


Giving kids options: Georgia Recreation and Park Association adopts resolution to make more healthy foods available to patrons



**Session 5101.0, Health Promotion: Policy
Aspects**

Wednesday, November 07, 2007

12:30 PM-2:00 PM

WCC, 156

Leslie Rodriguez-Zeigler, MA, RD, LD

Doctoral Candidate

The University of Georgia

Overview

- ❑ Rationale and background for this project
- ❑ Description of project
- ❑ Project evaluation to date
- ❑ Future of project

Overweight and Obesity in the United States

- ❑ Increasing at epidemic rates
- ❑ Childhood rates particularly alarming
- ❑ Short- and long-term health consequences

“Toxic Environments”

- ❑ Screen time
- ❑ Sugar-sweetened beverages
- ❑ Calorie-dense, low-nutrient value foods
- ❑ All modifiable risk factors

Obesity Treatment and Prevention Interventions

- ❑ Many interventions, but very few successful models
- ❑ Modest and short-lived effects
- ❑ Most successful target:
 - Younger children
 - Parents
 - Food environments

Policy Level Changes

- ❑ Smoking policies
 - Influenced exposure to smoke and social norms about smoking
- ❑ Food policies should include
 - Increased availability and affordability of healthy foods
 - Encouraging young people to eat healthy foods, since dietary patterns start early

Policy Intervention

- ❑ Modify the “toxic environment”
- ❑ Include critical components of successful interventions
- ❑ Theory and research-based
- ❑ Community-based

Georgia's Nutrition and Physical Activity Initiative

- ❑ Prevent obesity and other chronic diseases
- ❑ Funded by CDC
- ❑ Various workgroups (Worksite, Faith-Based, School, Community)
- ❑ Community workgroup's priority strategy: Increase access to healthy choices in Georgia Parks (vending and concession stands)
 - National Parks and Georgia recognize the role of health and Parks (*Step Up to Health, Hearts 'n Parks*)
 - Promote physical activity
 - Recognized leaders in communities



GRPA



- ❑ GRPA Board adopted healthy vending and concession [resolution](http://www.grpa.org/temp/GRPAHealthResolution.pdf) in April, 2006
(<http://www.grpa.org/temp/GRPAHealthResolution.pdf>)
 - Limited number of foods of nutritional value
 - Increase the percentage of choices from the “best” or “acceptable” category
 - Consider marketing these options at a lower profit margin to encourage selection by children
 - Maintain drinking fountains and/or clean potable water sources

- ❑ Resolution includes [standards](http://www.grpa.org/temp/ConcessionChoices.pdf) for food and beverages sold in vending machines and concession stands (<http://www.grpa.org/temp/ConcessionChoices.pdf>)
 - Best, acceptable, and limited items
 - Room for improvement

Now What?

- ❑ Board adopted policy, but all sites did not begin to take action
- ❑ Piecemeal approach
- ❑ Sites became discouraged when healthy choices did not sell well
- ❑ How could we help?
 - Needed to test strategies for policy adoption

Literature Review-Healthy Eating Policies

- ❑ Mostly point-of-purchase interventions used to promote policies making healthy foods more available and/or affordable
- ❑ University, work, restaurant, and school settings
- ❑ Pricing and promotion have been associated with increasing sales of healthy items

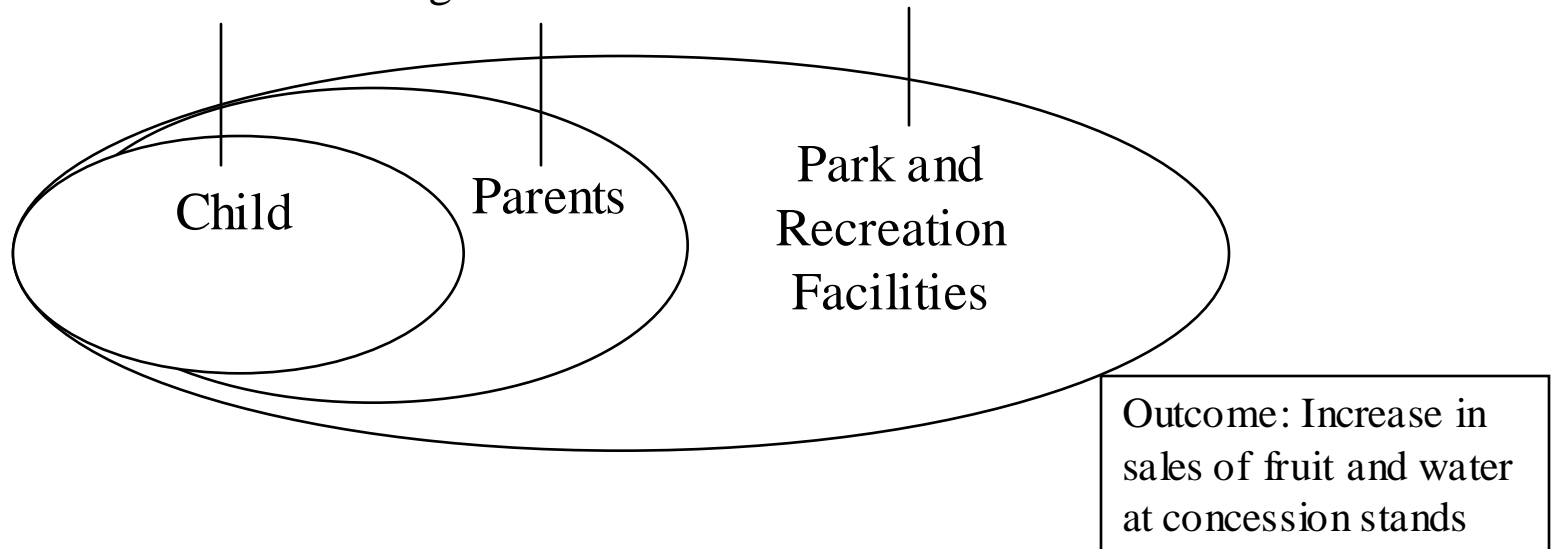
Theory

- Socio-ecological Model
- Health Belief Model
 - Severity, susceptibility, barriers, benefits, cues to action and self-efficacy
- Social Marketing
 - Price, place, product, promotion

-Have healthy foods and drinks provided to them by parents

-Perceive their children as being susceptible to obesity
-Perceive childhood obesity as being serious
-Believe that benefits to healthy eating outweigh barriers
-Have high self-efficacy for healthy eating

-Make healthy options available and affordable
-Promote healthy options using social marketing campaign (including cues to action)



Research Questions

1. Will the sales of healthy refreshment options (i.e., water and fruit) at concession stands increase as a result of a social marketing campaign?
2. What promotional strategies of the social marketing campaign are most memorable to parents?
3. How are food decisions made at the concession stand?

Social Marketing Campaign Materials

- Letters
 - Parents, Coaches, Concession Stand Operators
- [Website postings](#)
- Press release
- Resolution
- Signs for points of purchase
- Formative evaluation
 - Parents, coaches, site directors, etc.



City of Gainesville Parks and Recreation encourages you to make the **SMART CHOICE!**



SMART CHOICES:
PART OF THE GAME.



**Buy water, a SMART CHOICE,
and play your BEST GAME!**



The Morgan County
Recreation Department
encourages you to make the
SMART CHOICE!



SMART
CHOICES:
PART OF
THE GAME.

**Buy fruit, a SMART CHOICE,
and play your BEST GAME!**



The Morgan County
Recreation Department
encourages you to make the
SMART CHOICE!



SMART
CHOICES:
PART OF
THE GAME.

**Buy water, a SMART CHOICE,
and play your BEST GAME!**



**South Gwinnett Athletic Association
encourages you to make the
SMART CHOICE!**



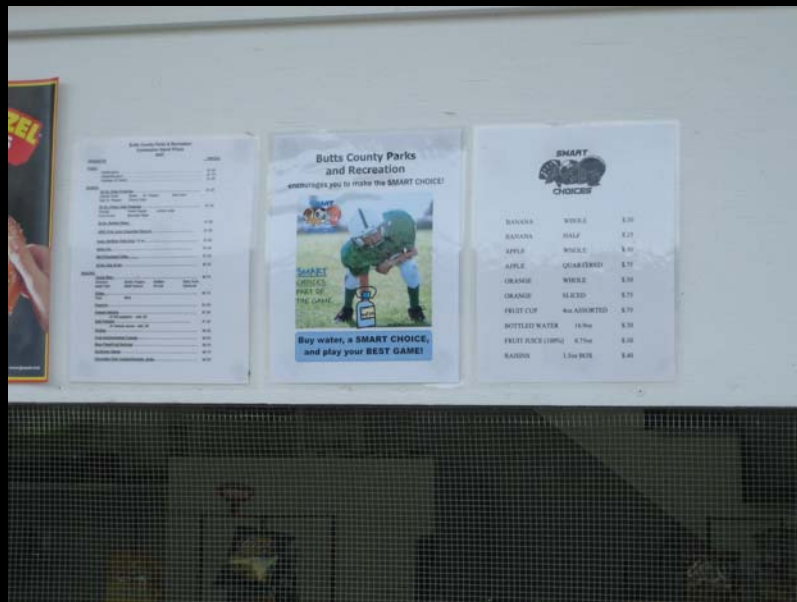
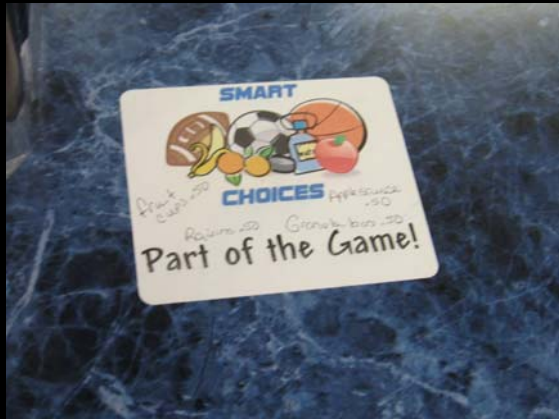
SMART
CHOICES:
PART OF
THE GAME.

**Buy fruit, a SMART CHOICE,
and play your BEST GAME!**

The Program in Action



The Program in Action



The Program in Action



Why Just Water and Fruit?

- For ease of tracking sales, had to select certain food items
- Fruit
 - Appealing to children
 - Most are in their own “package”
- Water
 - Alternative to high-sugar beverages

Measures

Research question 1: Will the sales of healthy refreshment options (i.e., water and fruit) at concession stands increase as a result of a social marketing campaign?

- Fruit and water sales
 - Concession stand operators tracked food sales for one “season” (during fall sports)

Measures (cont'd)

Research question 2: What promotional strategies of the social marketing campaign raise parents' awareness about healthy choices?

- Promotional Strategies
 - Asked parents campaign pieces to which they were exposed and/or could recall

Measures (cont'd)

Research question 3: How are food decisions made at the concession stand?

- Decision-making
 - Parents asked about their child's regular eating habits, risk for obesity/overweight, how/why certain food purchases are made, knowledge about healthy eating, and family's concession stand purchases

Process Evaluation

- On-site observations
 - Using campaign materials or not
 - Making fruit and water available
- Collect local newspapers to see if any press on intervention
- Concession stand operator, coach, and site personnel surveys

Long-Term Implications

- ❑ Program will be modified based on feedback from this pilot test
- ❑ GRPA sites statewide hope to launch the social marketing campaign in January
- ❑ Other community sites may want to adopt similar policies and programs

Thank you!

