards, Servus Place

Cost/Risk Breakdown

- \$50,000 in sales
 - \$15,000 Commission
 - 10% reduction in sales
 - Net impact \$1,500
 - That's \$125/month!



How could you afford not to?

Mark Edwards, Servus Place

How can I make additional revenue to offset the potential risk?



Mark Edwards, Servus Place

Sponsorship & Advertising

- Do you have programs and services you can leverage with sponsorship?
- What spaces are available for advertising?
- LCD screens are a trend.



Mark Edwards, Servus Place

Cash Machines

- Cost \$1 - \$2 per transaction.



Mark Edwards, Servus Place

Leasing/Concessions

- Is there a demand for food services?
- Do you have festivals that would attract food trucks?

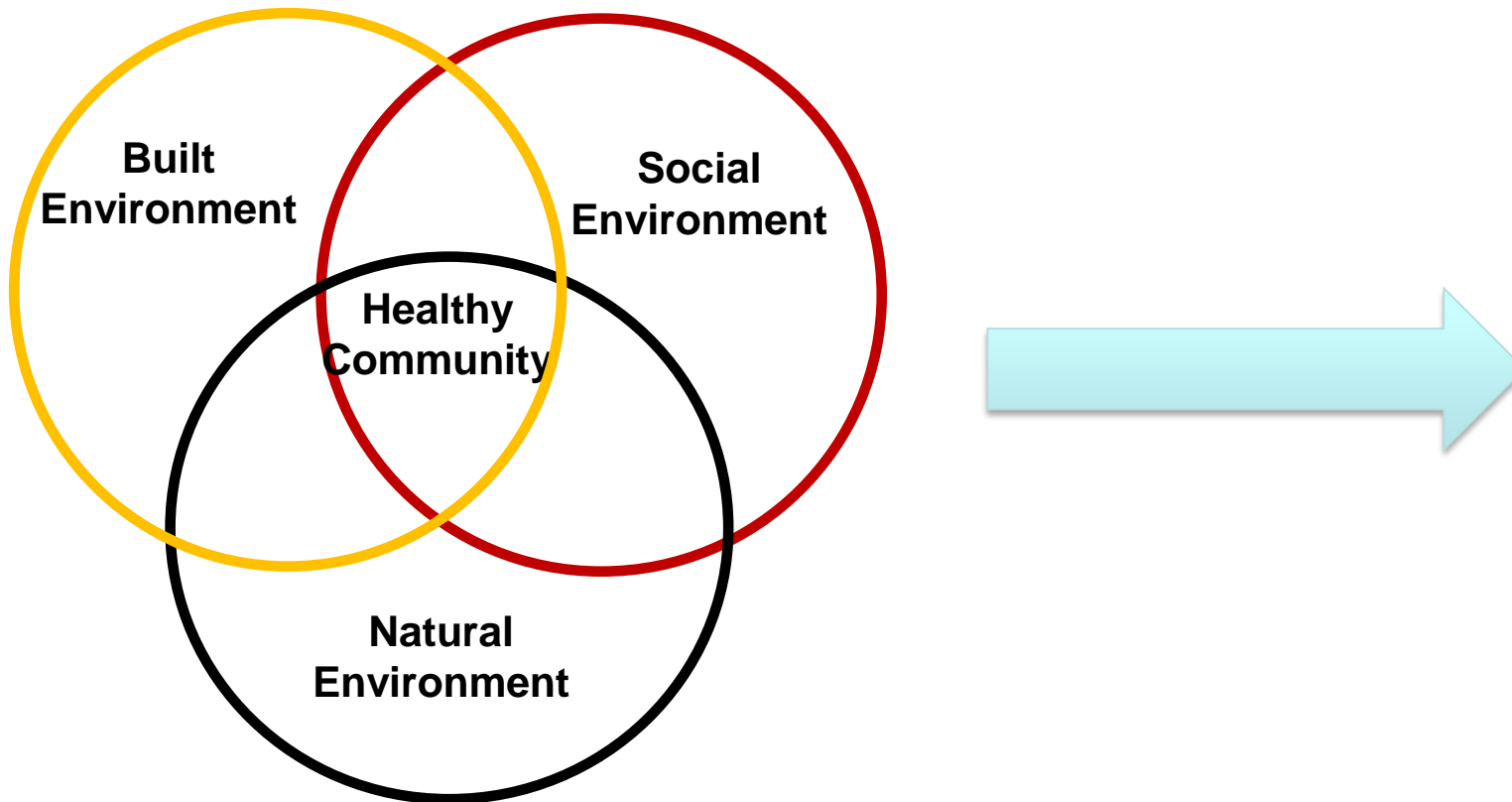
Mark Edwards, Servus Place

Budget Adjustments

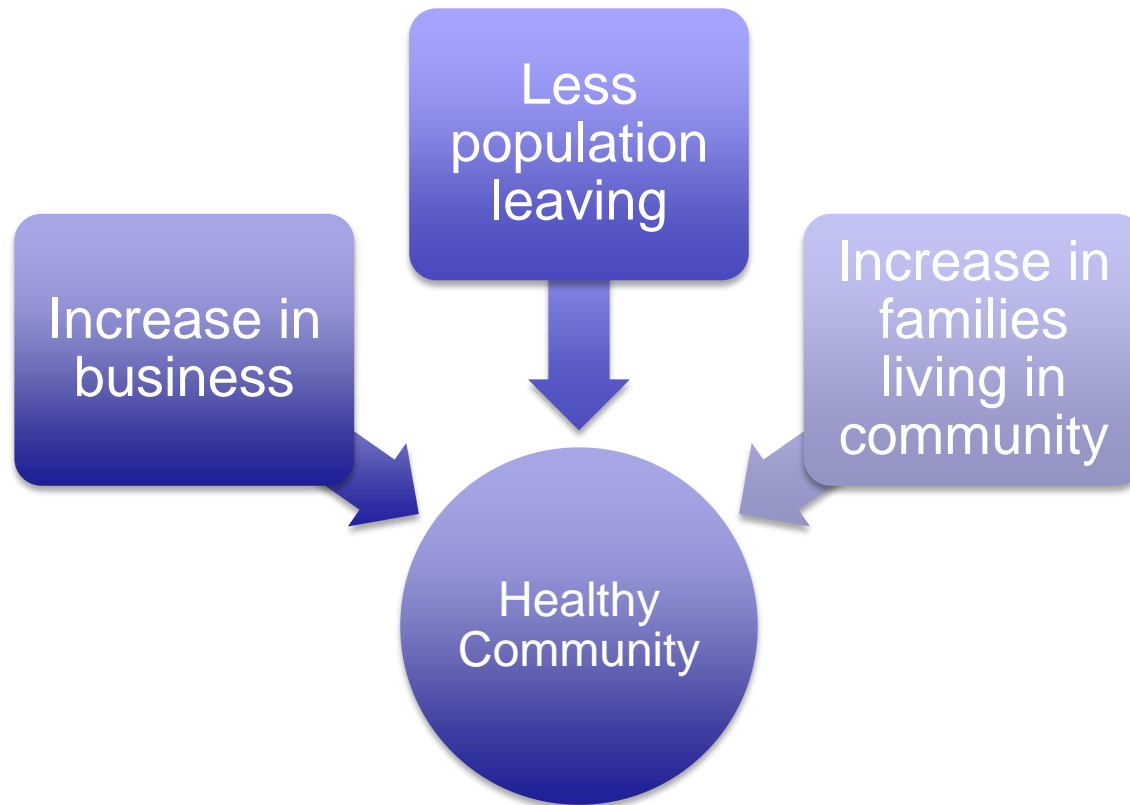
- Worst case scenario, can you ask your Council for the money?
- \$120 a month to provide healthy options for your community...



A GREAT community has many parts:



A GREAT community has many parts:



Healthy Communities: AHS

- Healthy Communities is continuing from Thrive on Wellness.
- We are an Innovation Team with ACPLF (Alberta Cancer Prevention Legacy Fund).
 - *Vision: Most cancer is prevented thanks to innovative research and prevention strategies embraced by Albertans and their communities, work places, and health system.*
 - *Mission: Transform cancer prevention for Albertans through innovative population based initiatives, screening, and collaborative, focused research.*



More Info?

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