

HOSTING HEALTHY SPORTING EVENTS

SUMMARY REPORT



Hosting Healthy Sporting Events was funded by:
The Alberta Healthy School Community Wellness Fund



Ever Active Schools and the Alberta Schools' Athletics Association are incredibly grateful for the support from the Alberta Healthy School Community Wellness Fund to initiate this work and develop policy around Healthy Eating at Alberta School Sporting Events.

INTRODUCTION

Ever Active Schools' main objective with this project is to influence policy creation around hosting healthy sporting events at schools. The major deliverables we hope to have come from this project are suggestions towards a toolkit for schools to use in order to streamline the implementation of healthy nutritional offerings at sporting events, as well as the data and feedback on successes and challenges at each of the pilots.

BACKGROUND OF EVER ACTIVE SCHOOLS

Ever Active Schools (EAS) facilitates the development of healthy children and youth by fostering social and physical environments that support healthy, active school communities. Our goal is to help Alberta students live, learn and play in these types of environments as well as educating school staff and faculty through professional development, resources and evaluation tools. EAS is a provincial lead in comprehensive schools health and we practice this approach through the engagement of home, school and community. The goal is to develop a culture of wellness throughout the school community and promote this culture to the broader community.

ASAA

The Alberta Schools' Athletic Association (ASAA) is the governing body for high school sport in the province of Alberta. The ASAA is involved in the planning of provincial championships in 12 different sports across the province every year. The association supports host committees, which are made up of local school and community members and volunteers in the host community, which varies by sport and year. The ASAA is also involved in other initiatives, including the education of athletic directors through the creation of the Alberta Interscholastic Athletic Administrators Association, and a ground breaking online coach education initiative (www.asaawecoach.ca), which aims to enhance participation in high school athletics by preparing coaches to know how to deal with various coaching-related issues.

SCOPE OF THE PROJECT

This project is designed as a pilot. Two schools were selected to participate so that through their experience, and in reflecting on the experience, a tool kit could be created that would make it easier for other schools to learn from the two pilot experiences and avoid barriers and challenges faced by the pilots. The end goal is to create a package of experiences and recommendations that can then be carried forward to influence policy implementation at the provincial and national level in schools.

OVERVIEW OF THE PROJECT

The project was funded with generous support from the Alberta Healthy School Community Wellness Fund and ASAA and has run from January to June of 2012. EAS partnered with the ASAA to shape provincial policy direction around hosting healthy sporting events in schools, specifically food offerings aligned with the Alberta Nutrition Guidelines for Children and Youth.

Through the administration of an online survey sent out to over 270 teachers, coaches and athletic directors throughout the province, we were able to gain a better understanding of the temperament for making healthy food options mandatory as well as expected barriers to serving healthy food at school sporting events both in rural and urban schools. See Appendix A for full survey data.

The two pilot schools of Camrose Composite High School and Clearwater Academy (Calgary) were selected to participate in the pilot project. Camrose Composite High School held the ASAA Provincial Basketball Championships on March 16. Clear Water Academy hosted the Team Handball Championships on April 27.

With each of the two pilot communities, we began by surveying the host committee, tracking healthy and unhealthy food sales at concessions and canteens, administered over 100 student surveys, educated students, teachers, and coaches by handing out nutrition resources and used promotional materials to help students make healthy choices. One example being the “Choose Me, I’m the Healthy Choice” stickers placed directly on foods at the canteen, thus making the healthy choice the easy choice.

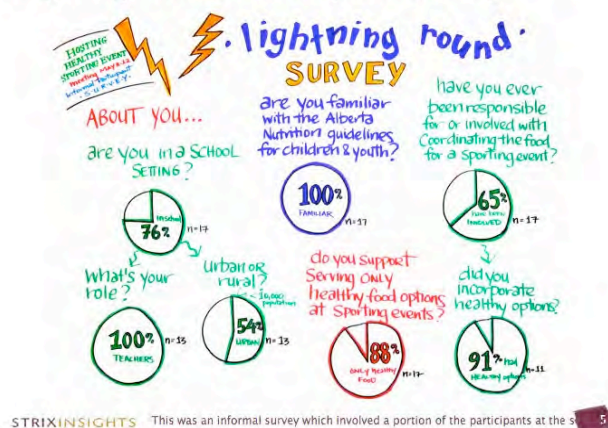
In partnership with the Health and Physical Education Council (HPEC), EAS hosted a focus group at the annual HPEC conference in Camrose. We gathered participants to share information on the project, learn more about the attendees and what was happening in their schools, and get input and feedback on what should go into the toolkit. EAS wanted to know what participating schools wanted in a proposed toolkit to make the process of hosting healthy sporting events simpler and more streamlined. The three goals in this meeting were to: introduce attendees to the project, to understand the current state of nutrition at sporting events within the schools, and to get feedback and input on the toolkit that is being created.

With assistance from a Registered Dietitian from Absolute Nutrition, Ever Active Schools is creating recommendations towards a toolkit for other schools to use in the future when they are ready to engage in similar projects. By making this toolkit as comprehensive and user friendly as possible, EAS hopes to help schools streamline the process of making their sporting events holistically healthy as well.

Throughout the pilot, we have recorded data, suggestions, recommendations and feedback which is summarized in this document.



Lightning Round Participant Survey



SO, WHAT EXACTLY IS A HEALTHY SPORTING EVENT?

Ideally, a healthy sporting event would be one where the canteen sells only “Choose Most Often”, as defined by the Alberta Nutrition Guidelines. However, in respecting that change needs to be gradual, we have chosen to define a “healthy” sporting event as one in which 50% of the offerings at the canteen, and hopefully more than 50% of the sales reflected the healthier “Choose Most Often” items. In the long run, we would hope that the healthy options would outweigh the unhealthy ones in both categories, with a long term vision of phasing out unhealthy foods completely. This will take increased education to parents, students, teachers, school staff, volunteers and students on the effects of unhealthy foods on performance, mental acuity and health; especially for athletes, but also for spectators. Sporting events should be a place where health and well-being are celebrated and encouraged, and this needs to be reflected in the choices offered to fuel the body.

Healthy food choices are important for young athletes. Healthy foods will provide the lasting energy needed for sports events. Read on for more ideas of quick, healthy options.

Eat this!	Not That!
Fresh fruit or vegetables (i.e. cut up carrots, celery)	Sweets like cookies and cake
Dried Fruit (i.e. dates, apricots, mangos) or 100% fruit snacks	Fruit Roll-Ups or sugary fruit snacks
100% Fruit Juice, milk	Fruit drinks, energy drinks, pop or iced tea
Whole grain granola bars, muffins, or cookies	Doughnuts or packaged snack cakes, granola bars with chocolate and marshmallows
Baked pita chips, whole grain crackers, plain popcorn, mini rice cakes	Potato chips, corn chips, butter coated popcorn, cheese puffs
Chicken or tuna salad tortilla wraps	Nachos
Yogurt cups or yogurt tubes	Ice cream or packaged pudding.
Unsalted nuts, low fat cheese strings or beef jerky	Hot dogs, Pizza Pops

*Adapted from Nutrition Services, York Region

Check out the Single Serving Packaged Food List for ideas of healthier packaged foods. (<http://www.albertahealthservices.ca/SchoolsTeachers/if-sch-nfs-single-serving-pkg-food.pdf>) for more healthy snack ideas

PROJECT TIMELINE

The project commenced in January with partner meetings and project scoping. Ever Active Schools wanted to know how to best support healthy eating events in Alberta Schools. It was important to define exactly what “healthy” means in defining food choices, and so they referred to the Alberta Nutrition Guidelines for Children and Youth. These guidelines have three different categories for foods commonly eaten by Children and Youth: Choose Most Often, Choose Sometimes, and Choose Least Often. The foods in the Choose Most Often category are primarily less processed, low sodium, sugar and fat, and come from whole, natural foods. On the other end of the spectrum, the “Choose Least Often” are the foods conventionally found in canteens: pop, chips, chocolate, nachos, burgers, fries and energy drinks. It is these foods specifically that we are hoping to displace with the healthier choices.

The pilot projects ran on March 16 and April 27. Before the pilot began, we sent out the online survey to schools across Alberta to gather information. We then tracked the canteen sales at our two pilot events to determine how much of which food groups were being purchased. This data is summarized in Appendix A.

May 3, EAS held a HPEC meeting as described earlier, and gathered useful information on successes and challenges the schools were experiencing in hosting healthy sporting events. As we wrap up our project in June, we have recommendations for the Toolkit, compiled and created by Absolute Nutrition, and a story of the process we have been through summarized in this document. From here, we hope to use this information to create and influence guidelines and policy around Hosting Healthy School Sporting Events in Alberta.

Hosting Healthy Sporting Events Project



HEALTHY EATING GUIDELINES FOR SCHOOL AGED CHILDREN

Alberta Health has put together various comprehensive booklets and teacher resources to help Alberta schools implement the Alberta Nutrition Guidelines for Children and Youth.

They have created a simple rating system and grouped foods into three categories:

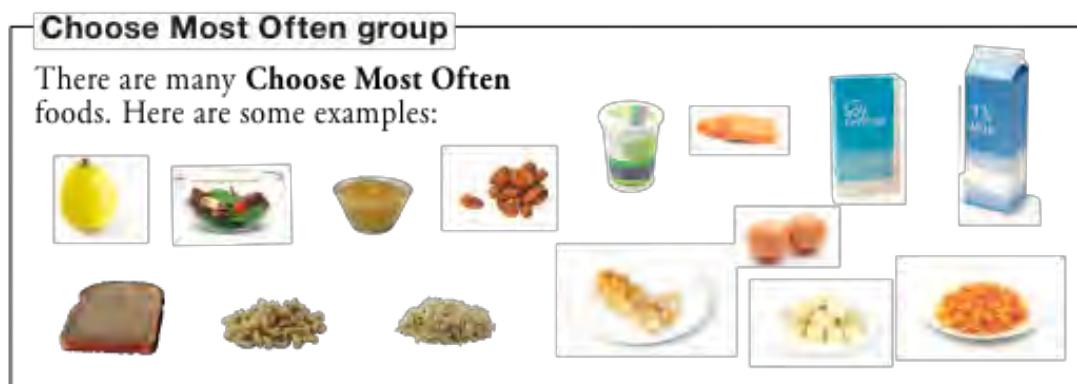
- 1) Choose Most Often
- 2) Choose Sometimes
- 3) Choose Least Often

This system helps students, teachers and parents choose foods that have the least amount of fat, sugar and salt, as all three of these food groups have been shown to contribute to adverse health conditions. The guidelines encourage Albertans to choose whole, natural products, with less processing whenever possible.

The recommendations are very clear and specific and the Choose Most Often group details each food group. For example, foods in the “Dried Fruit or Vegetable bar and snack” group should have no more than 100mg of sodium and no more than 20g of sugar. Or the dairy group which should have no more than 5g of fat and no more than 9g of sugar and no artificial sweeteners. This means that even our typical single serve yogurt cup, such as Danone raspberry yogurt, with 11g of sugar (2nd ingredient being sugar) would not fit into this category based on sugar content. Additionally, while Booster Juice is touted as a healthy beverage, and while it may be better than many other food options, schools will have to be very specific and watch how much white sugar is being served in these drinks. The sugar content of all of the smoothies typically falls within 60 up to 90+ grams of sugar and averages about 400 calories per serving, making most of the smoothies unfit for the “Choose Most Often” category. Even the “Health Kick” smoothie has 80.9g of sugar per serving! Again, reinforcing the importance of label reading, providing education on how to do this, which is available in the guidelines and easy to use documents that have been prepared as resources for schools, and clearly offering the nutrition information for all of the products sold at the canteens, will help students to make healthy choices. In addition to this, an online tool called the “Healthy U Food Checker” is available to help Albertans learn to read labels and is also an excellent teaching tool:

<http://www.healthyalberta.com/HealthyEating/foodchecker.htm>

When it comes to foods that are sold in schools, the guidelines have different suggestions for different levels of school. Junior and High Schools have a little more leeway, but still need to understand that at least 50% of the food they need to serve should come from the Choose Most Often category. Schools and school staff need to understand the impact they have on student’s choices in life and if a good example is set at school, the hope is that it will carry forward into the rest of their life and will help students make healthy choices more often.



CANTEEN ITEMS

The “Choose Me I’m the Healthy Choice” items included: fruit, veggies, yogurt, fruit cups, leaf salad, water, whole wheat sandwich, granola bar, white or chocolate milk, cheese, juice.

Unhealthy: muffins, cinnamon buns, cookies, french fries, coffee, chocolate bars, candy, Powerade, pizza.

There are different recommendations for different types of schools. See below.

Elementary schools

100% of food should be from the **Choose Most Often** group.



Multi-level schools

100% of food should be from the **Choose Most Often** group.



Junior high schools

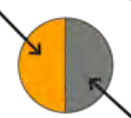
At least 60% of food should be from the **Choose Most Often** group.



Up to 40% of food can be from the **Choose Sometimes** group.

High schools

At least 50% of food should be from the **Choose Most Often** group.



Up to 50% of food can be from the **Choose Sometimes** group.

PRICING

A suggestion by JumpStart Nutrition was to include nutritional information adjacent to the prices at the canteen so that customers could make informed decisions, in the hopes that seeing the unhealthy foods information may deter them from choosing those items. A

modifiable version of this sign could be included in the toolkit, along with a resource book of suggested items, where to purchase, how to prepare and store, their nutrition information and suggested pricing, thus making it easier for schools to select their sale items.

Choose me!
I am the healthy choice

Refrigerated foods

Choose Most Often examples:

- ✓ boiled eggs
- ✓ celery with peanut butter topped with raisins
- ✓ fresh fruit
- ✓ homemade smoothie
- ✓ raw vegetables
- ✓ whole wheat crackers and hard cheese
- ✓ yogurt from milk or soygurt



Choose Sometimes examples:

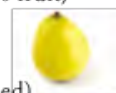
- ✓ flavoured yogurt from milk or soygurt
- ✓ yogurt drink
- ✓ yogurt and granola



Non-refrigerated foods

Choose Most Often examples:

- ✓ almonds, plain and unsalted
- ✓ apple chips (100% fruit)
- ✓ whole wheat bagel, small
- ✓ dried fruit/vegetable bar (100% fruit)
- ✓ fresh fruit
- ✓ fruit sauce (unsweetened)
- ✓ instant oatmeal (no sugar added)
- ✓ popcorn (plain, air-popped)
- ✓ raisins



Choose Sometimes examples:

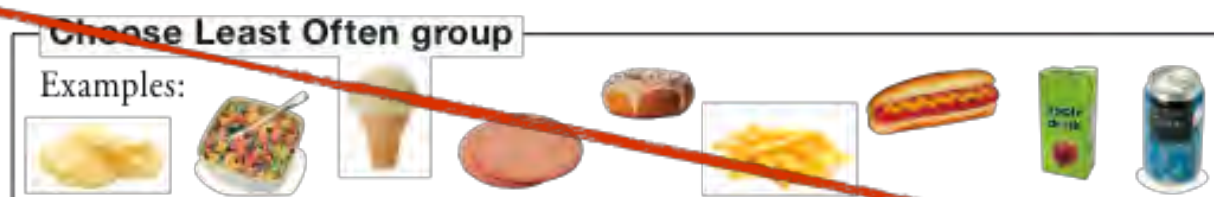
- ✓ diced fruit/vegetables with added sugar
- ✓ graham crackers (reduced fat)
- ✓ granola bar
- ✓ oatmeal cookie
- ✓ low fat microwave popcorn
- ✓ tuna salad kit



✓ Healthy snacks

45

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12

✓ Use Alberta's Food Rating System

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Sample Sale sign - modifiable for toolkit:

	Calories	Fat(g)	Sugar(g)	Sodium (mg)	Price
Apple	100	0	24	2	\$0.50
Banana	105	0.4	27	1	\$0.50
Cheese and Crackers	250	12	12	200	\$2.00
Protein Bar	250	7	17	150	\$2.00
Sandwich	300	5	4	180	\$3.00
Yogurt	110	2	19	75	\$1.00
Healthy Soup	200	2	3	100	\$2.50
Chicken Salad	300	8	2	100	\$3.00
Veggies and Hummus	250	8	2	100	\$1.50
Popcorn	600	26	35	800	\$3.00
Muffin	380	15	50	100	\$2.00
French Fries	400	22	4	280	\$4.00
Burger	540	19	5	800	\$5.00
Hot Dog	300	14	19	600	\$3.00
Coffee					
Pizza Slice	380	12	19	700	\$3.00
Cinnamon Bun	730	24	110	150	\$3.00
Water					\$1

SUCCESSSES OF THE PILOT

There were a number of small steps and adjustments we made in order to make the healthy food more appealing and ultimately to get event attendees to purchase these foods, and to make the canteen staff, volunteers, and owners want to or be able to sell them. First, while the purpose of the canteen is to generate revenue, the schools found that if they priced the healthy foods less expensively (with funding from EAS), there was more purchase incentive. To address the issue of food spoilage, we found that freezing some of the yogurt or drinks did the trick, therefore producing less waste.

We found that choosing one healthy item to feature - such as smoothies - was a great way to get people interested in the product - and used positive norming to promote the healthy items right out front. Booster Juice seemed to be a big hit. Because it is important to start slowly when implementing changes - such as phasing out unhealthy food - we found that making healthy modifications to common foods that we already knew kids enjoyed was a big hit. For example, rather than tacos, serve taco salads.

The cost incentive is important to address: the healthy foods need to be price matched with the unhealthy choices. This may require some funding and subsidizing from outside sponsors, but if a student chooses an apple over a burger because the burger was \$5 and the apple is \$0.50, we know that many students are price sensitive and will spend their money wisely.

A notable takeaway was that we found the students did not want to be told what to eat. They suggested that if we informed them, by educating them on good nutrition, the facts around poor nutrition, how food impacts their performance, and then let them make the choices on their own that they would have more ownership over their choices. Therefore, it is imperative that we make the healthy choice the easy choice through pricing, norming, featuring etc.

Lastly, the importance of policy around these issues is a work in progress. With a policy in place to fall back on, there is a better chance that organizers and parents will support it. This will mean having educational materials available for parents, teachers, coaches and students. The ASAA board will be asked to consider modification of its championship host application to require schools to host healthy sporting events as defined previously in this report. As such, the involvement of the ASAA will be a key player in incorporating the necessity for healthy food options in the application to host future healthy sporting events. Informed choices are smart choices.

OBSTACLES AND SOLUTIONS

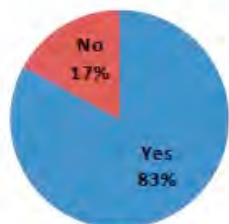
There were a number of obstacles identified that needed to be addressed. However, together with the EAS team, we tried to find solutions that might help overcome the obstacles. These can be implemented in future projects.

- 1) Some of the schools wanted to support local businesses, such as pizza restaurants. The solution to this might be to partner with the restaurant to come up with healthy versions of the items they wanted to offer, and which followed the Alberta Nutrition Guidelines.
- 2) We are currently in a state where 'fast food' is the norm at these types of events. To address this, we found that education would be the best option. In educating parents, students, teachers, school staff and coaches on the various foods they are consuming and how it will impact their health, we feel that the healthy choices are really the only option. When one is faced with the numbers- that may be up to 1000 calories in the burger and fries they are about to consume, they might think twice and choose a sandwich instead.
- 3) Lack of consistency between schools. When attending a sporting event, if you go without snacks prepared, it is nice to know what will be available. By gathering all of the phys ed teachers, canteen operators and teachers together, a list of foods available for purchase could be put together so that there is generally better consistency going forward.
- 4) There seemed to be a fear that parents would have an issue with healthier choices being offered. Some of the parents themselves may want to have the option to buy a burger or fries at the event. To counter this, again we thought that educating the parents in advance of the event would be helpful, so that parents aren't shocked upon arrival. If they know ahead of time that they won't have access to burgers and fries, they can choose to eat this type of food in advance of the game or they go into it knowing that there will only be healthy choices available. The school should be seen as a healthy environment.
- 5) It is important that everyone buy into the idea. Once the educational materials have been presented, and concerns addressed, we feel all those involved will be happy to implement the changes at a manageable pace and according to their school commitments.
- 6) One of the biggest concerns of course is the issue of cost. Typically canteens operate to make a profit or as a fundraiser for school sporting programs. We know that in Alberta, fruits, vegetables, dairy and other healthy alternatives typically cost significantly more than less healthy alternatives. Therefore, if we can partner with health-driven companies to subsidize the healthy choices in order to provide incentive to purchase these items, the concerns in regards to cost could be addressed.

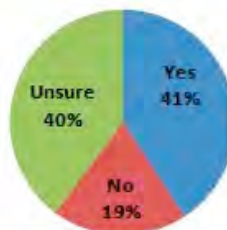
HOSTING HEALTHY SPORTING EVENTS TOOLKIT

The survey results indicated that while schools were supportive of and interested in providing healthy meals and snacks at sporting events, there was a gap in implementation of the Alberta Nutrition Guidelines for Children and Youth as stated by the graph below. While a large majority of respondents indicated awareness of the Guidelines, 39% were not sure if their schools followed them and 19% stated their schools do not follow the Guidelines.

Are you familiar with the Alberta Nutrition Guidelines for Children and Youth?



Does your school follow the Alberta Nutrition Guidelines for Children and Youth?



EAS contracted a dietitian to put together suggestions for a “Toolkit” that could be made available to schools as they move to creating healthy sporting events at their schools.

Three themes have emerged from both the adult and student surveys and the “Hosting Healthy Sporting Events Meeting” regarding healthy eating options at sporting events:

1. There is a gap in the knowledge of general healthy eating for youth.
2. Given that most events are run by volunteers or students, healthy options have to be realistic (easy to purchase or prepare).
3. Education is needed in order for purchasers to change attitudes.

Based on the survey results, we suggest that the toolkit includes three sections:

1. Healthy Eating for Athletes
2. Healthy Menu Samples
3. Marketing: 3 P’s – Pricing, Posters and Point of Purchase Messages

SUMMARY / RECAP

This project has been hugely successful in that it has shown us where the current gaps in knowledge are in Alberta, and thus gives us direction for development of education and promotion materials as well as the creation of a provincially available toolkit. The focus for future projects and next steps involve further education of schools and continued work with ASAA toward creating a “Hosting Healthy Sporting Events” policy. Policy needs to be supported; conducting focus groups to address barriers to policy is essential to the future implementation of policy. Further, by making a comprehensive and user-friendly toolkit and teaching schools how to use it, we hope to have more schools consider implementation of similar healthy projects.

Appendix A (attached)
Survey Results

Appendix B (attached)
Canteen Tallies

For more information on the Hosting Healthy Sporting Events Project, please contact Jackie Crooks @ jackie@everactive.org.

HOSTING HEALTHY SPORTING EVENTS

APPENDIX A - SURVEY SUMMARY REPORT



Results of the Healthy Eating for Sporting Events Survey

Summary Report

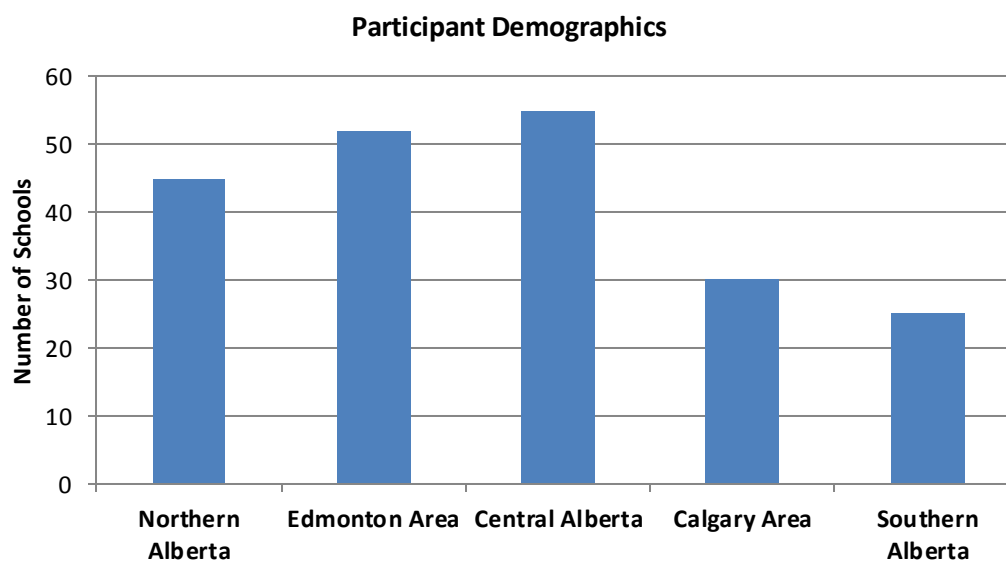
Survey Response

The survey results represented in this report include all responses as of April 13, 2012.

- Total participants: 276
- Total schools represented: 206
- Total school jurisdictions represented: 54

Demographics

The information below represents the data collected in questions 1 - 4 of the survey. The graph illustrates the number of schools that participated in the survey from each region across Alberta.



Urban and rural schools

Rural Schools: 102 (50%)

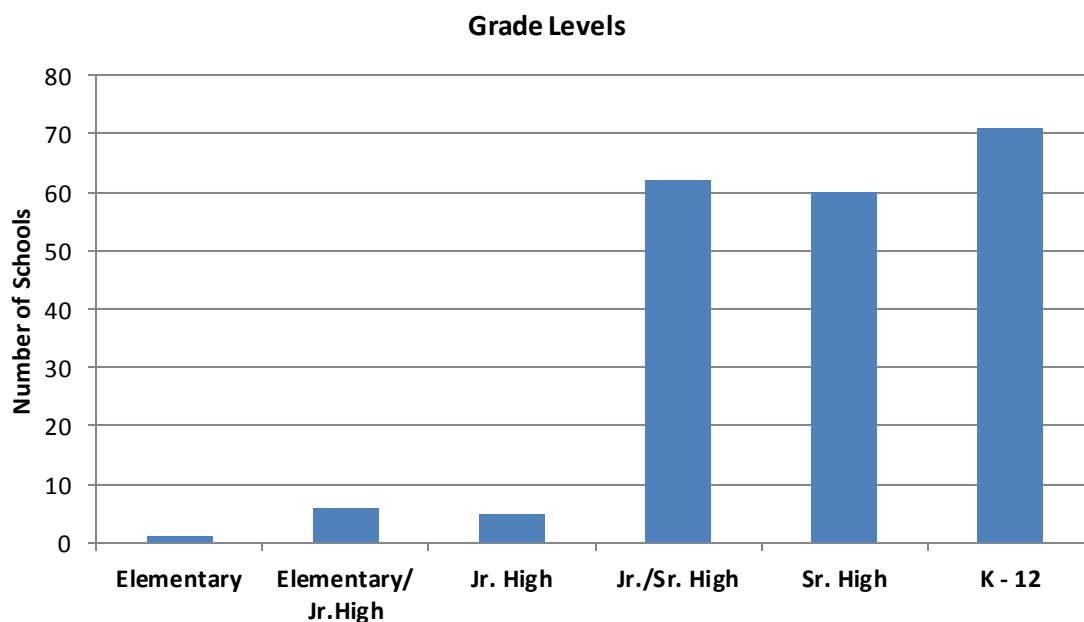
Urban Schools: 104 (50%)

The responses of the survey represent almost an equal division of urban and rural schools. For the purpose of this report, rural schools are defined as locations that have limited access to large, discount grocery chains, such as Walmart, Costco or Real Canadian Superstore.

Demographics

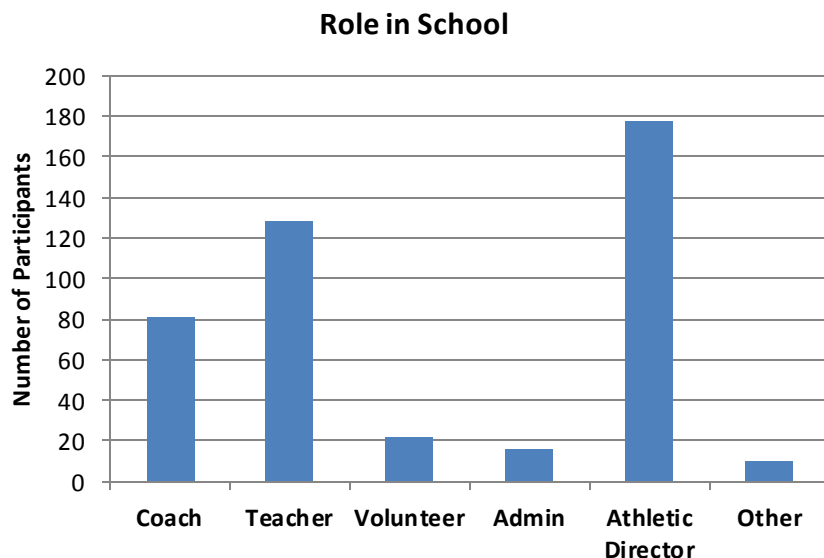
Grade levels of schools

Considering sporting events are very different from elementary to senior high schools, it is important to determine the grade levels of schools that provided responses. Furthermore, the Alberta Nutrition Guidelines have different recommendations for elementary, junior and senior high. To gain a clear understanding of the various school levels, the data was extrapolated into 6 separate categories that are represented in the graph below.



Role in school

The survey prompted the respondents to identify their role in the school. Unfortunately, the survey only allowed one choice and most participants had multiple roles. The graph below captures all identified roles.



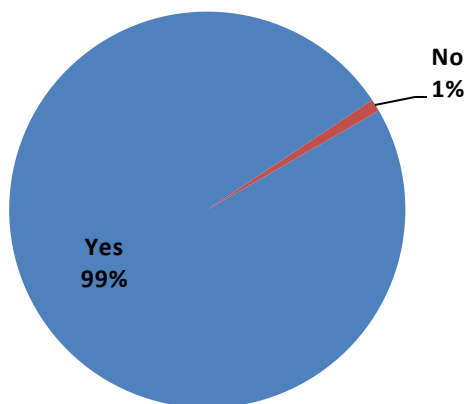
There were several roles that fell within the “other” category. These included:

- Healthy Schools Healthy Future Initiative Lead Teacher
- Chair of Parent Council
- Parent
- Teacher Sponsor
- Education Assistant
- Athletic Therapist
- Athletic Trainer
- Teacher’s Aid

Healthy Eating for Athletes

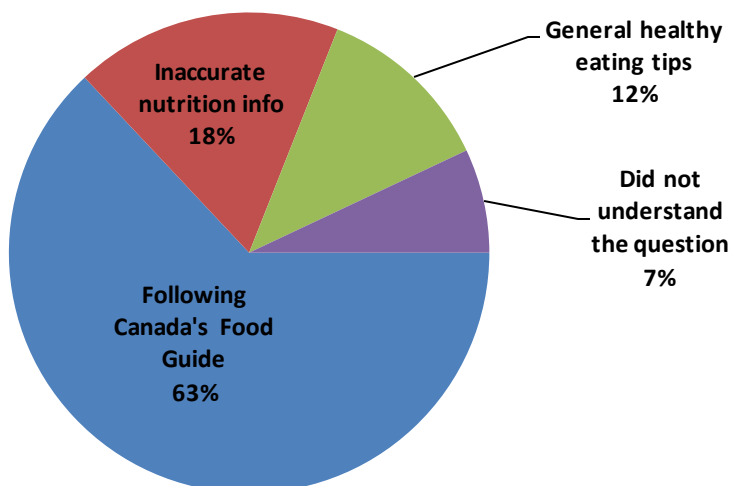
This section of the report represents responses from question 5 & 6 of the survey. Of the 264 responses to question five, 99% indicated they encourage student athletes to eat healthy balanced meals.

Encourage student athletes to eat healthy/balanced meals



Question 6 asked the participants to describe a healthy, balanced meal. Of the 245 responses, 63% indicated a healthy balanced meal includes following Canada's Food Guide. Of the remaining responses, 12% provided general healthy eating tips, but not what they considered a healthy meal. There were a significant number of responses that provided inaccurate nutrition information, as well, 7% clearly did not understand the question.

What is a healthy, balanced meal?



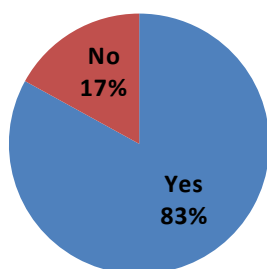
Alberta Nutrition Guidelines for Children and Youth and Nutrition Knowledge

This section represents the responses from question 7 to 9 which inquires about the awareness of The Alberta Nutrition Guidelines for Children and Youth and whether or not the respondent's school follow them. It also provides insight on what sources the participants use for nutrition information.

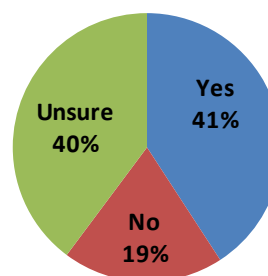
Of the 263 responses to the question regarding familiarity with the Guidelines, 83% indicated they were familiar with the Alberta Nutrition Guidelines and 17% were not.

It is interesting to note, that a large majority of the participants indicated awareness of the Guidelines, yet 39% in question 8 were not sure if their schools followed them and 19% stated their schools do not following the Guidelines.

Are you familiar with the Alberta Nutrition Guidelines for Children and Youth?



Does your school follow the Alberta Nutrition Guidelines for Children and Youth?



In question 9, for nutrition information, 255 participants provided multiple sources, with the Alberta Nutrition Guidelines, government websites, and general web searches as the most popular. Other sources for nutrition information include:

- Sports Medicine Council of Alberta
- Coaching Association of Canada
- Alberta School's Athletic Association
- Canada's Food Guide
- Dietitians of Canada
- Books/Research on sports nutrition
- General knowledge
- Professionals: Dietitians, nurses or personal trainer

Only 6% of the total responses specifically indicated Canada's Food Guide as a source for nutrition information for athletes. This number may not accurately reflect the population, as Health Canada was not identified under the government websites.

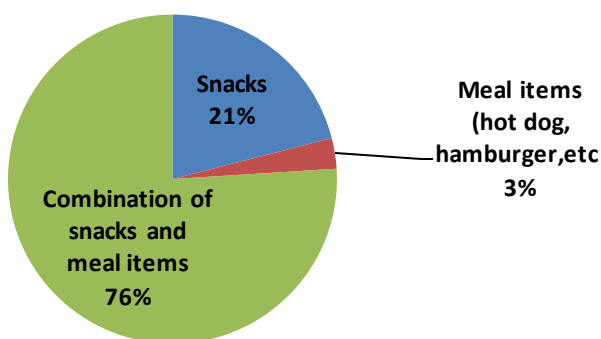
Food Sales at Sporting Events

This section shows answers from questions 11 through 14 and highlights information about the types and prices of food items currently being offered at sporting events. It also identifies who is responsible for selling or preparing foods at these events.

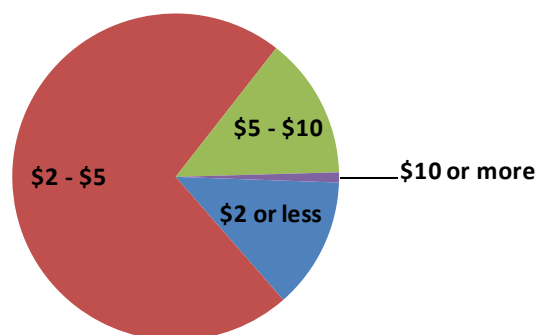
Types of food sold and desirable price range

The majority of food sold during sporting events consists of a combination of snacks and meal items. Very few schools sell only meal items and only 21% sell only snack foods. In terms of price range, of the 294 responses, 72% indicated that a price range of \$2 - \$5 is preferred.

Types of food sold:



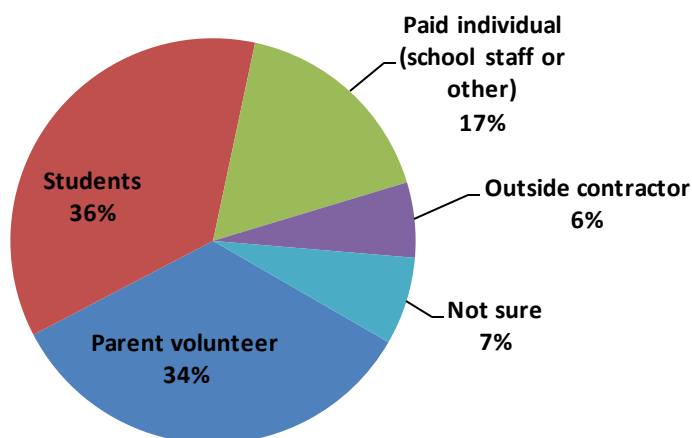
What price ranges would be reasonable for foods sold at sporting events?



Who sells food at events?

Students and parent volunteers represent the majority of individuals responsible for preparing or selling food items.

Who is responsible for selling food at events?

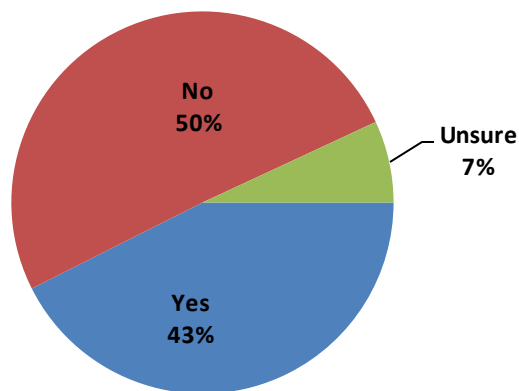


Food Sales at Sporting Events (continued)

Revenue from food sales at sporting events

Of the 258 responses, 51% indicated that they do not rely on the revenue generated from the sales of food sold at sports events and 7% were not sure. Of the remaining 43% that indicated they rely on revenue from food sales, 85% is used for sports related costs and 15% is used for other extra curricular activities/clubs at schools. It may be valuable to note that of the 43% that rely on the money generated by food sales, 68% were from rural schools.

Do you rely on revenue generated by the sales of food at sports events?



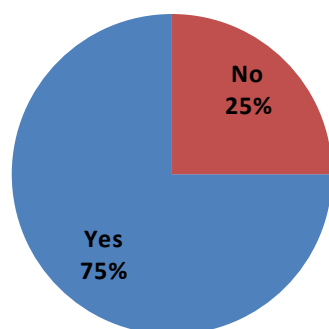
Healthy Eating Policy

This section highlights the responses from questions 10 and 15, as they are very similar.

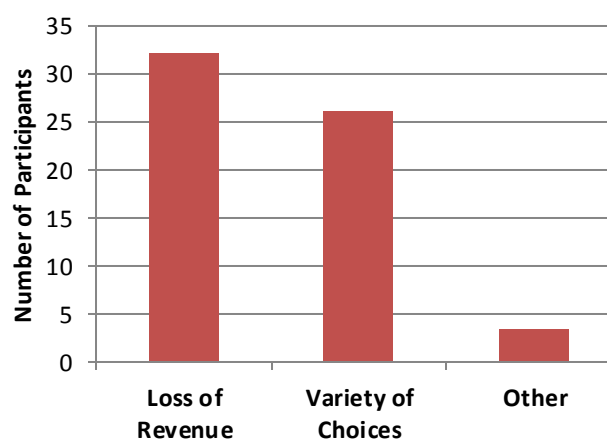
Support only healthy food options

From question 10, the majority of responses, 75%, indicated they would support only healthy food options served during sporting events. Of the 25% that did not support only healthy food options, the most common reasons were loss of revenue or wanting the choice of both healthy and unhealthy foods. A small number of responses indicated that restricting food options to only healthy choices was not feasible and a few could not agree on what defined a healthy food (these are captured under the “other” category).

Would you support only healthy food options being sold at sporting events?



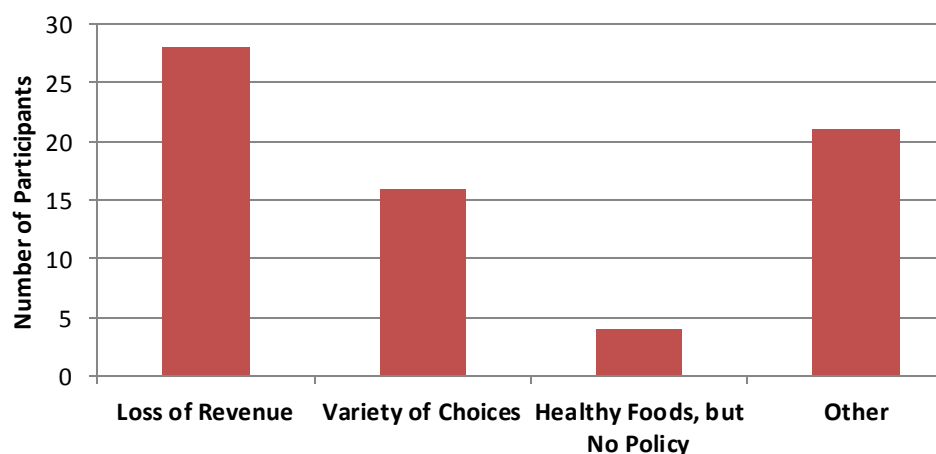
Reasons for not supporting only healthy food at sporting events



Supporting policy that mandates only healthy food options

Question 15 asks the participants if they would support a policy that would mandate only healthy food items. The responses were very similar to supporting only healthy food choices as noted above, 76% replied that they would support a policy. The participants that would not support a policy provided a variety of reasons outlined in the graph below.

Reasons for not supporting a policy that mandates healthy food options at sporting events



Other:

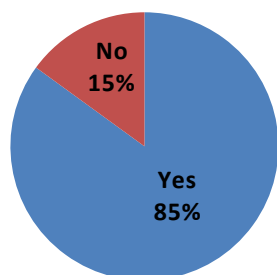
- Not realistic
- Negative attitude towards changing food choices
- Lack of policy enforcement
- No time to prepare or purchase healthy foods
- Sporting events are not on school property

Healthy Eating Policy (cont'd)

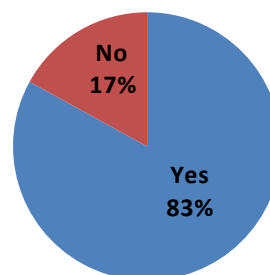
Beverages

Question 16 and 17 ask the participants if they would support the restriction of advertising or selling sugar sweetened beverages at sporting events. Of the responses, an overwhelming amount would support both the restriction of advertising and selling of these beverages.

Prohibit advertising/promotion of sugar sweetened beverages



Support restricting sugar sweetened beverages



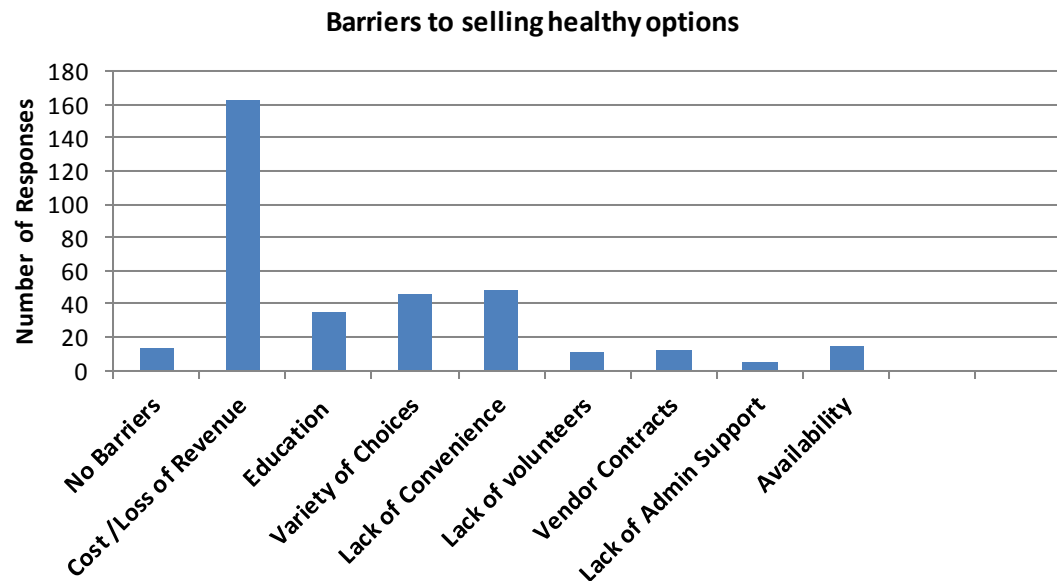
Barriers

Question 18 gave the participants the opportunity to identify barriers in serving or selling healthy food options at sport events. Of the 229 responses, 14 people felt there would be no barriers to healthy food options. The remaining barriers included:

- the cost of healthy foods and loss of revenue
- competition, such as going elsewhere, vending machines or people bringing their own unhealthy foods
- participants would require education to change attitudes and habits
- people prefer the taste of less healthy foods and that they would only choose unhealthy products
- less healthy options were more convenient, took less time and skill to prepare and didn't require special equipment or facilities
- lack of volunteers or people to do the work
- existing contracts or sponsorships from vendors or companies
- lack of district or administration support in selling healthy food options
- a lack of selection or availability of healthy food options

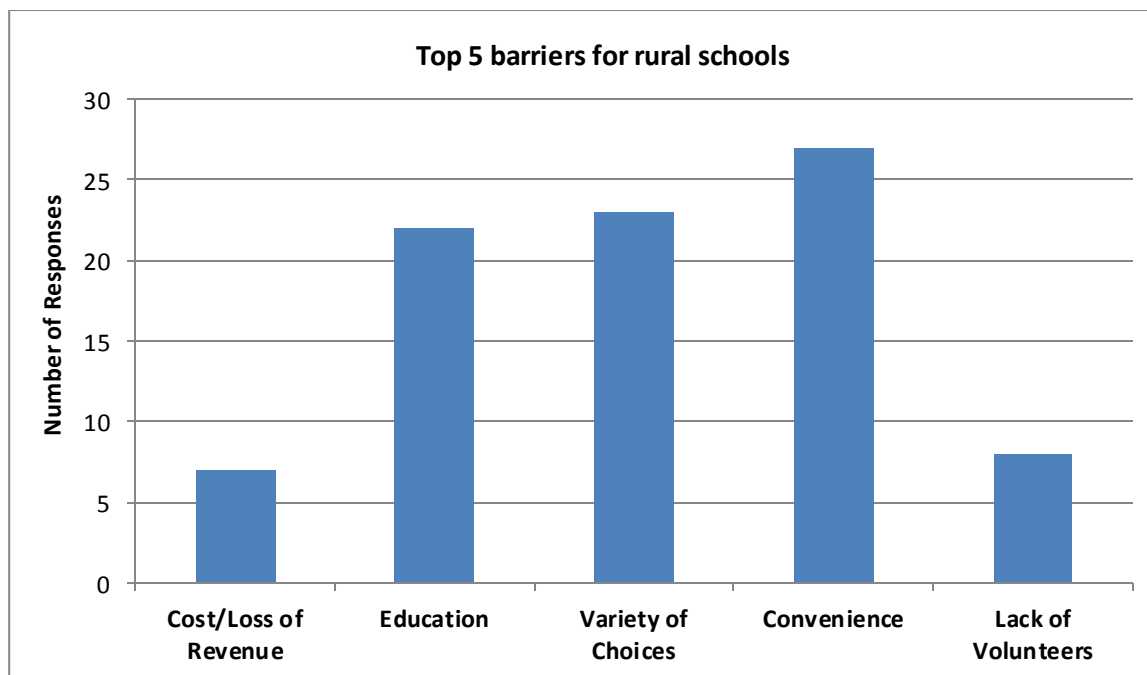
Barriers (continued)

The graph below depicts the various responses to perceived barriers in serving or selling healthy food options.



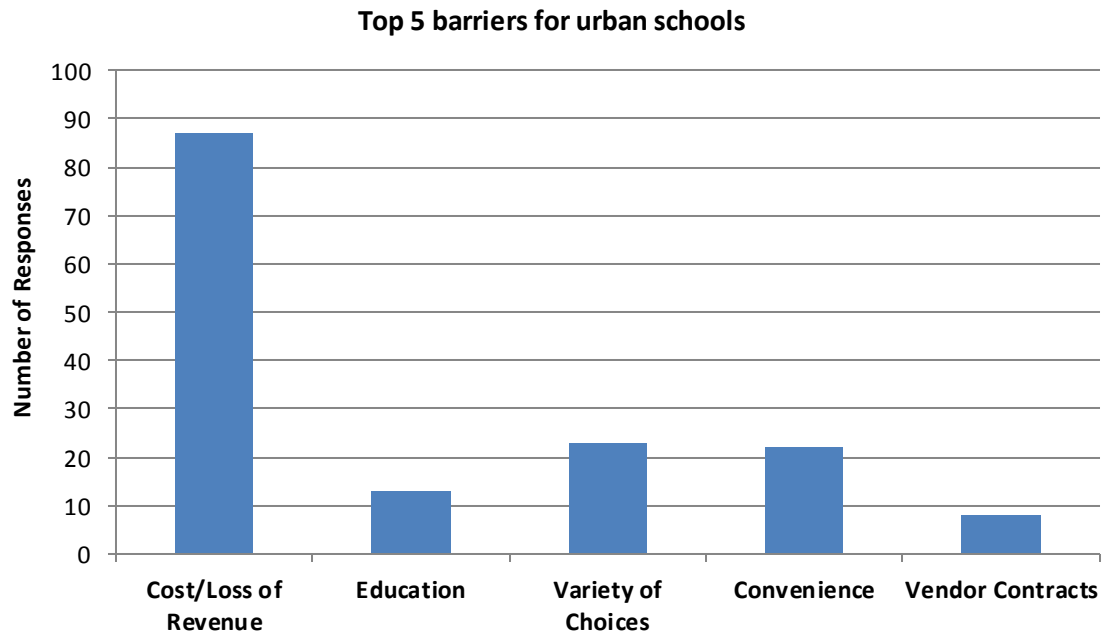
Barriers: rural vs. urban

The responses regarding barriers were analyzed to determine if different obstacles were identified for schools located in a rural or urban locations. The graph below identifies the top 5 barriers for rural schools.



Barriers: rural vs. urban (continued)

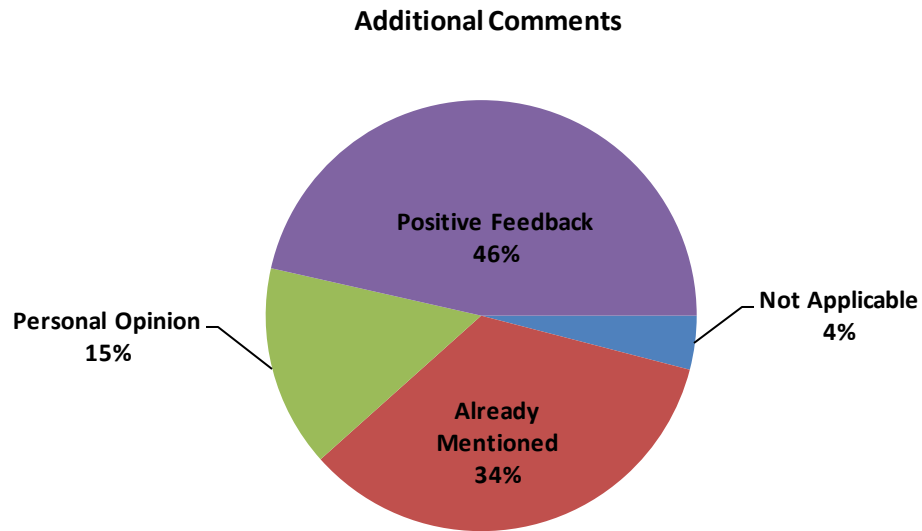
The graph below identifies the top 5 barriers for urban schools.



Both urban and rural schools listed cost of food items, potential loss of revenue, lack of education of the consumers, desire for a variety of choices and convenience as top barriers. Participants from rural schools listed lack of volunteers as a top barrier while urban schools identified existing vendor contracts.

Other Comments:

Participants had the opportunity to also provide additional comments. The predominant themes of these comments included information that had been previously given in other questions, personal opinions, and positive stories or experiences. Only a small number provided feedback that did not pertain to this survey. Please see Appendix B for specific feedback provided.



Recommendations for the Survey:

Question 1: School Name

- No suggestions

Question 2: School Division

- Make a comment for the participant not to abbreviate their school division.

Question 3: School Grade Level

- Please consider making multiple categories to accurately capture the type of school. Our recommendations include:
 - Elementary
 - Elementary/Junior High
 - Junior High
 - Junior/Senior High
 - Senior High
 - All Levels (K–12)

Question 4: Role in School

- Please consider allowing the participants to select multiple categories to accurately capture their role in the school. Our recommendations would be also to include:
 - Administration (principal/VP)
 - Parents

Question 5: Do you encourage your student athletes to eat healthy/balanced meals?

- No suggestions

Question 6: What does a healthy/balanced meal mean to you?

- There was some confusion regarding this question. Suggest rewording the question to: What should be included in a healthy, balanced meal.

Question 7: Are you familiar with the Alberta Nutrition Guidelines for Children and Youth?

- No suggestions

Question 8: Does your school follow the Alberta Nutrition Guidelines for Children & Youth?

- No suggestions

Question 9: Where do you go for nutrition information for your student athletes?

- Consider adding Canada's Food Guide as an example under Government Websites
- Consider also adding these as more options:
 - Non-government websites:
 - Dietitians of Canada
 - Sports Medicine Council of Alberta
 - Coaching Association of Canada
 - Alberta School's Athletic Association
 - Books/Research
 - General knowledge
 - Health Professionals: Dietitians/Doctors/Nurses

Recommendations for the Survey (continued):

Question 10: Would you support ONLY healthy food options to be served at the concession/canteen during sporting events?

- The results of the survey showed very little difference in the response to this question and question 15, which would you support a policy that mandates a healthy food options...
- Considering removing this question.

Question 11: Do you rely on the revenue generated from selling food at school sporting events?

- No suggestions

Question 12: What price ranges would be reasonable for foods sold at sporting events?

- No suggestions

Question 13: Who is responsible for selling food at events?

- No suggestions

Question 14: Type of foods offered at sporting events

- Consider changing the question so that participants can only pick one option.

Question 15: Would you support a policy that mandates healthy food options to be served at the concession or canteen during school sport events?

- No suggestions

Question 16: Do you support restricting sugar sweetened beverages from vending machines and canteens during school sporting events?

- Consider rewording the question to “would you support only plain water, 100% juice or milk products in vending machines and canteens during school sporting events?”
- This question prompted many concerns about artificial sweeteners and many other unhealthy options that could replace sugar sweetened beverages (diet pop, flavoured waters, etc).

Question 17: Do you support prohibiting advertising and promotion of unhealthy food and beverages to school sport athletes and the student body?

- No suggestions

Question 18: What do you see as the barriers to selling healthy food options at concessions/canteens during school sporting events?

- No suggestions

Question 19: Please provide any additional comments

- No suggestions

Recommendations for the Survey (continued):

Other questions to consider adding to the survey:

1. How many sporting events does your school host per year where food is served or sold?
 - Under 5
 - 6 – 10
 - 11 – 15
 - Greater than 15
 - Unsure
2. How many spectators typically attend sporting events at your school?
 - Less than 25
 - 25 – 50
 - Greater than 50
3. Is your school in close proximity (less than 30 min) from a large discount grocery chain such as, Walmart, Costco, or the Real Canadian Superstore? (Yes/No). If no, please indicate where food is purchased from.
4. What type of foods are currently sold at sporting events.
 - Packaged foods (chips, cookies, granola bars, etc)
 - Snack foods made at event (popcorn or slushes)
 - Cooked foods (hamburgers, hot dogs, etc)
 - Fresh foods (sandwiches, fruit, vegetables)
 - Restaurant foods (pizza, hamburgers)

Appendix A

Schools Divisions According to Geographical Regions

Schools Divisions According to Geographical Regions

The lists below identify the school divisions that participated in the survey. The school divisions have been categorized according to their geographical location.

- **Northern Alberta:**

- Aspen View Regional Division
- Fort McMurray Roman Catholic Separate School District
- Fort McMurray Public School District
- Fort Vermilion School Division
- Grande Prairie Roman Catholic Separate School District
- Grand Yellowhead Public School Division
- High Prairie School Division
- Holy Family Catholic Regional Division
- Lakeland Roman Catholic Separate School District
- Living Waters Catholic Regional Division
- Northern Gateway Regional Division
- Northern Lights School Division
- Peace River School Division
- Peace Wapiti School Division
- Pembina Hills Regional Division
- St. Paul Education Regional Division

- **Edmonton Area:**

- Black Gold Regional Division
- Greater North Central Francophone Education Region
- Edmonton Catholic Separate School District
- Edmonton School District
- Elk Island Catholic Separate Regional Division
- Elk Island Public Schools Regional Division
- Evergreen Catholic Separate Regional Division
- Greater St. Albert Catholic Regional Division
- Parkland School Division
- St. Albert Protestant Separate School District
- St. Thomas Aquinas Roman Catholic Separate Regional Division

- **Central Alberta:**

- Battle River Regional Division
- Buffalo Trail Public Schools Regional Division
- Canadian Rockies Public Schools
- Chinook's Edge School Division
- Clearview School Division
- East Central Alberta Catholic Schools Regional Division
- Lloydminster Roman Catholic Separate School Division
- Prairie Land Regional Division
- Red Deer Public School District
- Wild Rose School Division
- Wolf Creek School Division
- East Central Francophone Education Region

Schools Divisions According to Geographical Regions (continued)

- **Calgary Region:**
 - Calgary School District
 - Calgary Roman Catholic Separate School District
 - Foothills School Division
 - Golden Hills School Division
 - Rocky View School Division
 - Christ the Redeemer Catholic Separate Regional Division

- **Southern Alberta:**
 - Grasslands Regional Division
 - Holy Spirit Roman Catholic Separate Regional Division
 - Horizon School Division
 - Lethbridge School District
 - Livingstone Range School Division
 - Medicine Hat School District
 - Palliser Regional Division
 - Prairie Rose School Division
 - Westwind School Division

- **Independent, Charter & First Nations Schools:**
 - Airdrie Koinonia Christian School
 - Bearspaw Christian School & College
 - Calgary Academy
 - Central Alberta Christian School
 - Chinook Winds Adventist Academy
 - Concordia High School
 - Foothills Academy
 - Foundations for the Future Academy
 - Hope Christian School
 - Kehewin – Lakeland
 - Miyo Wahkohtowin Community Education Authority
 - John D'or North East
 - Northland School Division
 - Olds Koinonia Christian School
 - Parkview Adventist Academy
 - Rundle College Academy
 - Strathcona-Tweedsmuir School
 - Westmount Charter
 - Yellowhead Koinonia Christian School

Appendix B

Additional Comments Provided By Participants

Additional Comments Provided by the Participants

Below are direct comments taken from question 19 of the survey and have been categorized according to general themes.

Positive Feedback

- *We have overhauled canteen this year re healthy choices. 100% better than last year. Vending machine snacks are also ALL relatively healthy. Tough to implement change with kids though when fast food - McD's, pizza, 7-11, all within walking distance. Oh well....at least our building is free of it*
- *I have been involved with a nutrition company that is 100% kosher and meets the Canadian food guide and supports a meal replacement if need be! Supper easy to make and delicious!*
- *I love the idea but I believe it needs to be implemented slowly by balancing both healthy and unhealthy snacks at first incrementally removing the unhealthy.*
- *We have been on a healthy foods initiative for the past 8 years. We got rid of all vending machines and all healthy food choices must go through our concession. No complaints about no pops, chips, etc.*
- *It would be a step in the right direction for athletes to have access to healthy options at sporting events. We make attempts to teach student athletes about the benefits but if they don't have the option to choose healthy foods the point is mute.*
- *Some of the questions did not allow me to answer the way I wanted. These are very complex issues. E.g. juice can be ok to drink but sometimes that is all that kids are having for lunch. Also, I believe you really only know if it is healthy if you make it yourself. This is what I promote. I want my students to eat breakfast at home and to pack a large lunch that will be eaten throughout the day. Especially the athletes that have games after school (early evening) they are away from home for 12 hours and need to pack the foods from home.*
- *More and more we see very poor nutrition with students. Not only should this apply to athletes but all youth*
- *I think this a very important issue as it is mind blowing how many unhealthy eating choices athletes and youth in general make day to day and at sporting events.*
- *I would definitely like to see a healthier eating concept in schools right now!*
- *Our school already has a healthy cafeteria and vending machines. Started two years ago.*
- *Healthy food at concessions is great but it has to be a school, division, community, city and country focus. We need to promote less concession and more healthy food options from HOME. Supplemental food items should be at school for students, i am not sure if we need to charge as long as it is 100% natural.... veggies, water, fruit. No package or process food. Why go half way and settle.*
- *As a physical education teacher and coach I think we need to do more to educate parents and youth about nutrition. Alberta's new frame work for Health and Physical Education appears to be moving in the direction of a more holistic view of health, which may help. Getting parental support and helping students to buy in so they can have informed choices are key, enforcing guidelines without knowledge just leads to a struggle.*
- *I understand the push for healthy choices and lead by example here at my school. In the end it all comes down to individual choice.*
- *A good place to start getting this generation healthier, and more informed*

Additional Comments Provided by the Participants (continued)

Positive Feedback (continued)

- *Sounds like an excellent idea I think it should be mandated for all sporting events.*
- *I strongly believe in proper nutrition for athletes. I would support all mandates that promote this as well- it would actually make my plea to parents more reasonable*
- *Always looking to make it better for the student athletes.*
- *Our school's menu during sport events seems to be healthier than the norm, and we receive many positive comments about that from parents and officials (who are fed from it).*
- *I feel that this would be a great idea and that these companies and or product sellers need to do more with the schools to help make this easier (ex. promotions to school who use their products to help relieve costs etc. or contributions to programs to help off-set other costs that will allow us to better use their products!!*
- *We will be removing our coke sign next year off our scoreboard and replacing it with a business sponsorship. The sponsorship had to be approved by our Admin and the Athletic Department to ensure it was a better alternative.*
- *We need to do something now about our children's eating/exercise habits. They are developing terrible habits.*

Personal Opinion

- *People need to be healthy. People need freedoms to enjoy themselves. Parents, not the school or government need to teach kids to think. What's next, a "policy" on exact amount of sodium or fat allotted to supposed healthy food. In short, less government raising kids, more parenting/common sense taught.*
- *The present food advice has got us in Epidemic obesity, diabetes and metabolic syndrome. Change how we see foods like protein and fat would help a lot.*
- *If YOU would be interested in receiving more information about hosting Healthy Sporting Events, you might want to contact ME!*
- *I think there should be some kind of legislation that will penalize school administrations that do not follow the guidelines...the people making the decisions are people who are not educated on the importance of their decisions...money shouldn't drive their motivations for providing healthier options for students.*
- *I know that I have not answered the way you hoped for, but I am trying to be honest and pragmatic. I do believe that kids eat better now than twenty years ago, and I am also aware that education has played its part in this. I would seriously hate to see any sports program shut down because of lack of funding, but it will happen if concessions cannot generate enough funds. Catholic schools are being told they can't generate funds through working casinos, and that will certainly impact those schools negatively. Losing revenue from the concessions will have the same effect on small schools.*
- *We have enough rules. Please don't add more. Let us focus on sports, not someone's idea of what is right or wrong about food in a concession.*
- *It seems the ASAA and many school boards replace one form of advertising with another (i.e. flavoured waters full of chemical sweeteners and chocolate milk aren't necessarily that great for athletes either but they sure are supported by the ASAA). If you are going to ban advertising from one group you may want to for all and then the choice is up to the athletes.*

Additional Comments Provided by the Participants (continued)

Already Mentioned

- *Educate, don't Legislate.*
- *Tough to monitor everything kids/athletes/students do, at some point we have to realize that they will have to make a choice.*
- *We have to promote healthy choices, but not restrict to ONLY healthy choices.*
- *This shift in food needs to happen in our schools. It has started, but needs more support and promotion!*
- *I am ok with offering healthy food choices but see the need for other "not so healthy" choices as well for canteens. If coaches have educated their players properly, the athletes will steer clear of the unhealthy choices at tournaments anyway.*
- *I think you ultimately have to offer both choices and hope students will pick the better of the two.*
- *finding affordable deliverables that we can sell from our concessions*
- *I would support a push toward healthy eating but I don't think it is necessary to have it be mandatory.*
- *I like the proactive promotion of healthy choices for our student athletes.*
- *I did a pilot concession for healthy choices and unfortunately we lost quite a bit of money. The problem we had was that purchasing the healthy choices was very expensive and in order to make a profit, we had to charge quite a bit...therefore people were more inclined to purchase unhealthy choices and because the healthy food wasn't purchased, we had to through it out.*
- *Concessions fortunately and unfortunately serve as a source of revenue for athletic programs. If programs rely on a certain percentage of profits to go to the operation costs of these programs, then concessions need to provide food options, with a heavy emphasis on healthy options. Otherwise "customers" will go elsewhere. Also it is too bad that programs expect revenue from concessions - this indicates an underfunding of programs throughout the province.*
- *More booster juice in schools.*
- *We have already lost money in our school by taking regular pop out of the machines. That money funds our athletics program. It is one of our primary sources of income for athletics. If we don't have it, they will walk one block to the nearest store and buy it there.*
- *In our Jr. High Health classes students are taught the importance of eating healthy. Hopefully we are influencing some to choose better foods.*
- *Sounds like a really good idea but may be very difficult to enforce.*

Not Applicable

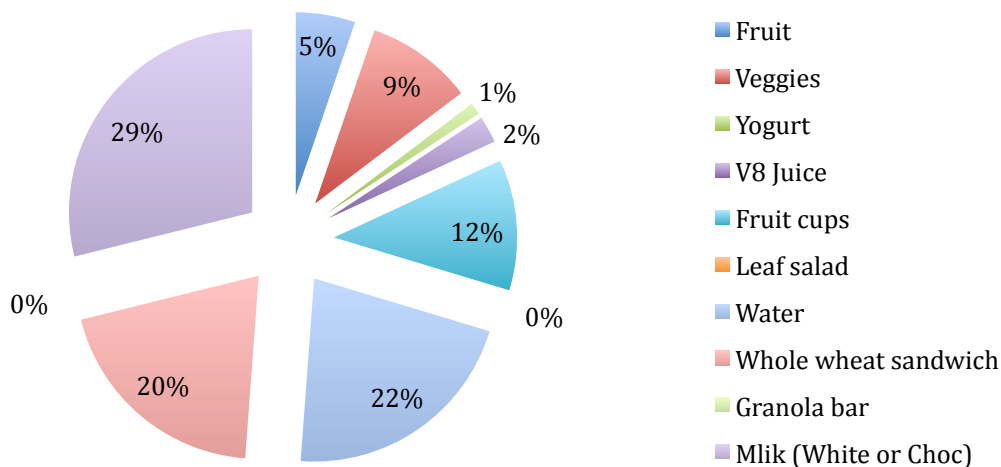
- *Our government needs to inform parents about the effect of too much gaming at a young age. It needs to provide even more incentives for parents to enroll their children in sports at a young age.*
- *Would like to see a change in food sold at the next Edmonton Journal Games at Buttermere.*

HOSTING HEALTHY SPORTING EVENTS

APPENDIX B - CONCESSION/CANTEEN TALLIES (PILOT 1 & 2)

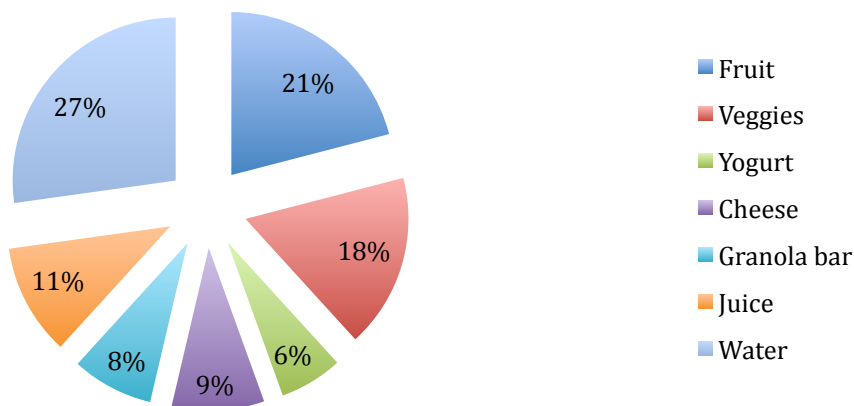


Healthy Items Sold - Camrose Composite



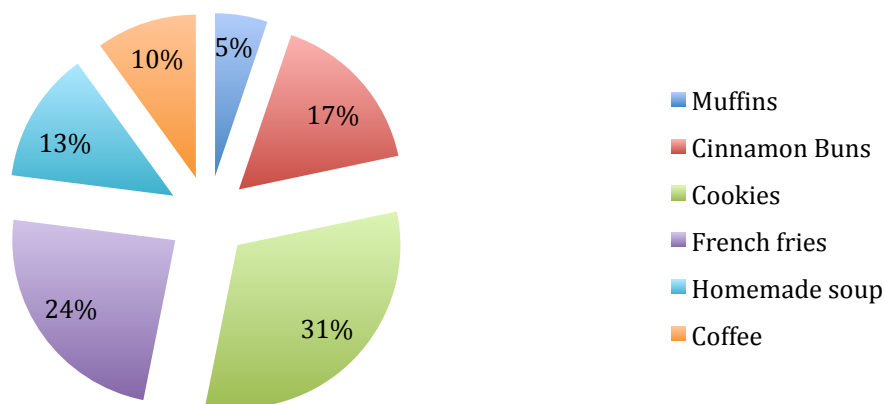
TOTAL: 381

Healthy Items Sold - Clearwater Academy



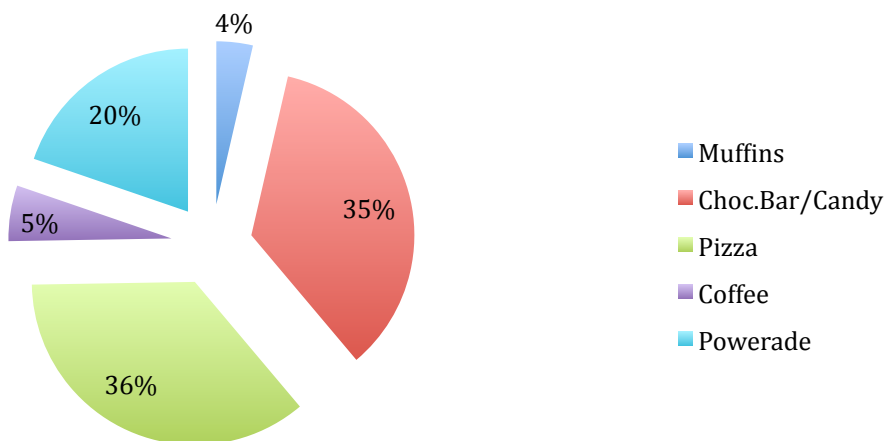
TOTAL: 272

Non-healthy Items Sold - Camrose Composite



TOTAL: 461

Non-healthy Items Sold - Clearwater Academy



TOTAL: 471