

Why Healthy Concessions?

- ✓ Many families are eating meals and snacks away from home while enjoying physical activity or supporting youth in sports and extracurricular activities. Often foods and beverages sold at concession stands are high in sugar, fat, and sodium.
 - ✓38% of school aged children and 65% of adults are overweight or obese in Marion County.¹
 - ✓The top ten leading causes of death in Marion County include heart disease, cancer and diabetes. Obesity increases the risk for many chronic diseases including heart disease, diabetes, and certain cancers.²
 - ✓Children in the United States are becoming more overweight and obese, putting them at risk for serious health concerns such as diabetes, cardiovascular disease, and elevated cholesterol and blood pressure levels.³
- ✓ Improving concession stand environments will make it easier for kids and families to make healthier choices that can ultimately impact their health.

Studies show that offering new healthier products in concessions can yield **higher profit margins** and attract new customers!

Steps to a Healthier Concession

1. Prepare a list of all foods and beverages you offer now
2. Measure Up Marion staff will concession menu, recommend new healthier options with comparable prices, recommended modifications to menu items (portions, sugar free, etc).
 - Suggestion:
 - Aim for a 50/50 balance between healthy choices and other options
 - Price the healthy choices lower than the other options
3. Measure Up Marion will provide you will signage and brochures to market the new “makeover” concession stands
4. Measure Up Marion will schedule a time to provide training in identification of healthy food and beverages.
5. Measure Up Marion will promote healthier concessions through radio, print, Measure up Marion website, social media, etc.
6. Measure Up Marion will monitor and support the project

Healthy 4P's:

Healthy Products- such as low calorie beverages, reduced fat snacks, and smaller portions

Healthy Pricing- BOGO healthy food choices

Healthy Promotions- Market the healthier choices with signage, POS prompts, offer samples

Healthy Placement- make healthy food and beverages more

¹ Florida Department of Health, Florida BRFSS 2013

² Marion County Health Department 2012-2013

³ Nutrition Standards for Foods in Schools: Leading the Way Toward Healthier Youth. (n.d.). *Maternal & Child Nutrition*, 377-377.

FAQs

What is the healthy food and beverage project?

Through the Center for Disease Control and Prevention's (CDC) Partners in Community Health (PICH) award, Marion County was selected to increase the number of people with improved access to environments with healthy food and beverage options. Increasing access to healthy food and beverages is an important strategy to decrease obesity and related chronic diseases according to the CDC's Recommended Community Strategies and Measurements to Prevent Obesity in the United States report (2009) and the Community Guide.

What does this project do for my park's concessions?

Measure Up Marion will provide marketing, technical and educational assistance for participating park concessions. Working with each concession stand, Measure Up Marion will develop an individualized project plan to help stock, market, and sell healthy foods and beverages. Examples of what Measure Up Marion will provide include:

- ◆ Analyze menu by dietitian or nutrition specialist to identify existing healthy menu items and offer suggestions to improve other menu items
- ◆ Free advertising and promotional materials (yard signs, menu posters, flyers, etc.)
- ◆ Information training on how to purchase, price, stock and market healthy food and beverages.

What will I be required to do in my parks concessions?

Measure Up Marion does not require your parks concessions to do anything. We simply offer assistance to increase healthy food and beverage options. We are simply here to provide support to your park's concessions through marketing, technical and educational assistance.

Am I required to sign a policy?

As part of the PICH grant, we strive to change systems, policies and environments as a way of creating a healthy impact that is sustainable. It is not required that your parks concessions sign a policy or memorandum of understanding. Measure Up Marion would like to create an individualized project plan for your park's concessions, where we will come up with innovative ways to assist you in increasing healthy food and beverage options.

What kind of food and beverages will be promoted?

Some examples include fresh fruits and vegetables, healthful snack items (i.e. baked chips, pretzels, etc.), and low calorie sports drinks or water. Measure Up Marion will provide assistance in identifying healthy food items that are both marketable and cost effective.

How can my park's concessions become a participant?

If you are interested or want to learn more, Contact Brianna Liles at: 352.438.5996 or Brianna.liles@mcchildrensalliance.org

