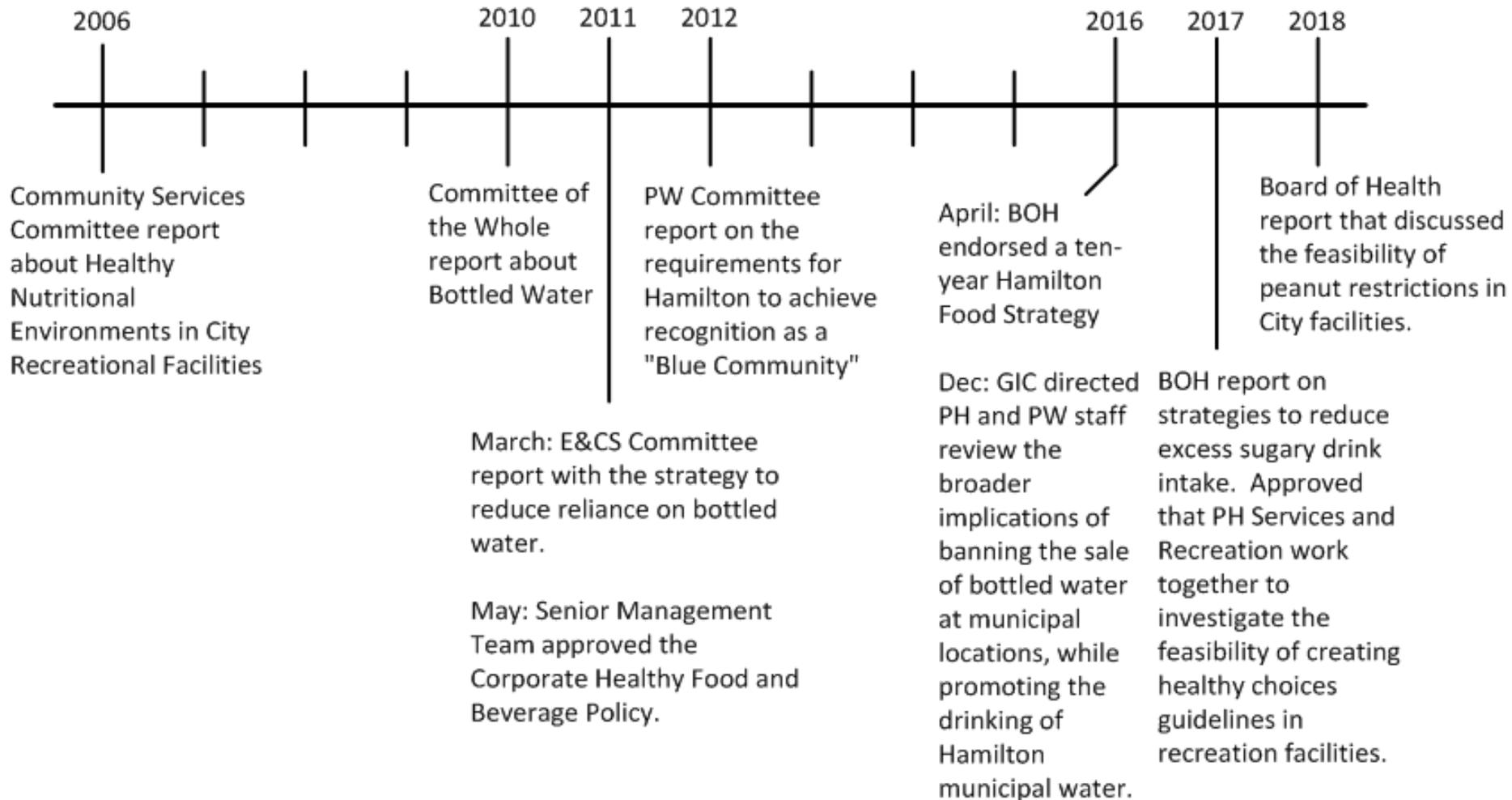


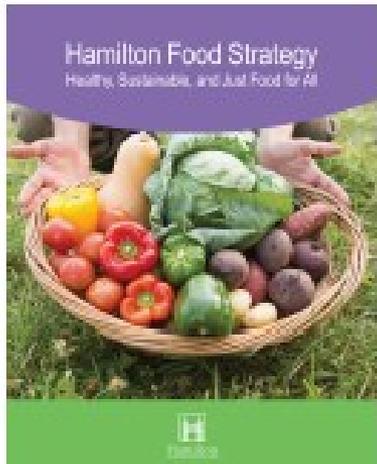
RECREATION'S HEALTHY FOOD AND BEVERAGE ACTION PLAN

Board of Health meeting - May 14, 2018

Background



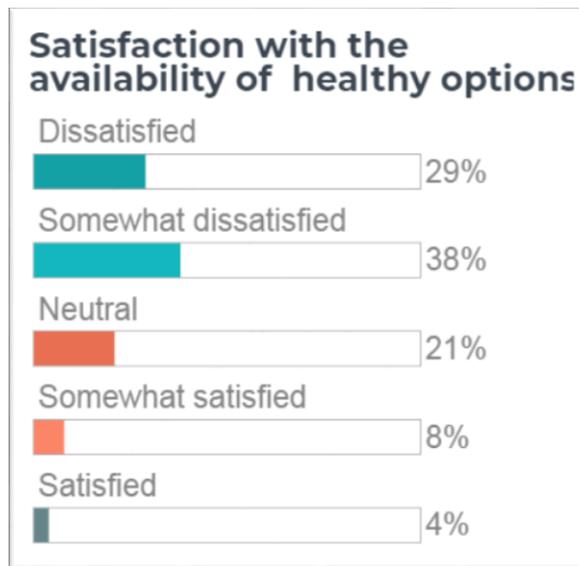
OUR FUTURE HAMILTON
"Communities in Conversation"



HEALTHY KIDS
COMMUNITY CHALLENGE
CITY OF HAMILTON



2017 Arena Survey



Top items arena customers would purchase:



Guiding Principles

1. Access to healthy food and beverages
2. Free and convenient access to tap water
3. Environmentally-sustainable drinking water
4. Financially-sustainable food services
5. Availability of nutrition information for customers
6. Socially-responsible marketing

3 YEAR ACTION PLAN

Food and Beverage Guidelines

Increase nutritious options

Reduce non-nutritious options

Promote tap water and reduce bottled water

Promote healthy food and beverage options

Monitor and evaluate

YEAR 1

- Source and increase selection of nutritious options
- Issue vending RFP
- Enhance water promotion and wayfinding

YEAR 2

- Expand nutritious options to all concession sites
- Encourage purchase of nutritious options with marketing
- Revise plan as required

YEAR 3

- Use indicators to assess impact of actions from Year 1 and 2
- Reduce the availability of bottled water and sugary drinks
- Investigate alternative healthy beverage options

INDICATORS

- % nutritious items available for sale
- Volume of nutritious options sold
- Refillable water bottle sales
- Customer & staff feedback



Hamilton

Food and Beverage Guidelines



- Most nutritious options
- Prominently positioned, promoted, and priced competitively



- Less nutritional benefit and may have slightly higher amounts of sodium, sugar, or fat
- Less variety, less visible, less promotion



- Little or no nutritional benefits and should be limited to support health and wellbeing
- Less variety, smaller portions, placement less prominent

Current Concession Menu Board



TOP SHELF

CONCESSION STAND

 City of Hamilton	<p>Combo 1 Hot Dog, Fries and a participating 500mL Coca-Cola beverage for</p> <p>\$ 5.31</p> 	<p>Combo 2 Protein or Energy Bar and 591mL DASANI beverage for</p> <p>\$ 3.87</p> 	<p>Combo 3 Bag of Chips and a participating 710mL Powerade beverage for</p> <p>\$ 3.76</p> 
<p>Food and Snack</p> <ul style="list-style-type: none"> Chicken Fingers & Fries \$4.99 Jumbo Hot Dog \$2.48 Hot Dog & Fries \$3.80 French Fries \$2.62 French Fries & Gravy \$3.33 Family Fries \$3.75 Family Fries & Gravy \$4.42 Poutine \$3.99 Nachos & Cheese \$3.99 Onion Rings \$2.38 	<p>Snacks & Other</p> <ul style="list-style-type: none"> Pretzels/Fillings \$3.33 Protein 20gr Bar \$2.50 Energy Bar \$2.50 Nutritional/Gluten Free Bar \$2.50 Regular Bars \$1.55 Chips \$1.33 Medium Popcorn \$1.77 Large popcorn \$2.21 Muffins, Gum, Lozenges and Candy Mini Hockey Proshop items available 	<p>Hot Drinks M/Lg</p> <ul style="list-style-type: none"> Coffee \$1.52/\$1.67 Tea \$1.52/\$1.67 Hot Chocolate \$1.52/\$1.76 Specialty Teas \$1.52/\$1.76 Mocha \$1.52/\$1.76 Cappuccino \$1.52/\$1.76 <p>Frozen Drinks</p> <ul style="list-style-type: none"> Medium Slush 12oz \$1.77 Large Slush \$2.21 	<p>Cold Beverages</p> <ul style="list-style-type: none"> 500 mL Coca-Cola bottle \$1.99 591mL DASANI \$1.55 710mL Powerade \$2.66 450mL Minute Maid \$2.14 500mL Nestea \$2.14 Milk/Chocolate Milk \$1.99 Milk 2 Go \$2.14 Neilson Shakes \$2.21

ICE COLD  SERVED HERE

Applicable Taxes Not Included

Recreation Food and Beverage Offering

	Menu Items	Units Sold
	5%	3%
	36%	16%
	59%	81%

Nutrition Education and Product Marketing

Choose well. Feel great.
Making healthy choices easier.
To help you make healthier choices, food and drinks have been classified according to their nutritional value.

Best choice



Choose carefully



Limit



SAMPLE

GO, SLOW, WHOA FOODS

GO SLOW WHOA
EAT SMART BROWARD™
Use the LIGHT to eat RIGHT!

Look for the "GO!" signs identifying the healthiest food choices!



SAMPLE



Municipal Tap Water Promotion



Recommendation (a)

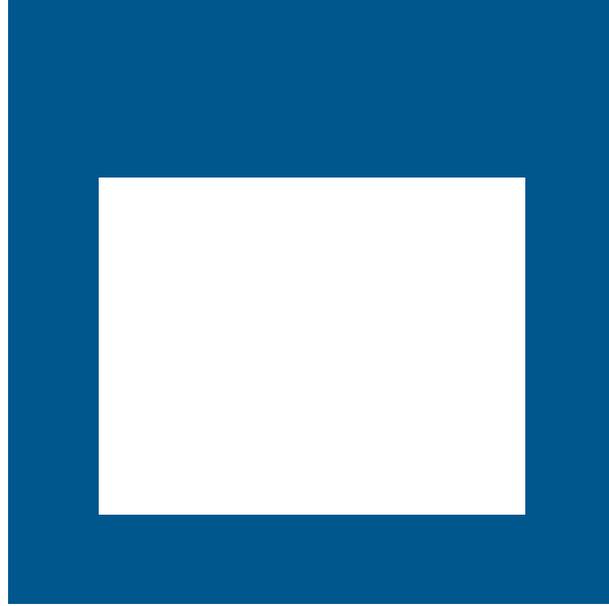
That the General Manager of Healthy and Safe Communities be authorized to develop and implement a Recreation Healthy Food and Beverage Action Plan that increases availability of healthy food and beverage options while also reducing reliance on bottled water at City recreation facilities.

This action plan will:

- Increase healthy food and beverage choices
- Align food and beverage contracts with Food and Beverage Guidelines
- Reduce bottled water and explore healthy beverage alternatives
- Promote tap water and healthy food and beverage choices
- Encourage volunteer-operated concessions within City facilities to eliminate the sale of bottled water and sugary drinks.

Recommendation (b)

That the item respecting, “Implications of Banning the Sale of Bottled Water at Municipal Locations” be removed from the Board of Health Outstanding Business List.



THANK YOU