**Goals**:

***Exceeded Goals for units reached***

|  |  |  |  |
| --- | --- | --- | --- |
| Private Business reach/goal | 18/8 | Population reach/goal | 1914/10,000 |
| Government Agency reach/goal | 36/8 | Population reach/goal | 3737 |

**Drop-a-coin**

* has over 300 machines located in government agencies and private businesses in Marion County.
* trained total of 4 individuals at 2 different meetings
* Materials distributed: 300 window clings and 2400 point of sale prompts (Measure Up Marion Logo)

**Barriers:**

* Vending machines Operator is not always receptive to ideas/suggestions of new items.
* Monitoring has been a challenge since FAB team was short staff for 5 months.
* Costs of healthier food options = less profit margins
* Difficulty with scheduling appointments to meet, including Ocala Snacks and Vending

Employees/Businesses BLB is working with- **Govt- 7671, 3 agencies**

**Business- 3745, 8 businesses**

**Plans to overcome barriers:**

* **Barrett Liner and Buss-** add healthy vending to worksite wellness policy,Getting positive feedback and buy-in from businesses
* Increase demand- Presentations to community members and worksite employees

**Healthy Equity:**

* No cost marketing and training
* Community education
* Encourage competitive pricing and product placement

**Scientific Supported Evidence Used:**

* Smart Food Choices: How to Implement Food Service Guidelines in Public Facilities (CDC)
* Health and Sustainability Guidelines for Federal Concessions and Vending Operations (CDC)
* National Alliance for Nutrition Activities: Vending Machine Standards (NANA) from CSPI
* King County Vending Implementation Toolkit
* Center for Science in the Public Interest: Vending Contradictions
* Foodtrust
* Shop Healthy NYC – Adopt a Shop
* Rural Childhood Obesity Prevention Toolkit (Leadership for healthy communities –LHC)

**Unanticipated Outcomes**

**Sustainability:**

* Sign on 5 new business and gov vending (reach 10,000)
* Formalize Healthy Vending **Guide** - Researching the CDC sustainability criteria toolkit
* Build Employee **Support** for Increased Demand
* Build support from the business owners and employees, with collaboration from BLB
* Identify **workplace champions**
* **Training** and technical support and Staff **Education**- Promote healthy vending benefits
* **Monitor** and Evaluate
* Marion County Commissions has implemented a policy for 30% healthy vending with Drop-a Coin.
* City of Ocala Recreation and Park signed a pledge with the State Park Assoc. to implement a policy for 50% healthy vending and concessions.