

Why Healthy Vending?

- ✓ Often, there is a lack of healthy options when eating away from home, particularly among selections in vending machines. Applying nutrition standards for foods and beverages in vending machines can improve access to healthier selections.
- ✓ Nutrition standards for foods and beverages found in vending machines can positively impact the eating habits of people working for and visiting government agencies, help shape social norms, and influence the practices and formulations of food companies.

Studies show that that companies that offered healthier snack and beverage options yielded superior sales growth!⁴

- ✓ Through healthy vending policies, public agencies can provide healthy food and beverage options to many individuals and be a model for healthy eating and obesity-prevention efforts

- ✓ Sales of healthier snacks are outpacing traditional snack foods by 4 to 1.

- ✓ Offering healthier foods and beverages in vending machines located on government property is a promising, low-cost approach for supporting healthy

eating and as part of a strategy to address obesity and decrease the economic burden of obesity, which costs \$150 billion a year

- ✓ 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.

Tips for Successfully Implementing Vending Standards

- The 4 P's
- Hold taste tests and/or on-line surveys and taste-tests
- Work with nutrition committee or health team to provide education to leadership and employees about the

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.

⁴ Hudson Institute

- benefits of offering and choosing healthy foods and beverages.
- Share information with the public to increase acceptance of the program and make healthier snacking the norm.

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

A Phased in Approach Implementation Timeline:

- **Goal:** 100% of items in vending machines should meet the nutrition standards for beverages and foods. If this is not feasible to implement initially, then it is reasonable to use a phased-in approach as follows:
- 50% of all items in vending machines will meet nutrition standards for beverages and foods within 1 year;
- 75% of all items in vending machines will meet nutrition standards for beverages and foods within 2 years;
- 100% of all items in vending machines will meet nutrition standards for beverages and foods within 3 years.

Resources:

www.MeasureUpMarion.org

NANA standards and additional resources on healthier food choices for public places are at <http://www.cspinet.org/nutritionpolicy/foodstandards.htm>

Go! Healthy Concession Stands Michigan Nutrition Standards

Journal of Public Health

Healthy South Dakota Model Policy Concessions

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.

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 and 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 business or vending operator become a participant?

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