

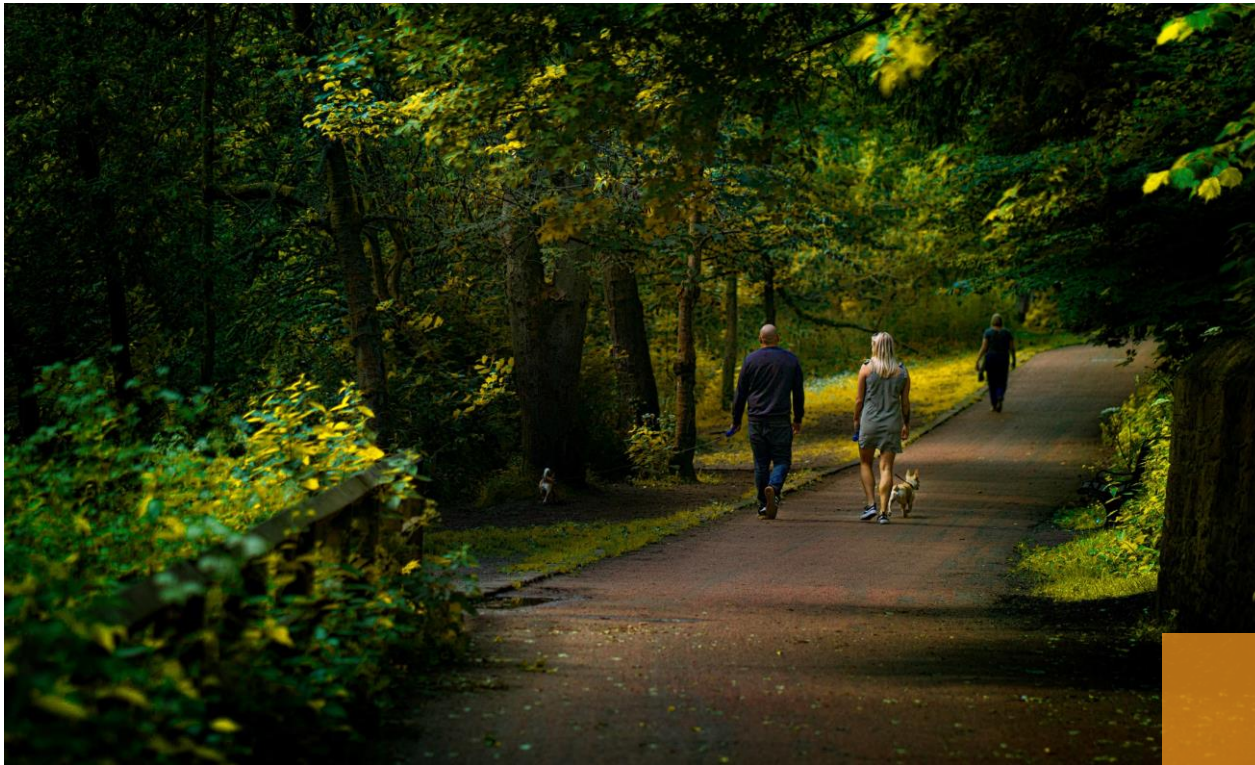
Food Matters! How municipalities can
build stronger communities through
healthier eating environments

Part of the Healthy Futures Webinar Series

Webinar Outline

- Introduction: Alberta Policy Coalition for Chronic Disease Prevention
- Presentation: Dr. Kim Raine, University of Alberta
- Presentation: Pamela Boyson, Alberta Health Services
- Conclusion and questions

The Alberta Policy Coalition for Chronic Disease Prevention *(APCCP)*





About Us

- A coalition of 17 organizations from across Alberta that work together to advocate for healthy public policy change to **reduce chronic disease.**

Objectives



- Increasing the **capacity** of policy makers and decision makers in Alberta to use policy as a strategy for chronic disease prevention.
- Providing **leadership** in the development, implementation, and evaluation of policy related activities for cancer and chronic disease prevention.
- Promote and inform policies that advance **health equity** by increasing opportunities for Albertans, including the most vulnerable, to improve health and reduce chronic disease risk.
- Facilitating practitioners, policy-makers, researchers, and community organizations from various sectors **working together** to enhance public acceptance of policy-related activities.

Policy areas of focus

- **Healthy eating**
- **Active living**
- **Tobacco reduction**
- **Alcohol related harm**





Why focus on policy?

- Policy is an important tool for improving community quality of life and well-being.
- Policies that create environments where healthy choices are the ‘easy’ choices can provide opportunities for all Alberta ***including the most vulnerable*** to improve health and reduce risk of chronic disease.

Polling



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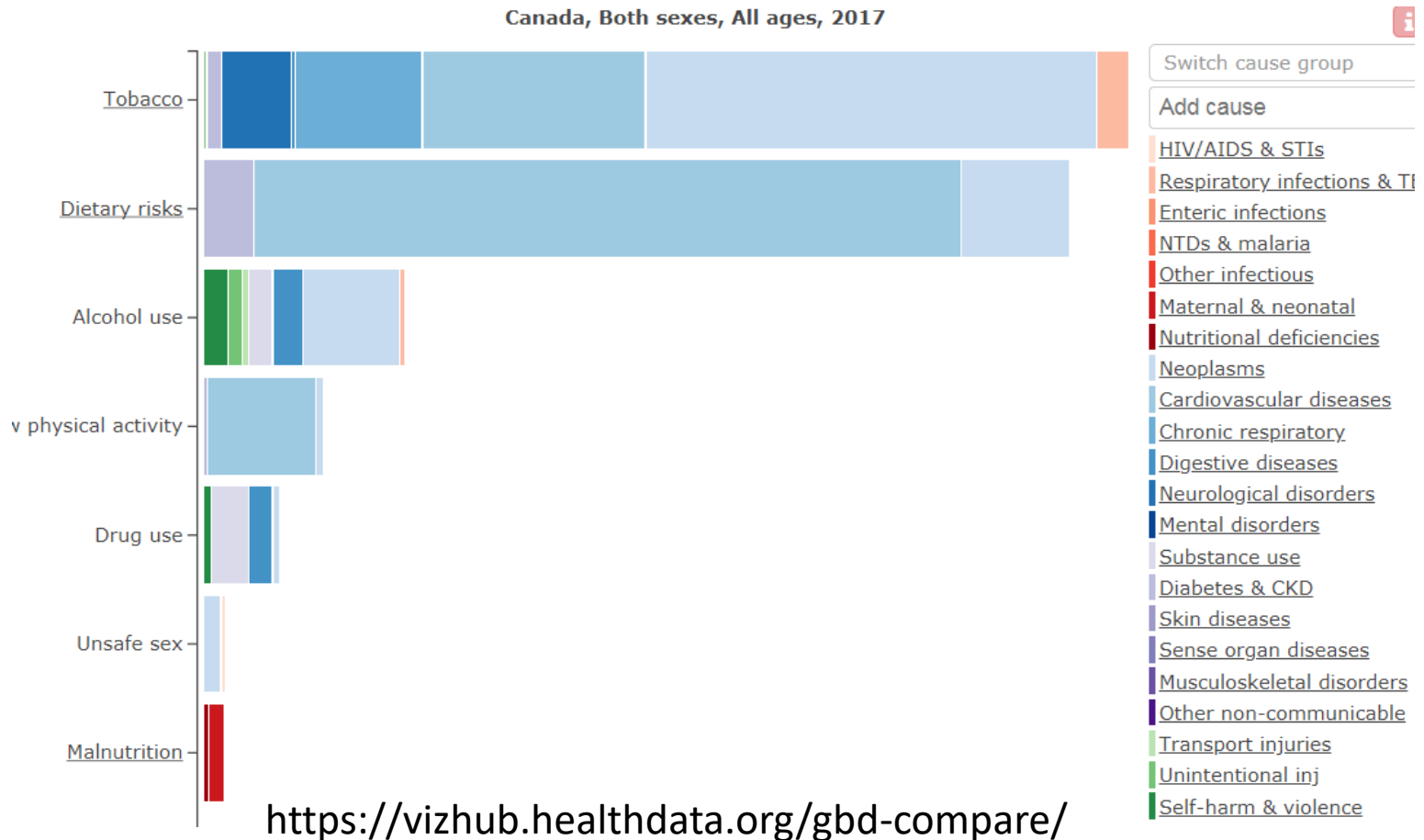
Food Matters for Municipalities!

Kim D. Raine, PhD, RD, FCAHS
Distinguished Professor

Why do Healthy Food Environments Matter for Communities?

- Dietary risks are one of the leading causes of death and disease in Canada (following tobacco use)
- Diet is more than a matter of personal choice
 - Dependent on food environments
- Municipalities have a strong influence on the diet of residents (like tobacco use)

Global Burden of Disease Study 2017: Canada, behavioural risks, deaths



Food Environments in Canada



Health Canada Santé Canada

Your health and safety... our priority.

Votre santé et votre sécurité... notre priorité.



MEASURING THE FOOD ENVIRONMENT *in Canada*

- Food environments shape the availability, affordability, and social acceptability of food and nutrition “choices”
 - association between food environments and diet-related outcomes

www.hc-sc.gc.ca/fn-an/nutrition/pol/index-eng.php

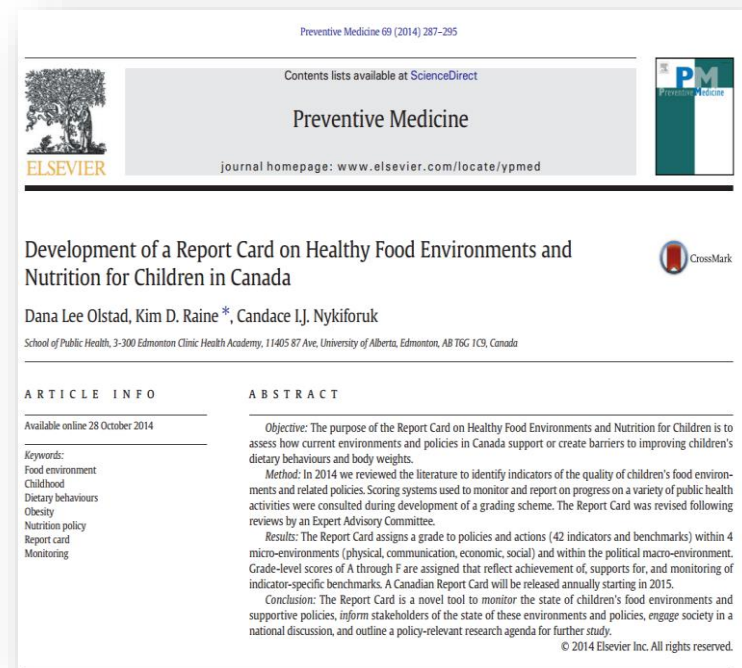


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History of the Nutrition Report Card (2015 - 2020)

- Inspired by ParticipACTION Physical Activity Report Card



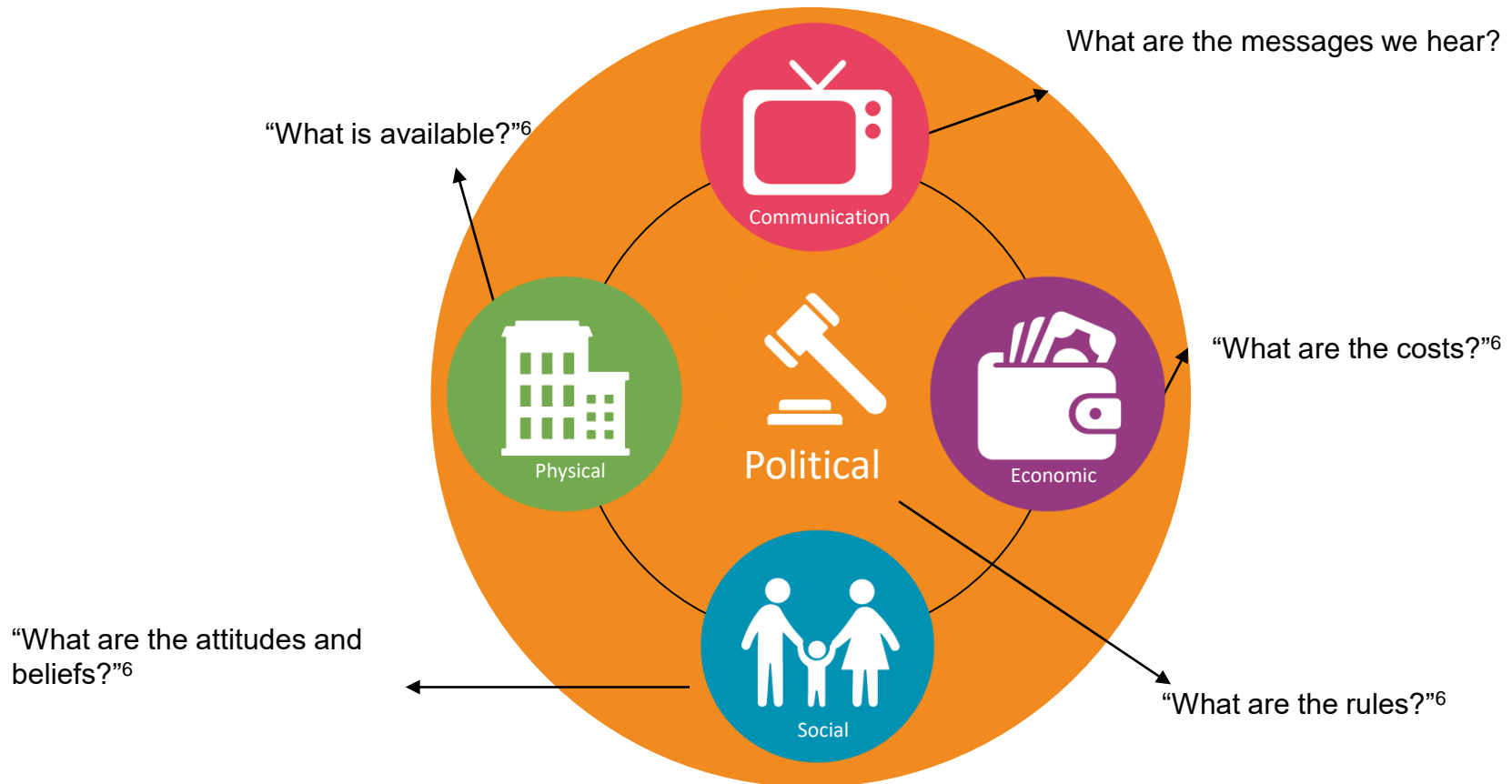
COALITIONS LINKING ACTION
& SCIENCE FOR PREVENTION



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Domains of the Food Environment



Source: Brennan et al. Annual review of public health. 2011 Apr 21;32:199-223.

Municipalities Protect and Promote Children and Youth's Health By Supporting Healthy Food Environments

SCHOOLS

- Support local school boards/districts to:
- R** Implement the Alberta Nutrition Guidelines for Children + Youth for all foods/beverages served in school.
- R** Make Food Prep skills mandatory for junior high students
- R** Monitor healthy eating policy adherence

CONVENIENCE STORE

- R** Establish "healthy zones" around schools by limiting the number of unhealthy food vendors in close proximity.

RECREATION CENTRES

- R** Mandate changes to improve healthfulness of available food using the Alberta Nutrition Guidelines for Children + Youth to inform food policy (e.g. vending contracts)
- R** Allow use of facilities to prep food for school nutrition programs when school infrastructure is lacking.

TRANSPORTATION

- R** Subsidize transport of healthy foods to rural/remote/Northern Communities

TAX UNHEALTHY FOOD

- R** Ask the Federal government to implement a sugar-sweetened beverage tax.

GROCERY

- R** Use municipal zoning to improve proportion of healthy (e.g. grocery stores) to unhealthy (e.g. fast food restaurants) food vendors.

PUBLIC BUILDINGS

- R** Use the Assessment Checklist* to see how supportive your building is towards breastfeeding
*see Indicator 27 in the full NRC report for the checklist

HOSPITALS

- R** Continue to foster a supportive environment for breastfeeding using WHO's 10 Steps to Successful Breastfeeding*
*see Breastfeeding Support in the full NRC report

Healthy foods = Foods that support health, emphasized in Canada's Food Guide, such as fruits & vegetables, whole grains, quality protein foods, and foods low in salt, sugar and saturated fats.

Healthy Zone!
500 Meters

FAST FOOD RESTAURANTS

- R** Work with local dietitians to identify healthy choices on menus.

ADVERTISING

- R** Ensure no marketing of unhealthy food where children live, learn and play.
- R** Partner with local media to promote healthy eating

R Recommended opportunities for action



INDICATOR

3

HIGH AVAILABILITY OF HEALTHY FOOD IN
COMMUNITY SETTINGS: RECREATION FACILITIES

Benchmark: Approximately 3/4 of foods available in recreation facilities are healthy.*
 *Healthy foods = 75% of food offered meets the 'Choose Most Often' and 'Choose Sometimes' categories according to the Alberta Nutrition Guidelines for Children and Youth (ANGCY).

Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
No	Yes	Voluntary	D



Key Findings

FIGURE 3. Healthfulness of Entrées and Main Dish Salads (n=227 foods in 8 facilities)

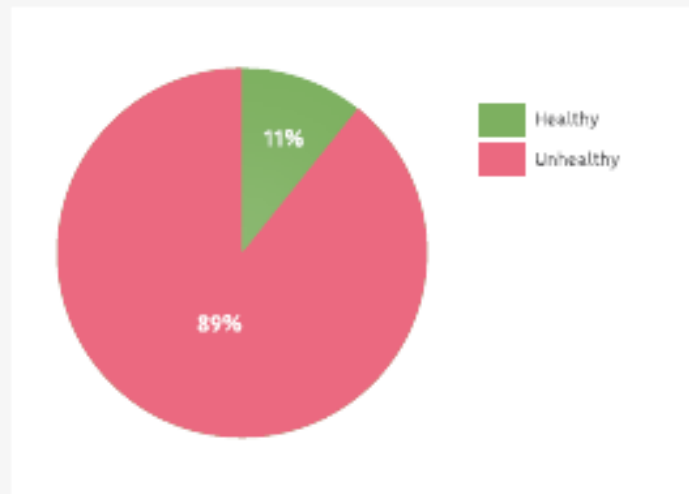


FIGURE 5. Vending Machine Snacks Ranked by the ANGCY (n=465)

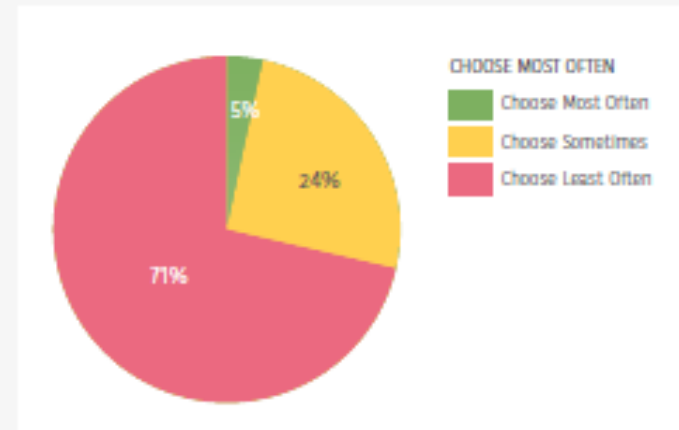
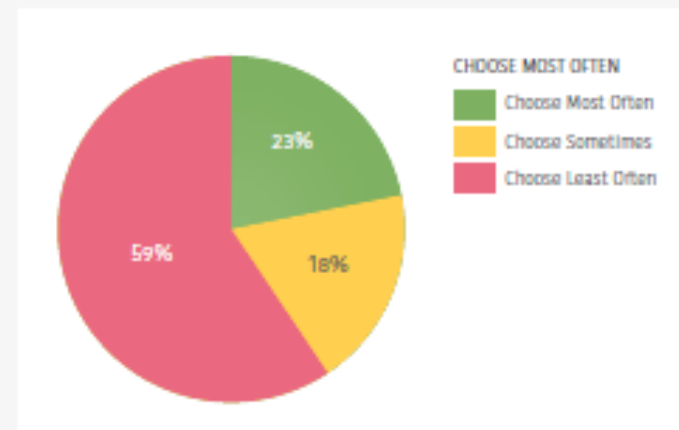


FIGURE 6. Manufacturer-Packaged Beverages Sold at Concessions (n=247)



Municipal Recreation

RECREATION CENTRES

- R** Mandate changes to improve healthfulness of available food using the Alberta Nutrition Guidelines for Children + Youth to inform food policy (e.g. vending contracts)
- R** Allow use of facilities to prep food for school nutrition programs when school infrastructure is lacking.

The infographic features a background illustration of a recreation center building with a blue roof and white walls. The building is surrounded by green hills, trees with orange and yellow foliage, and a bicycle parked in the foreground. A large blue rectangular box is positioned to the right of the building.

Healthy food procurement and nutrition standards in public facilities: evidence synthesis and consensus policy recommendations

Kim D. Raine, PhD, RD (1); Kayla Atkey, MSc (1); Dana Lee Olstad, PhD, RD (2); Alexa R. Ferdinands, BSc, RD (1); Dominique Beaulieu, PhD, RN (3); Susan Buhler, MSc, RD (4); Norm Campbell, CM, MD, FRCPC (5); Brian Cook, PhD (6); Mary L'Abbé, PhD (7); Ashley Lederer, MS, RDN (8); David Mowat, MBChB, MPH, FRCPC (9); Joshna Maharaj (10); Candace Nykiforuk, PhD (1); Jacob Shelley, LLM, SJD (11); Jacqueline Street, PhD (12)

This evidence synthesis has been peer reviewed.

 [Tweet this article](#)

Abstract

Introduction: Unhealthy diets are contributing to a growing burden of chronic disease. Public facilities are a vulnerable group that public food procurement policies can address, which support recently emerging public health strategies for increasing access to healthier food environments. Organizations have begun to implement these policies in Canada.

Methods: To address this context, we conducted a systematic review of food procurement policies, and (2) hosted a consensus conference in September 2014. The consensus confer-

encouraging all publicly funded institutions to implement healthy food procurement policies as part of a broader vision of food policy that promotes health, environmental sustainability, and supports local economies.

Highlights

- Unhealthy foods are widely available in public settings across Canada.
- Healthy food procurement policies, which support procuring, distributing, selling, and/or serving healthier food in public settings, have emerged as a promising strategy to promote healthier food environments.
- Healthy food procurement policies may positively impact sales, intake, and availability of healthier food.

<https://abpolicycoalitionforprevention.ca/resources/resource-hub/>



POLICY STORIES: CITY OF HAMILTON'S CORPORATE FOOD AND BEVERAGE POLICY

MUNICIPAL FOOD AND BEVERAGE POLICY

This policy story explores the adoption and



CITY OF NEW WESTMINSTER'S HEALTHY FOOD SERVICE POLICY

MUNICIPAL FOOD AND BEVERAGE POLICY

This story explores the development of the Healthy Food Service Policy, as well as



PROMOTING HEALTHY FOOD ENVIRONMENTS IN THE CITY OF ST. ALBERT THROUGH REQUEST FOR PROPOSALS

HEALTHY FOOD IN RECREATIONAL FACILITIES, MUNICIPAL FOOD AND BEVERAGE POLICY

Healthy Zoning

SCHOOLS
Support local school boards/districts to:

- R Implement the Alberta Nutrition Guidelines for Children + Youth for all foods/beverages served in school.
- R Make Food Prep skills mandatory for junior high students
- R Monitor healthy eating policy adherence

CONVENIENCE STORE
R Establish "healthy zones" around schools by limiting the number of unhealthy food vendors in close proximity.

Healthy foods = Foods that support health, emphasized in Canada's Food Guide, such as fruits & vegetables, whole grains, quality protein foods, and foods low in salt;

Healthy Zone! 500 Meters

The infographic features a central illustration of a yellow school building with a bus in front. A dashed line indicates a 500-meter 'Healthy Zone' around the school. To the right, a convenience store is shown with a red 'R' icon indicating a recommendation to limit unhealthy vendors near the school. The background includes green hills, trees, and birds.



QUANTITATIVE RESEARCH

Linking Childhood Obesity to the Built Environment: A Multi-level Analysis of Home and School Neighbourhood Factors Associated With Body Mass Index

Jason A. Gilliland, PhD,^{1,3} Claudia Y. Rangel, MA,¹ Martin A. Healy, MSc,¹ Patricia Tucker, PhD,⁴ Janet E. Loebach, MEdes,¹ Paul M. Hess, PhD,⁵ Meizi He, PhD,⁶ Jennifer D. Irwin, PhD,⁷ Piotr Wilk, PhD^{3,8}

ABSTRACT

Objectives: This study examines environmental factors associated with BMI (body mass index) levels among adolescents with the aim of identifying potential interventions for reducing childhood obesity.

Methods: Students (n=1,048) aged 10-14 years at 28 schools in London, ON, completed a survey providing information on age, sex, height, weight, home address, etc., which was used to construct age-sex adjusted BMI z-scores. The presence of recreation opportunities, fast-food outlets and convenience stores was assessed using four areal units around each participant's home and school neighbourhood: "circular buffers" encompassing territory within a straight-line distance of 500 m and 1000 m; and "network buffers" of 500 m and 1000 m measured along the street network. School neighbourhoods were also assessed using school-specific "walksheds". Multilevel structural equation modeling techniques were employed to simultaneously test the effects of school-environment (Level 2) and home-environment (Level 1) predictors on BMI z-scores.

Results: Most participants (71%) had a normal BMI, 16.9% were overweight, 7.6% were obese, and 4.6% were considered underweight. Multilevel analyses indicated that built environment characteristics around children's homes and schools had a modest but significant effect on their BMI. The presence of public recreation opportunities within a 500 m network distance of home was associated with lower BMI z-scores ($p<0.05$), and fast-food outlets within the school walkshed was associated with higher BMI z-scores ($p<0.05$).

Conclusion: Interventions and policies that improve children's access to publicly provided recreation opportunities near home and that mitigate the concentration of fast-food outlets close to schools may be key to promoting healthy lifestyles and reducing childhood obesity.

Key words: Obesity; child; adolescent; environment; diet; recreation

La traduction du résumé se trouve à la fin de l'article.

Can J Public Health 2012;103(Suppl. 3):S15-S21.



INDICATOR

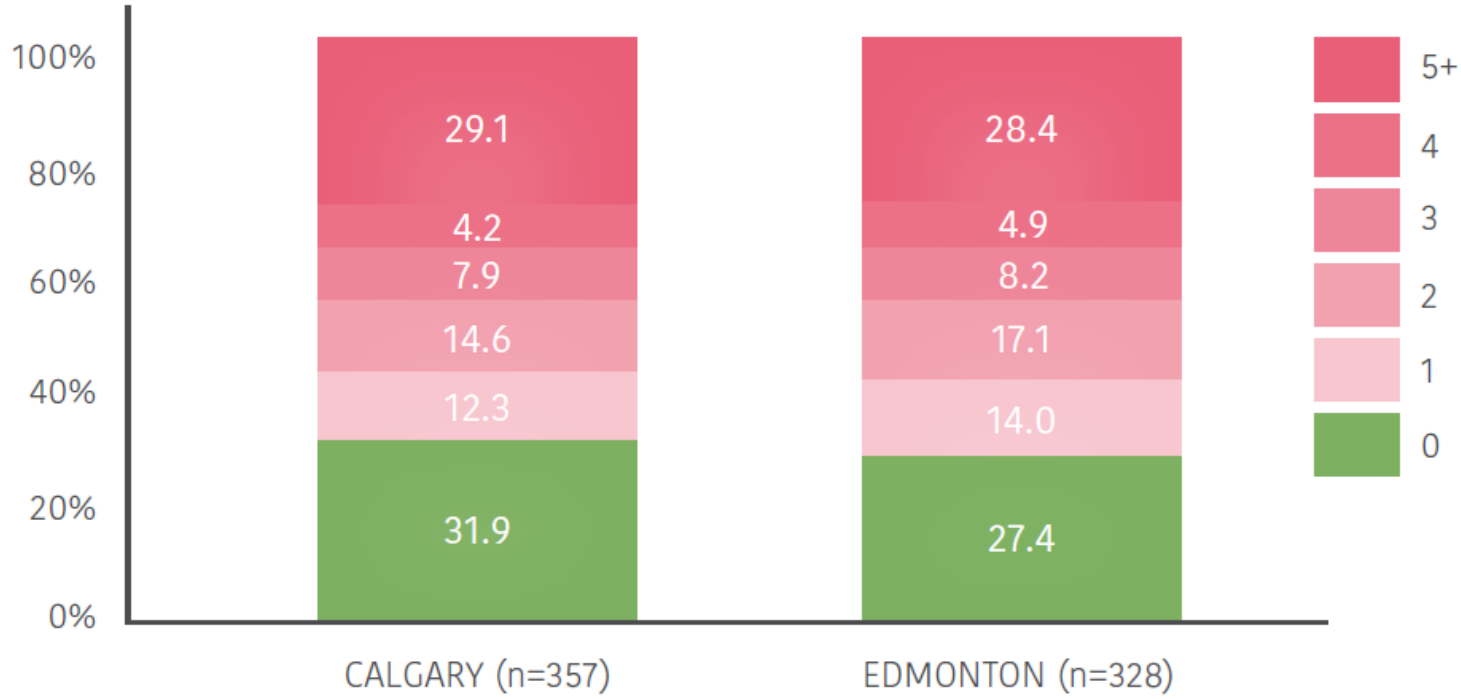
5

LIMITED AVAILABILITY OF UNHEALTHY FOOD VENDORS

Benchmark: Traditional convenience stores (i.e. not including healthy corner stores) and fast-food outlets are not present within 500m of schools.

Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
Somewhat	No	—	D

Figure 8. Proportion of Schools with 0, 1, 2, 3, 4, Or 5 or More Unhealthy Food Vendors within 500 Metres



Zoning - Resources



TOOLKIT: THE SCHOOL ZONE AND NUTRITION

HEALTHY EATING, HEALTHY SCHOOL FOOD, LOCAL CAPACITY FOR POLICY CHANGE, MUNICIPAL ZONING AND COMMUNITY DESIGN



TOOLKIT: USING URBAN PLANNING TO OFFER A HEALTHY FOOD ENVIRONMENT AROUND SCHOOLS



TOOLKIT: LIMITING BUSINESSES WITH DRIVE-THROUGH SERVICE

LOCAL CAPACITY FOR POLICY CHANGE, MUNICIPAL ZONING AND COMMUNITY DESIGN

This case study highlights

Support for Healthy Nutrition Policy in Alberta



In 2019, we surveyed over 1600 people from the general population and 209 policy influencers across Alberta.

GENERAL PUBLIC



SUPPORT FOR:

Mandating Healthy Foods in Schools

POLICY INFLUENCERS



Taxing Sugary Drinks and Energy Drinks



Subsidizing Healthy Foods



Understanding public and policy influencer opinions can help facilitate evidence informed decision making.



For further information on this survey, please visit:
abpolicycoalitionforprevention.ca/evidence/chronic-disease-prevention-survey



Local Engagement (Mini Report Cards)

- Partner with local health system
 - Community health facilitators & dietitians
- Identify communities that have prioritized healthy food/ eating for action
- Face-to-face community orientation workshop
 - Meanings of food environments
 - Settings for local data collection and action

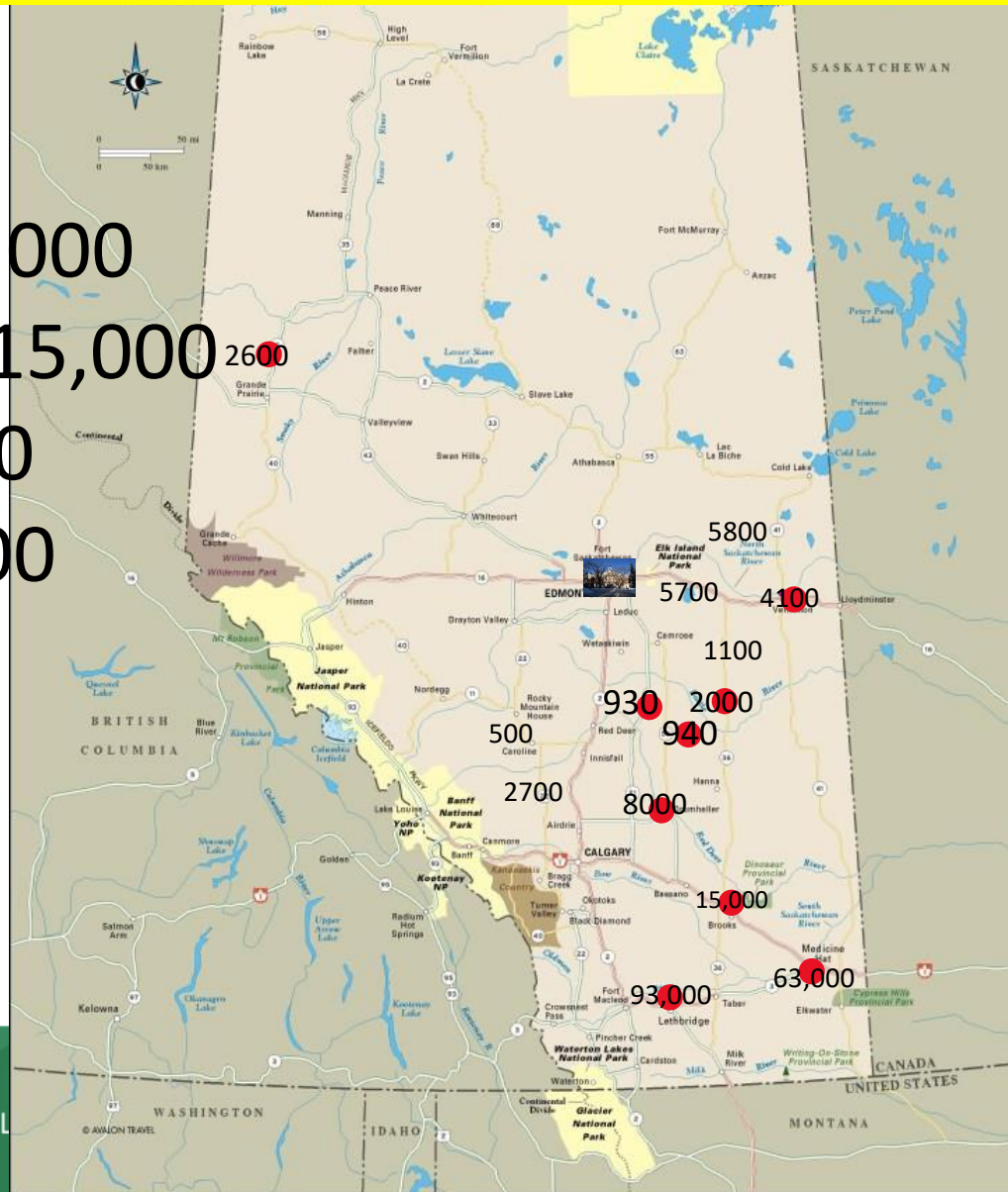
20 Communities to Date

Cities 50-95,000

Small cities 15,000

Villages - 500

Towns 1-8000

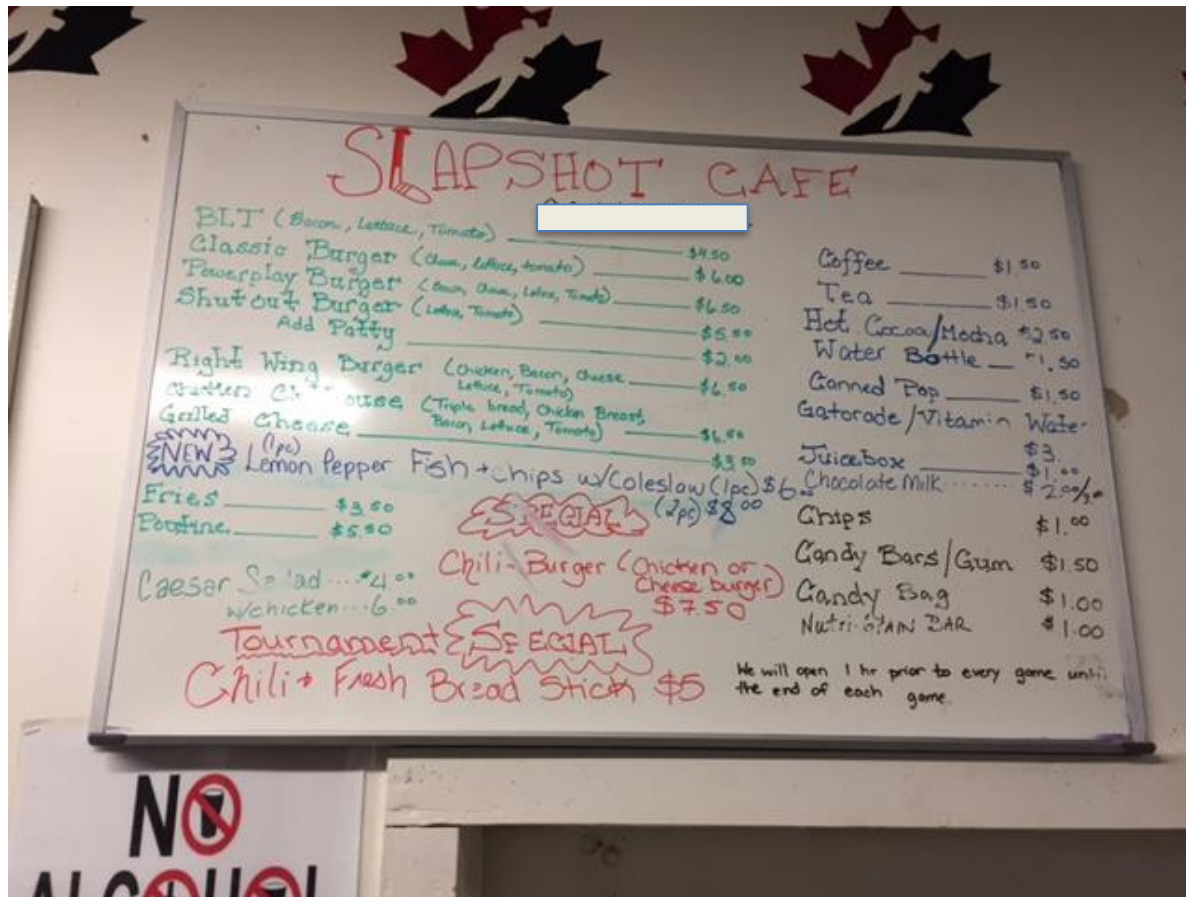


Collecting Data “App”

- use smart phones or tablets to answer an on-line questionnaire
 - Food availability
 - Nutrition policies, programs and resources
 - Capture menus, vending machine etc. with pictures
 - Transmitted centrally to university



Hockey Arena Menu – Small Town



Grocery Stores – Children’s Cereals



Vending Machines – Public Building (Hospital)



Outcomes

- Communities have enthusiastically participated in collecting local data
- Appreciation of the role of food environments in shaping choices.
- Concretizes and localizes the power of policy change:
 - influence local businesses to stock healthier food products
 - catalyze local schools into adopting and implementing nutrition guidelines as policy.

Thank you!



The Nutrition Report Card can be downloaded from
<https://abpolicycoalitionforprevention.ca/evidence/albertas-nutrition-report-card/>

Food Matters!

How municipalities can build stronger communities through healthier eating environments!



Developed by Registered Dietitians

2020

NELSON'S PENALTY BOX

SANDWICHES, SALADS, WRAPS

TURKEY BACON \$6.00
HAM & CHEESE \$5.00
B.L.T. \$4.50
GRILL CHEESE \$3.50
TACO SALAD \$7.00
GARDEN SALAD \$4.50
CHEF SALAD \$7.00
SOUP & BUN \$4.75

TURKEY BACON WRAP \$6.50
B.L.T. WRAP \$5.25
BEEF TACO WRAP \$6.50
CHICKEN TACO WRAP \$6.50
QUESADILLA
CHEESE \$5.00
BEEF OR CHICKEN \$7.00

SOUP OF THE DAY
Chili & Bun \$4.75

On today's menu:

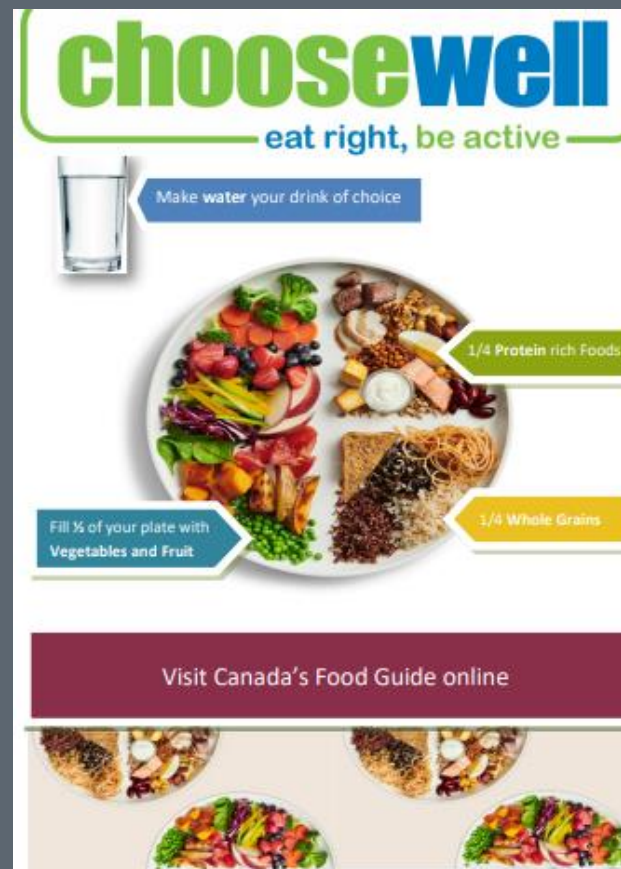
- Why work with local health partners?
- What's happening in Alberta?
 - Schools
 - AHS facilities
 - Workplaces
 - Recreation facilities
- What other things can we start to do or consider?
 - Zoning/taxation
- Resources, upcoming courses and opportunities

How can your local Public Health partners help?

We are the experts in health (nutrition)

We can help you to:

- interpret local health data
- find resources to support your plans
- connect you with other health partners
- develop health and wellness plans for your municipality



What's happening in Alberta communities?

Schools

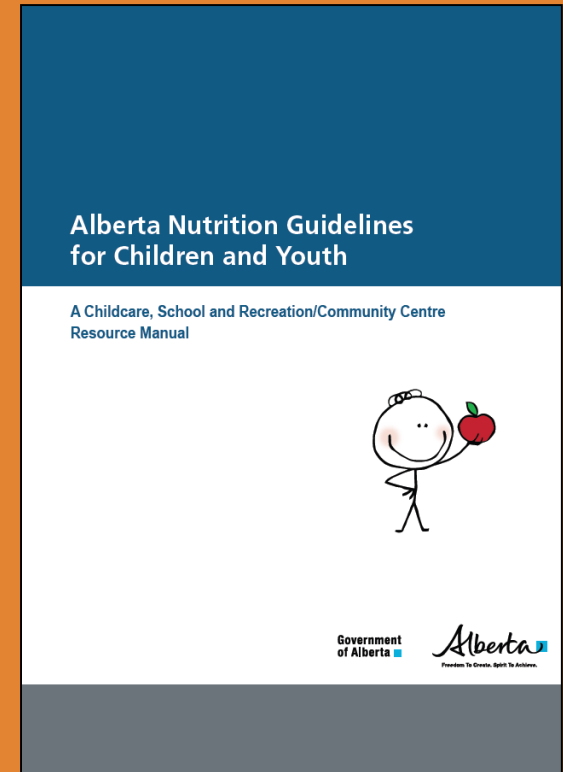
AHS
facilities

Workplaces

Recreation
Centres

Schools





- Comprehensive School Health Approach
- Alberta Nutrition Guidelines
 - School Nutrition Policies/Guidelines
 - Administrative Procedures
- School Nutrition Program



AHS facilities



Replacement of Sugar Sweetened Beverages (SSB)

			
Support Wellness	Role Model	Make Healthy Eating Easier	Organizational Commitment

Making the Healthy Choice the Easy Choice In Alberta Workplaces

Meetings



Potlucks



Available
for
Purchase



Celebrations
and
Events



Road map to help youth (12-17 yrs) thrive in Castor's food policy environment



Recreation Centres

Benchmarking Food Environments
Project:

Castor

Arena renovations lead to:

- Concession signage promoting healthy food options
- Removal of vending machines
- Hosting healthy team meals
- Purchased a cold table to prepare sandwiches/salads
- Promotional items – magnets and water bottles

Shout Out to:
Natasha Bozek

Recreation Director, Town of Castor

Road map to help youth (12-17 yrs) thrive in Castor's food policy environment



Recreation Centres Town of Castor Wellness Policy

- Physical wellness
- Intellectual wellness
- Community inclusion
- Healthy built environment
- Economic wellness

Based on Indicator Data collected in Castor and Alberta's 2017 Nutrition Report Card on Food Environments for Children and Youth. The full and summary report are available online at: ahs.ca/tcc

HEALTHY EATING INITIATIVE

Choose Least
Low-Nutrient Foods
Very low in nutrients and high in calories, fat, sugar, and salt.

Choose Sometimes
Moderate-Nutrient Foods
Higher in added sugar, fat and sodium.

Choose Most Often
High-Nutrient Foods
Lower fat, lower sodium, low added sugar.



Recreation Centres

Vending Successes:

- MAC Munchies – Central Alberta
- Vegreville
- Lethbridge YMCA
- Castor
- Camrose





Recreation Centres

- Equipment changes
 - Cold/sandwich table
 - Combi ovens
- Water refill stations



What other ways
can municipalities
improve food
environments?



Healthy Alberta Communities

- Promotion of local foods
- Cooking skills sessions
- Healthy food supplied at an event
- Sporting venue put up HE posters
- Water trailer for local events
- Promoting healthy choices in grocery stores



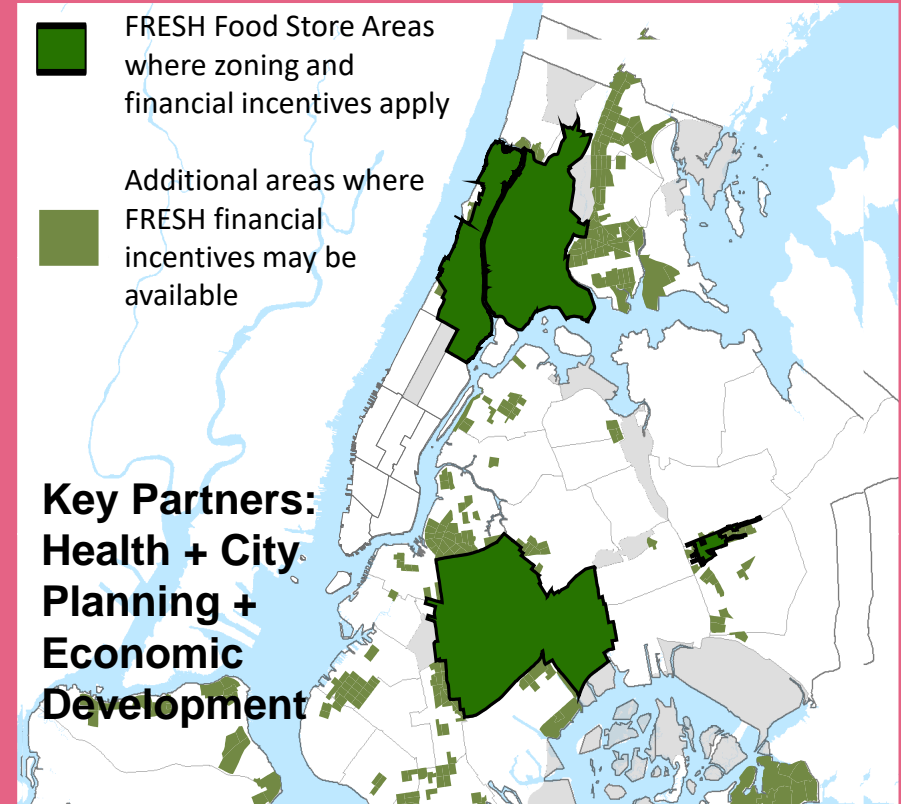
Healthy Food Considerations: Municipal Zoning



NYC FRESH Program:

Zoning and tax incentives for supermarket development in food desert areas

- Zoning for smaller store and decreased parking requirements
- Sales tax exemption on construction materials
- Land and building tax abatements
- ≥ 500 square feet of retail space for fresh produce; $\geq 30\%$ retail space for perishable food
- Since 2009, >1600 jobs



Available Resources:

<http://www.drkarenlee.com/resources>

-> USA -> FRESH Program, NYC

-> Fit Cities book

Resources, Courses and Opportunities

Healthy Eating Starts Here

Starting where you live, work, learn and play

Get to Know a Dietitian

[Learn more](#)

Nutrition Services

[Learn more](#)



Healthy Eating at Work

[Learn More](#)



Healthy Eating at School

[Learn More](#)



Healthy Eating at Early Learning & Child Care Centres



Healthy Eating in the Community

[Learn More](#)



www.healthyeatingstartshere.ca

NEW Resource:

How to Market Healthy Food and Drinks

Suite of 11 infographic posters outlining how to market healthy food and drinks in foodservice outlets:

- Overview of 4Ps of marketing
- Product
 - Cooking Methods
 - Healthy Replacements
 - Side Dishes
 - Snack Packs
 - Healthy Drinks
 - Sell Most Often
- Pricing
- Placement
- Promotion

How to Market Healthy Food and Drinks: The 4 P's

P lacement Put healthy choices where customers will see them first 	P rice Make the healthy choice the better price 
P romotion Make healthy options stand out Try Our New Feature! 	P roduct Increase the number of healthy items available 

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 Alberta Health Services

Product

Use healthy cooking methods and healthy recipes

Replace less healthy ingredients with healthy options



Create specials and combination meals that include healthy drinks and side dishes

Only offer regular and half portions rather than super sizes

Increase the number of healthy items available

- Offer snack options that include vegetables, fruit, whole grains or protein foods
- Set up healthy pre-order menus or bag lunches for teams, groups and events



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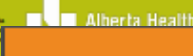
Price



Make the healthy choice the better price

- Make the price of all items easy to see
- Charge more for unhealthy items compared to healthy options
- Offer half portions at half the price
- Use healthy items for frequent buyer cards and combo meals

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Placement



Put healthy choices where customers will see them first

- near the checkout
- at eye level
- within easy reach
- in high traffic areas



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Promotion

Make healthy options stand out

BEST SELLER

Tuscan Chicken Pesto Wrap

Tender grilled chicken, crisp vegetable mix, caramelized onions and creamy cheddar wrapped in a whole grain tortilla with tangy pesto sauce



GO FOR SOMETHING FRESH!

Fiery Southwestern Plant Bowl

Spicy black beans, crisp arugula, plump cherry tomatoes and creamy avocado slices glazed in a fresh lime sriracha dressing



FUEL UP WITH TASTY FOODS

Try one of our smart snack packs!

TRY OUR NEW FEATURE

Royal Velvet Berry Smoothie

ASK FOR A SAMPLE!



Menu Tips

- List healthy items first on the menu and highlight with catchy titles
- Use appealing words to describe flavour, texture and cooking method
- Add positive messages about healthy eating
- Include attractive photos, images or packaging
- Offer free samples to promote new items

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NEW Online eCourse

Healthy Eating in Recreation Settings eCourse



What is it?

Free online learning to support healthy eating changes in recreation facilities.

- Eight 15-minute learner directed modules
- Earn certificates
- Gain actionable skills, resources, and community examples

Learn how to...

- Assess the recreation food environment
- Write healthy policy and contracts
- Re-vamp concession menus
- Make a business case
- And more!



NEW Online eCourse



Start Learning

Launching May 2020!

Access all eight modules for free at communitieschoosewell.ca



Contact Us!

If you have any questions, please contact Aleysha Christensen at achristensen@arpaonline.ca



Opportunity

University of Alberta Housing for Health (H4H) Initiative:

- Join the *Healthy Community Guidelines SubCommittee* – starting May 2020
- Attend the first annual *Fit Cities, Fit Towns Alberta Conference*
(likely Oct. 21 or 26, 2020 in Edmonton)

For more information, contact H4H@ualberta.ca

Upcoming Courses

- *University of Alberta Faculty of Extension Course “Creating Healthier Communities”* (likely September 14-15, 2020 in Edmonton) – see <https://www.ualberta.ca/extension/continuing-education/courses/EXLUP-4109>
- Courses offered on international case studies – e.g. *Columbia University Designing Healthy Cities* course (in June annually in NY, NY, USA) – see www.drkarenlee.com

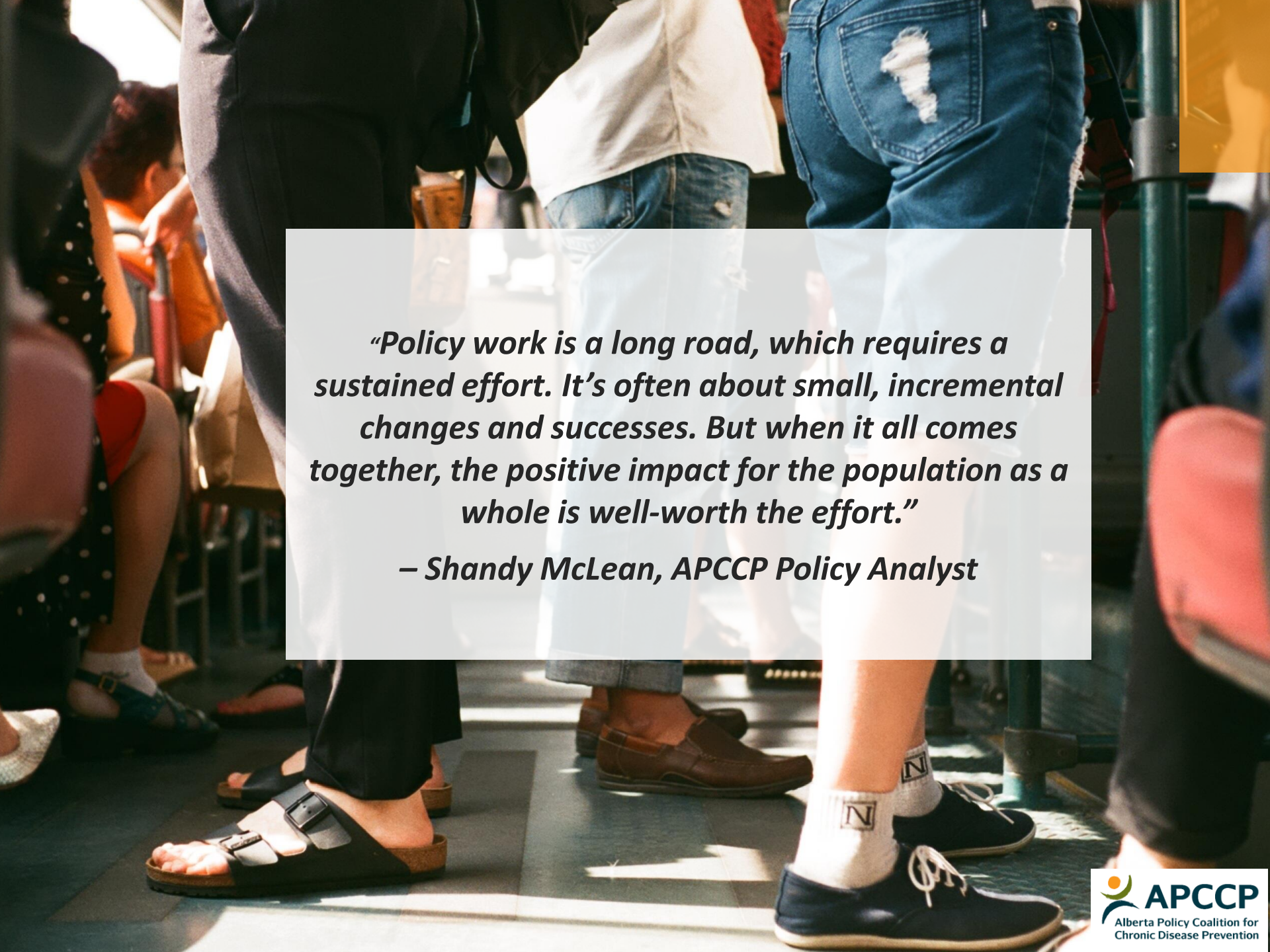
Questions?



For support from a Public Health Dietitian
in your area contact:
[publichealth.nutrition@ahs.ca.](mailto:publichealth.nutrition@ahs.ca)



Website: www.apccp.ca
Email: atkey@ualberta.ca
Twitter: @APCCP



“Policy work is a long road, which requires a sustained effort. It’s often about small, incremental changes and successes. But when it all comes together, the positive impact for the population as a whole is well-worth the effort.”

– Shandy McLean, APCCP Policy Analyst