**Goals**:

**Ability to meet goals**

On track to meet goals for year 2

Will exceed goal if we can partner with the Marion County Parks and Recreation

*Increase the number of concessions stands in city and county parks with healthier food and beverage options from 5 to 9 (reach 29,000)*

**Barriers**:

* Many organizations express interest in offering healthier options but trouble giving commitments.
* Parent groups are difficult to penetrate and seemingly unwilling to participate
* Boards at the parks often change leadership- re-education of board/volunteers
* County parks representatives not returning calls or emails.
* Ability for shelf stability
* City contracts with certain vendors
* Typical concession meals like burger, and hot dogs are hard to find healthy and cost effective vs snacks are easier to find healthier options.

**Scientific Based Interventions (used in all settings):**

* Health and Sustainability Guidelines for Federal Concessions and Vending Operations from CDC
* National Alliance for Nutrition Activities: Vending Machine Standards (NANA) from CSPI
* Healthy SD –Model Policy concessions

**Sustainability**

* Increasing Activity- Concession in parks 9 to 11 (reach 32,000) and implement healthy concessions in 4 schools (reach 21,000)
* Sustainability- Formalize Implementation Manual
* Training & Technical Support to Key Staff- Educate park staff and vendors
* Promote healthy concession benefits through multi-media materials
* Monitor implementation and offering of healthy food and beverages choices
* Iowa NOW -Department of Health
* Foodtrust

**Progress to Date:**

* MOA with 5 of 9 concessions in parks
* Verbal agreements from 1 additional park and 2 schools

**Big Sun Park-** 2370

**Scott Carrigan Park-** radius

**Tuscawilla Park-** radius

**Shocker Park-** radius

**MCYFL-** 1600

**City of Ocala Recreation and Parks- Hampton and Jervey Gantt**

**Unanticipated Outcomes:**

**Ocala Sportsplex**: spoke with new department head for Rec and Park. Considering opening concession at this location and will want to do 50% healthier options here as well.

**Belleview Football:** Initial contact made in the spring of 2016. We were told to reach out in the summer once sign-ups are complete. Follow up contact made to set meeting date to discuss healthy concessions for fall 2016.

**Reach Target**

* Meet with city and county reps, and parent groups
* Present at board meetings and town halls
* Community education
* No cost marketing and menu analysis
* Competitive pricing
* Policy writing

**We have attempted contact the following multiple times with no success.**

* Belleview Sportsplex
* Highlands baseball
* Oak Griner
* Wrigley
* Dunnellon
* Rotary