# Developing and Marketing Healthy Vending and Concessions

FRPA
FLORIDA RECREATION & PARK ASSOCIATION

2016 Annual Conference

## About Our Speakers

Kim Brasher, City of St. Petersburg
Kim is responsible for the development and implementation of the Healthy St. Pete initiative, a citywide initiative launched by the Deputy Mayor to improve community health outcomes within the City of St. Petersburg. Kim has been employed with the City of St. Petersburg for 17 years and has diverse experience in the areas of special event planning, grants management, facilities management, and wellness program development. Kim was awarded her certification as a Certified Workplace Wellness Specialist (CWWS) by the National Wellness Institute in 2012 and is a member of the Healthy Pinellas Consortium, All Children's Hospital Community Health Assessment Council, and a Community Board Member of the St. Petersburg Junior League. Kim is a sports and outdoor enthusiast having played both collegiate volleyball and softball and continues to stay active participating in local charity runs, camping, and kayaking throughout the state.

## Learning Objectives

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

## Why be concerned about the sugar content in our foods?

- How many pounds of added sweeteners, including sugar, do you think the average American eats in a year?

  Almost 100 pounds a year... which is almost a quarter pound of sugar and other calorie-rich sweeteners a day! A quarter pound is equal to 28 teaspoons of sugar.

- Extra calories from sugar and other calorie-rich sweeteners can lead to weight gain, obesity, and can contribute to serious health problems such as heart disease, type 2 diabetes, and certain cancers.

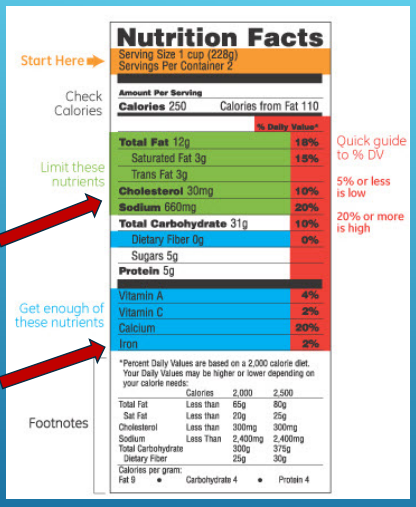
Most of the added sugar in our diets comes from sodas and other sweetened beverages. **So let's begin to rethink our drinks!**

To determine how many teaspoons of sugar are in a product

**Look at the Nutrition Label**

$$\frac{\text{Total grams of sugar}}{\text{serving}} = \text{Tsp of sugar per } 4$$


What is the 5/20 rule?




# CITY OF ST. PETERSBURG

**Healthy Vending Standards & Strategic Implementation**

## Objectives

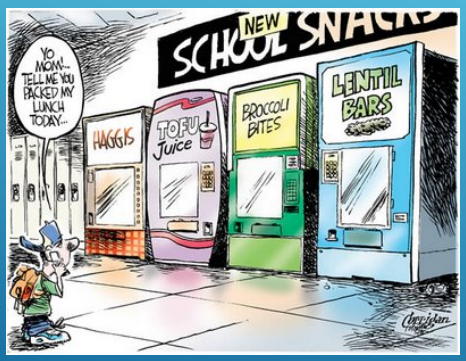
- Case Study: Our steps to healthy vending.
- Examples of healthy vending standards.
- Reference programs that describe ways to strategically implement healthy vending .

***Municipalities that implement healthy vending not only improve food options for their employees and visitors but also become part of a greater movement to improve the food landscape.***
-Change Lab Solutions

## HEALTHY ST. PETE

- Healthy St. Pete is a citywide community engagement and empowerment initiative that focuses on improving health outcomes in our community.
  - Operates under four areas of impact:
    **Live Healthy** **Play Healthy** **Eat Healthy** **Shop Healthy**
  - Combines cross sector partnerships & programming to address : **Social Determinants of Health**
    **Healthy Behaviors:**
    1.) **Diet & Exercise**

- **Nutrition**




# HEALTHY VENDING & CONCESSIONS

- **Case Study: Our Steps to Implementing Healthy Vending**

1.) Developed a Healthy Concessions Committee.

2.) Determined if our vending machines were under contract. Located a vendor, negotiated products, make new contract.

3.) Completed product testing & marketing.

4.) Started small – out of 79 of vending machines we changed over 10.

3.) Partnered with American Heart Association and implemented nutritional standards to work toward a citywide administrative policy.

4.) Finalized standards, drafted administrative policy, Mayors approval.

5.) Meet with vendors (new & old). Educate, Inform, Update

6.) Policy informational roll out with department reps.

## ▸ Example: HEALTHY VENDING STANDARDS

Comparison of Procurement Nutrition Standards for Vending Machines and Snacks

| AHA Procurement Standards | GSA/HHS Health and Sustainability Guidelines | National Alliance for Nutrition and Activity (NANA) Model Vending Guidelines |
|---|---|---|
| **Food** | | |
| **Percent Healthy** | | |
| 100% of food products must meet the nutrition guidelines. | 100% of products must meet the sodium and trans fat standards.<br>25% of products must meet the calorie, saturated fat, and sugar standards. | 100% of products must meet the nutrition guidelines. |
| **Calories** | | |
| <200 calories per label serving (except plain nuts and nut/fruit mixes). | ≤200 calories per item (excluding nuts and seeds without added fats, oils, or caloric sweeteners). | ≤200 calories per package. |
| **Sodium** | | |
| <240 mg per label serving (preferably no more than 140mg per label serving). | ≤230 mg sodium per serving. | ≤200 mg of sodium per package. |
| **Trans Fats** | | |
| Zero grams (trans) fat per label serving and no products containing partially hydrogenated oils. | Zero grams trans fat. | Zero grams trans fat. |
| **Saturated Fats** | | |
| ≤1g saturated fat per serving. | Limit total calories from saturated fat to ≤10% (excluding nuts and seeds without added fats or oils). | ≤10% calories from saturated fat (which would be no more than 2 grams of saturated fat for a 200 calorie snack, for example) with the exception of packages that contain 100% nuts or seeds; snack mixes that contain components other than nuts and seeds must have no more than 10% of calories from saturated fat. |
| **Total Fat** | | |
| No regular chips (baked chips and pretzels are OK). | N/A | ≤35% calories from fat (which would be no more than 7 grams of fat for a 200 calorie snack, for example) with the exception of packages that contain 100% nuts or seeds; snack mixes that contain components other than nuts and seeds must have no more than 35% of calories from fat. |

American Heart Association | American Stroke Association
life is why™

**We were able to pick & choose standards that fit our organization.**

## Reference Programs

Nemours Healthy Vending Guide

**1.) Healthy vending guidelines for food & beverage products.**

**2.) Sample policies to support & sustain health vending.**

**3.) Marketing strategies to promote options.**

**GO – SLOW – WHOA**

Change Lab Solutions – A Guide to Healthier Vending for Municipalities

**Steps to Implementation**

**1 - Take Stock**
**2 – Recruit Partners**
**3 – Who's in Charge**
**4 – Define "Healthy"**
**5 – Policy Options**
**6 – Anticipate Barriers**
**7 – Put the Policy into Effect**

Nemours Healthy Vending Guide

http://www.nemours.org/content/dam/nemours/www/filebox/service/preventive/nhps/resource/healthyvending.pdf

Change Lab Solutions – A Guide to Healthier Vending for Municipalities

http://www.changelabsolutions.org/sites/default/files/MakingChange_HealthierVending_Guide_FINAL_20120806.pdf

## Summary

- Small changes = big results
- Find partners – Employees, Participants, Community Organizations
- Get buy in from administration, city hall, county commissioners if possible
- Do what works for your organization now - the hardest step is the first step


# QUESTIONS?