

# Healthy Vending and Concession Policies and Practices

Miami-Dade County  
Parks, Recreation  
& Open Spaces  
Department



**Fanny Navarro**

Community Engagement Manager

## About Our Speaker

Fanny Navarro, Miami Dade County

Fanny shares the good news of parks for Miami-Dade Parks, Recreation and Open Spaces Department as the Community Engagement Manager. She is a graduate of the University of Florida with a Parks and Recreation Management degree, with an emphasis on natural resource conservation and a minor in general education. She REFLECTS on her park profession with over 15 years of experience which began as an animal trainer at Zoo Miami to various park positions in operations as facility manager, special events coordinator and customer service specialist. She has RENEWED her park passion as a Sterling Leadership Protégé, Joe Abrahams Graduate and Graduate of Leadership Miami representing Miami-Dade Parks among future leaders of Miami-Dade County. She has REVIVED her park spirit by being part of FRPA conference planning committee for the past 2 years and this year is leading the service project – Got Sneakers? She is the oldest daughter of the Incredibles, biggest fan to her brother, wife to her high school sweetheart, mother of two-bright future daughters, and an immigrant from Cuba who bleeds red, white & blue. She is honored to be here!

## Learning Objectives

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- Describe healthy vending and concession strategies.
- Identify nutritional standards that work.
- Create a strategic and marketing plan that achieves healthy vending and concessions.

## Childhood Obesity

### Major Epidemic

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- Nearly one in three children are overweight or obese.
- Children from economically disadvantaged households are more likely to be overweight or obese.
- Non-Hispanic black and Hispanic children are developing type 2 diabetes at much higher rates than their non-Hispanic white peers.



# Our Goal

## Healthy Vending Healthy Concessions

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To improve the products sold in the vending machines found in our recreation centers and in the concession stands that operate in our parks.

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# Policy

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CPPW

Departmental Healthy Vending  
Policy

## Existing Conditions

### SURVEY SAYS...

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- A survey of our **45 vending machines** found....
- Approximately **98%** of the products would be considered somewhat healthy or unhealthy
- Only **2%** would be considered



## Philosophy

Since we are in the business of offering recreation activities and sports as a way of *promoting activity and good health* and as a way of combating obesity, we should not then contribute to the problem by offering or supporting unhealthy food and snack choices.





## Our Concession Stands!?!



## Existing Conditions

- Concession stands are operated by Community Based Organizations (CBO)
- Concession profits are used to sustain their leagues and cover operational costs.

## Concerns

- People will complain
- Profits will drop

## Strategies

- Developed a parent / spectator survey.
- Walked the fields during practice and games.
- What we asked.....

### Healthy Concession

PARENT SURVEY PARK \_\_\_\_\_

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1. Do you buy food and drinks sold at the park concession stand? Yes No
2. How often? *Always* *On occasion* *Never*
3. If you don't purchase from the concession stand can you tell us why not?
  - a. Too expensive
  - b. Lack of healthy options
  - c. Quality of food served
  - d. Prefer meals at home
  - e. Other \_\_\_\_\_
4. Do you think the products sold at the park concession stand are healthy? Yes No
5. Would you prefer healthy or healthier options be made available? Yes No
6. Who do you usually buy for? *Myself* *Kids* *Other*
7. When do you most likely buy something from the park concession stand?
  - a. When I'm hungry or thirsty
  - b. When I'm hot or cold
  - c. When I'm bored
  - d. As a snack
  - e. To replace a meal at home
8. From the following list of typical concession stand items what do you most often purchase? (circle all that apply)
 

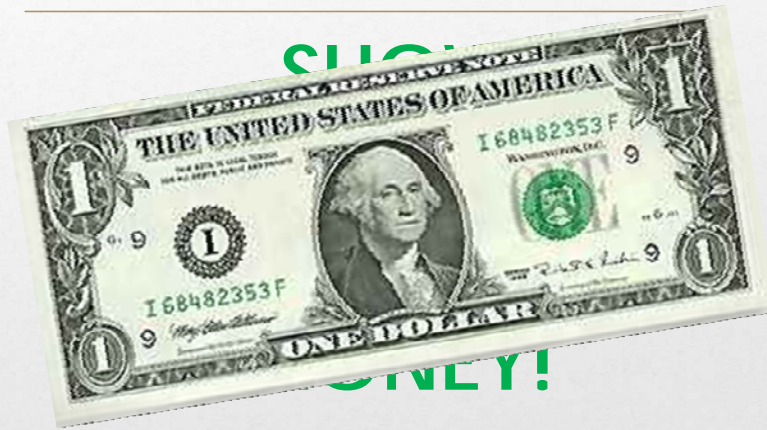
<i>Hamburger</i>	<i>Hot dog</i>	<i>Pizza</i>	<i>Milk</i>
<i>Chicken</i>	<i>Sausage</i>	<i>Nuggets</i>	<i>Sports Drink</i>
<i>Buttered Popcorn</i>	<i>Pickles</i>	<i>Chips</i>	<i>Tea</i>
<i>Fries</i>	<i>Onion rings</i>	<i>Nachos and cheese</i>	
<i>Candy</i>	<i>Donuts</i>	<i>Muffins</i>	
<i>Regular soda</i>	<i>Diet soda</i>	<i>Water</i>	

## Facts from the Field

- **75%** of spectators spent between **\$5-10 dollars** per visit – typically buy for the kids
- More than half said that **concession food replaced a meal at home**
- Almost **80%** would be willing to **pay a little more for healthy choices**
- Survey.... Survey.... Survey.... and bring that info to your CBO

# What's the Issue?

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# Promoting Healthy Choices Criteria

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Use the light to eat right



## Strategies



### Develop Pricing Strategy

- Overprice WHOA  
🍎 Milk Chocolate
- Underprice GO / SLOW  
🍌 Dark Chocolate
- Understock WHOA
  - Soda
- Overstock GO / SLOW  
🍏 Water



## Implementation

Year 1

Year 2

60%	GO	80%
20%	SLOW	5%
20%	WHOA	5%





# Communication Strategy with Branding & Incentives

Develop educational messages and materials.



## HELPING YOU MAKE HEALTHY CHOICES

MIAMI-DADE COUNTY PARKS,  
RECREATION AND OPEN SPACES,  
IS COMMITTED TO POSITIVELY  
IMPACTING THE HEALTH  
OF OUR COMMUNITY.

### THE GOAL OF OUR "HEALTHY VENDING" EFFORT IS TO:

OFFER HEALTHY ALTERNATIVES TO SOME OF YOUR FAVORITES!

PROVIDE YOU WITH BETTER SNACK AND DRINK CHOICES!

ENCOURAGE YOU TO TRY A FEW NEW HEALTHY OPTIONS!

### YOUR SNACK CHOICE GUIDE

**Green Apple - GO:** Enjoy most often! Green marked snacks are the healthiest options - zero to less sugar, right amount of fat and calories for the serving size.

**Yellow Apple - SLOW:** Enjoy a few times a week. Yellow marked snacks have added sugar and/or fat and are higher in calories.

**Red Apple - WHOA:** Enjoy every once in a while. Red marked snacks are the least healthiest option - most sugar, fat & calories.



