

Evaluation of the “Fun Bites” Initiative: A Community-Based Intervention to Provide Healthy Alternatives in Recreation Center Concession Stands in Pinellas County, Florida

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Partnerships to Improve Community Health (PICH)

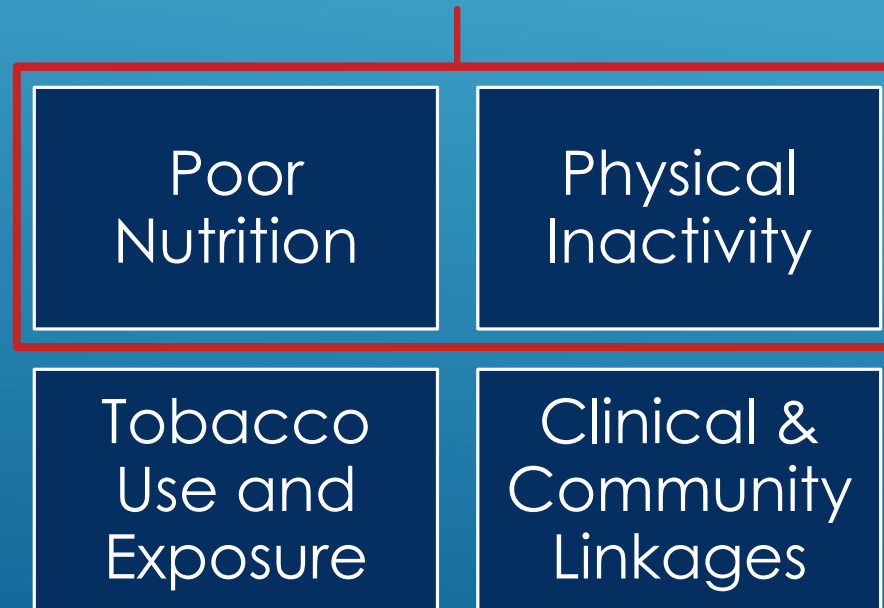
Florida Department of Health in Pinellas County



Introduction: What is PICH?

- ▶ Partnerships to Improve Community Health is a 3-year initiative funded by the Centers for Disease Control and Prevention
- ▶ The grant supports implementation of evidence-based strategies to improve the health of communities and reduce the prevalence of chronic disease
- ▶ Florida Department of Health in Pinellas County is one of 39 awardees nationwide

Risk Factors



Background: Why healthy concessions?

- ▶ The food environment contributes to poor nutrition
 - ▶ With rising rates of child and adult obesity-related chronic diseases, supporting positive nutrition choices in public buildings, including recreation facilities, has become increasingly important (1)

1. Naylor, P., Vander Wekken, S., Trill, D., & Kirbyson, A. (2010). Facilitating Healthier Food Environments in Public Recreation Facilities: Results of a Pilot Project in British Columbia, Canada. *Journal of Park and Recreation Administration*.

Background: Why healthy concessions?

▶ Contradicting messages

- ▶ Recreational facilities exist to enhance well-being by providing low-cost access to leisure activities and opportunities for physical fitness in communities; however, many offer foods inconsistent with recommendations for healthy eating (2).
 - ▶ Snacks offered at concession stands, snack bars, vending machines, and/or events are generally high in calories, fat, sugar, and salt.

Background: Why healthy concessions?

► Lack of data

- In one study of recreation facility patrons, many noted the abundance of unhealthy choices, poor food quality/variety, and cost as reasons not to purchase food at concession stands (3).
- However, not many studies examine this particular setting.

A large, colorful circular collage of icons representing health, fitness, and nutrition. The icons include various fruits (apple, banana, carrot, strawberry, onion, broccoli, kiwi, lemon, lime, orange), vegetables (broccoli, onion, carrot, banana), sports equipment (bicycle, skateboard, roller skis, dumbbell, tennis racket, basketball, football, tennis ball, ping pong ball, badminton racket, soccer ball, basketball, football), and health-related items (heart, pulse line, scale, measuring tape, water bottle, apple, banana, carrot, strawberry, onion, broccoli, kiwi, lemon, lime, orange).



Intervention: What is “Fun Bites?”

- ▶ The Fun Bites Initiative was developed to provide healthier options at concession stands, snack bars, vending machines, and/or events.
 - ▶ The goal is to make the healthy choice the easy choice by increasing healthy and affordable foods & beverages in public places.
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Intervention: What is “Fun Bites?”

- ▶ Informed by principles of social marketing



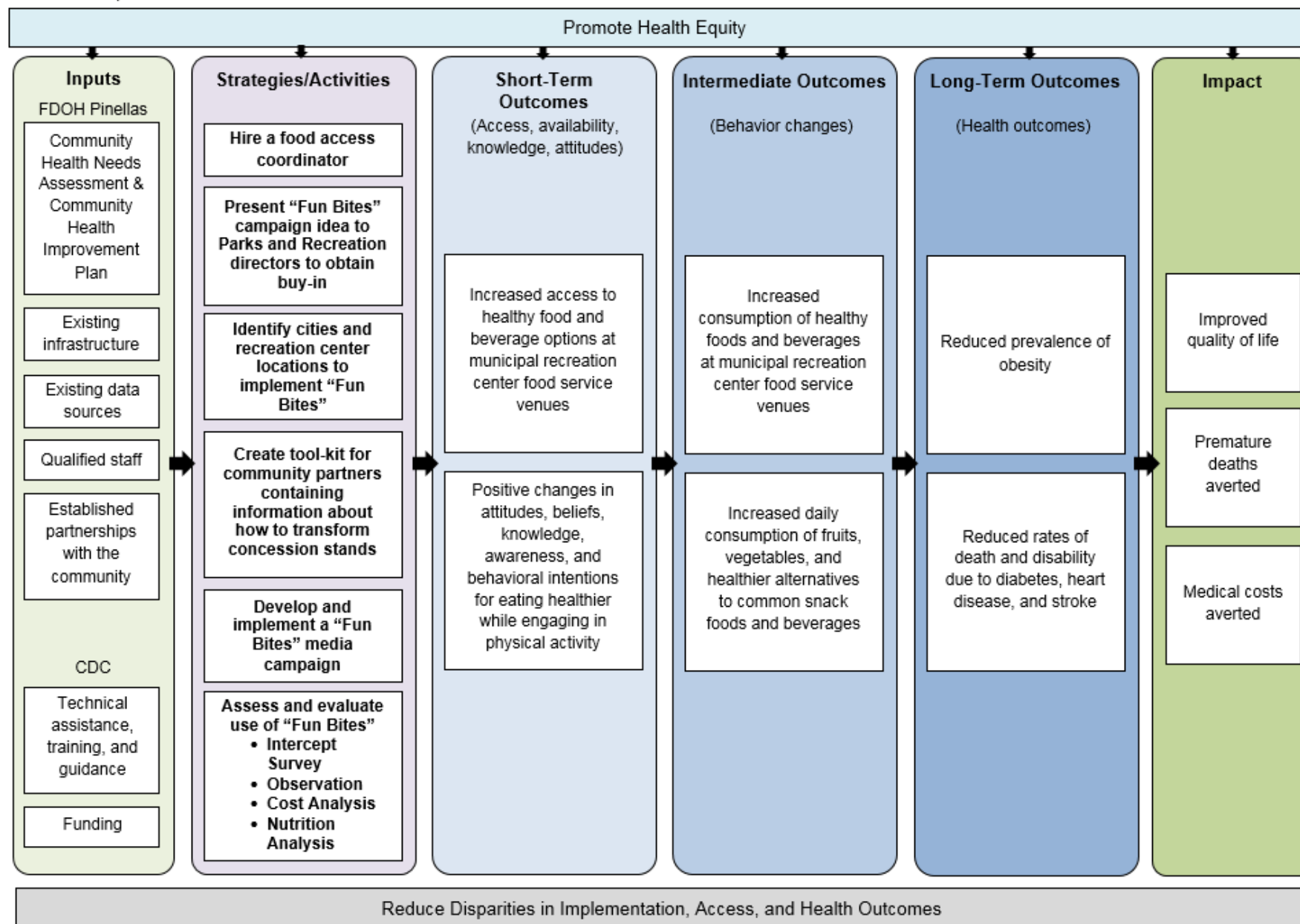
Intervention: What is “Fun Bites?”

- ▶ The Concession/Vending Operator must agree to implement:
 - ▶ Product: Offer at least 5 (or minimum of 25%) snacks and beverages that meet the Fun Bites Nutritional Standards*
 - ▶ Promotion: Promote healthy options by displaying Fun Bites promotional material as well as other signage promoting healthy choices
 - ▶ Pricing: Make the healthier options more affordable than the unhealthy options (at a minimum 1 healthy snack and/or 1 healthy beverage must be priced competitively)
 - ▶ Placement: Place healthier items at the top of menus (if applicable) or in closer proximity/reach of the consumer

*Based on the USDA Smart Snacks in School Guidelines

Pinellas Partnerships to Improve Community Health (PICH) Healthy Concessions Logic Model

Increase the number of municipalities with improved availability of healthy foods and beverages in recreation facilities through the implementation of healthy vending and concession practices







FUN BITES SNACK BAR MENU

Find this sticker  for healthy, fun choices

DRINKS

 Vitamin Water	\$1.25
 ICE Water	\$1.00
 Bottled Water	\$1.00
Diet Coke	\$1.50
Coke	\$1.50
Sprite	\$1.50

SNACKS

 Pirate's Booty	\$1.00
 Keebler 100 Calorie Snacks	\$1.00
 Planters Salted Nuts	\$1.00
 Pretzels	\$1.00
 Smart Mix Variety Pack	\$1.00
 Baked Chips	\$1.00
 Yogurt Dippin' Dots	\$2.50

Fun Bites support a healthy lifestyle!



community starts
here.



Healthy, Fun Choices
www.FindTheFunNow.com

Energize your game



with

Find this sticker  for healthy, fun choices

This snack bar stocks Fun Bites!

Fun Bites are snacks that have less:

- Calories
- Sugar
- Fat
- Sodium (salt)

than most snacks!

For more fun ideas, visit www.findthefunnow.com



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FIND THE FUN NOW



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Healthy, Fun Choices

www.FindTheFunNow.com



www.countrysidell.com

2015 SPRING CONCESSION STAND MENU

FOOD		COMBO MEALS		BEVERAGES	
Hamburger (4 oz)	\$2.50	Hamburger w/ fries	\$4.00	Soda (Coke products)	\$1.00
Cheeseburger (4 oz)	\$3.00	Cheeseburger w/ fries	\$4.50	PowerAde	\$2.00
Chicken Strips (4)	\$3.50	Chicken Strips w/ fries	\$4.50	Bottled Water	\$1.50 \$1.00
Beef Hotdog	\$2.00	Beef Hotdog w/ fries	\$3.50	Root Beer Float	\$2.00
Nacho w/Cheese	\$3.50			Coffee / Tea	\$1.00
				Hot Chocolate	\$1.00
		SIDE ORDERS		DESSERTS	
Limited Availability		French Fries (4 oz)	\$2.00	Ice Cream Bars	\$1.50
Marco's Pizza Slice	\$2.00	Fried Cheese Sticks (4)	\$3.00	Ice Pops	\$0.50
Chick-Fil-A Sandwich	\$4.00	Churro (10")	\$2.00	Cookies	\$0.50
		Popcorn (microwave)	\$1.00	Large Candy	\$1.00
		Pretzel	\$2.00	Small Candy	\$0.50
		<u>Chips</u>	<u>\$0.25</u> \$1.00	Gum / Extra Small Candy	\$0.10
		Peanuts	\$1.00		
		Sunflower Seeds	\$1.00		

WHILE SUPPLIES LAST / MENU SUBJECT TO CHANGE
PROCEEDS BENEFIT COUNTRYSIDE LITTLE LEAGUE



Healthy, Fun Choices

COMBO MEALS

- Need Photo** 1 Chicken Nuggets, Baked Chips & Drink **\$5.00**
- Need Photo** 2 All Beef Hot Dog, Baked Chips & Drink **\$4.00**
- Need Photo** 3 Pizza Slice, Baked Chips & Drink **\$4.50**
- Need Photo** 4 THE ORIGINAL CHICKEN SANDWICH Baked Chips & Drink **\$6.00**

SNACKS

- Smart Pop Popcorn \$1.00
- Baked Chips \$1.00
- Frozen Chiller \$1.00
- Dippin' Dots Yodots \$3.50
- Nachos & Cheese \$2.50
- Pretzel \$2.00



PIZZA



- Whole 14" Cheese Pizza \$10.00
- Whole 14" Pepperoni Pizza \$12.00

INDIVIDUAL PRICING

- Chicken Nuggets 6 or 8 ... \$3/3.50
- All Beef Hot Dog & Bun \$2.00
- Cheese Pizza Slice \$2.50
- Pepperoni Pizza Slice \$2.75
- Pizza Stick \$1.50
- THE ORIGINAL CHICKEN SANDWICH \$4.00

DRINKS

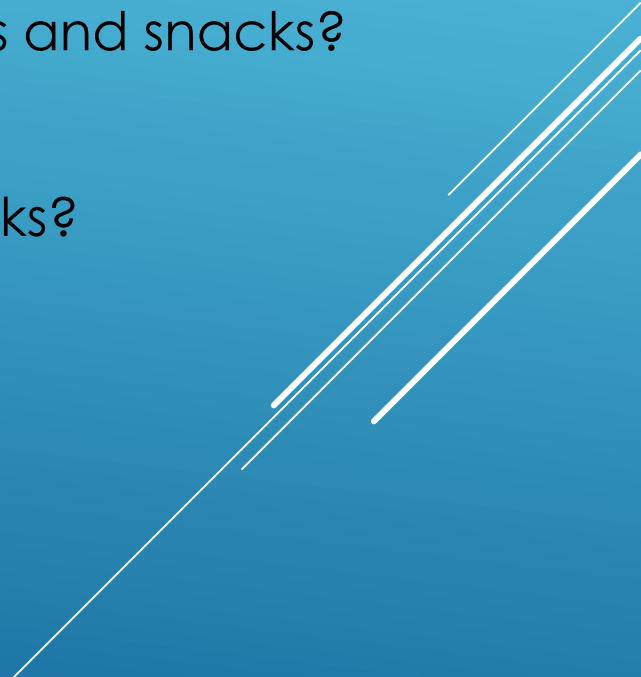
- Gatorade - G2 \$2.25
- Bottled Water \$1.50
- Fruit Juice 100% \$1.00
- Bottled Drinks \$2.00
- Slushie \$2.00
- Coffee \$2.00

OTHER

- Big Squirt Water Toy \$7.00 (various colors)
- Swim Diapers (vinyl reusable) \$3.00


Evaluation Strategy

► What we want to learn

1. How many people will this impact?
 2. Does “Fun Bites” increase how often people buy healthy drinks and snacks?
 3. Does “Fun Bites” increase the healthfulness of menus?
 4. Does “Fun Bites decrease the cost of healthier drinks and snacks?
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Evaluation Strategy


- ▶ Cross-sectional, mixed-methods, pre and post-test design

 - ▶ Instruments
 1. Food Services Audit
 2. Patron Survey
 3. Nutritional Content Analysis
 4. Cost Analysis
 5. Observation Guide
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Sampling Plan

- ▶ Sample 100% of implementation sites preferred
- ▶ Minimum of 3 sites per city
 - ▶ If the number of sites implemented in one city is greater than 3 and time and resources do not allow for 100% evaluation of sites, we will assess at least 3 sites
 - ▶ If fewer than 3 sites in one city implement the intervention, we will evaluate 100% of sites
- ▶ Surveys per site: minimum of 30 per data gathering
- ▶ Surveys per community (municipality): 100
- ▶ Timing of observations: vary time of day and day of week
- ▶ Limitations: this is a convenience sample and thus not randomized; no comparison were used to measure attitudes of shoppers at non-Fun Bites locations

1. Food Services Audit

- ▶ A member of the PICH staff will meet with the recreation center manager or food service supervisor before modifying anything in the concession stand or snack bar.
 - ▶ Determine a baseline
 - ▶ Instrument includes items about preparation techniques, items in stock, and an overall description of the operations, including photos.
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2. Patron Survey

- ▶ Get an idea of:
 - ▶ How many people patronize a recreation facility concession stand
 - ▶ Attitudes towards healthy eating in general and specifically in this setting
 - ▶ What barriers patrons face when choosing healthy options
 - ▶ Demographic information
- ▶ Instrument was developed by the Stay Active Eat Healthy® program, an evidence-based capacity building initiative developed in British Columbia, Canada, and adapted by FDOH-Pinellas for Fun Bites.
 - ▶ The program aims to increase the provision of healthy food and beverages while restricting unhealthy options in municipal and community recreation facilities

3. Nutritional Content Analysis

- ▶ Work with a nutrition educator to measure the content of the enhanced menus to determine if they do offer any nutritional benefit


4. Cost Analysis

- ▶ Measure whether the implementation of Fun Bites results in a reduced cost to consumers who choose to eat healthy
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5. Observation Guide

- ▶ Describe activities of the recreation center concession stand in the natural setting
- ▶ Provide context for analyzing and interpreting patron surveys, cost analysis, etc.
- ▶ Instrument was developed by the Stay Active Eat Healthy® program, an evidence-based capacity building initiative developed in British Columbia, Canada, and adapted by FDOH-Pinellas for Fun Bites.

Early Results – and Some Limitations

- ▶ As the PICH grant is a 3-year project, the time span of this evaluation exceeds that of the Academy of Research Excellence
 - ▶ Additionally, delays with approval of evaluation plan and PICH funding uncertainties hampered implementation efforts
 - ▶ Data are still being collected, and “post” data are also forthcoming
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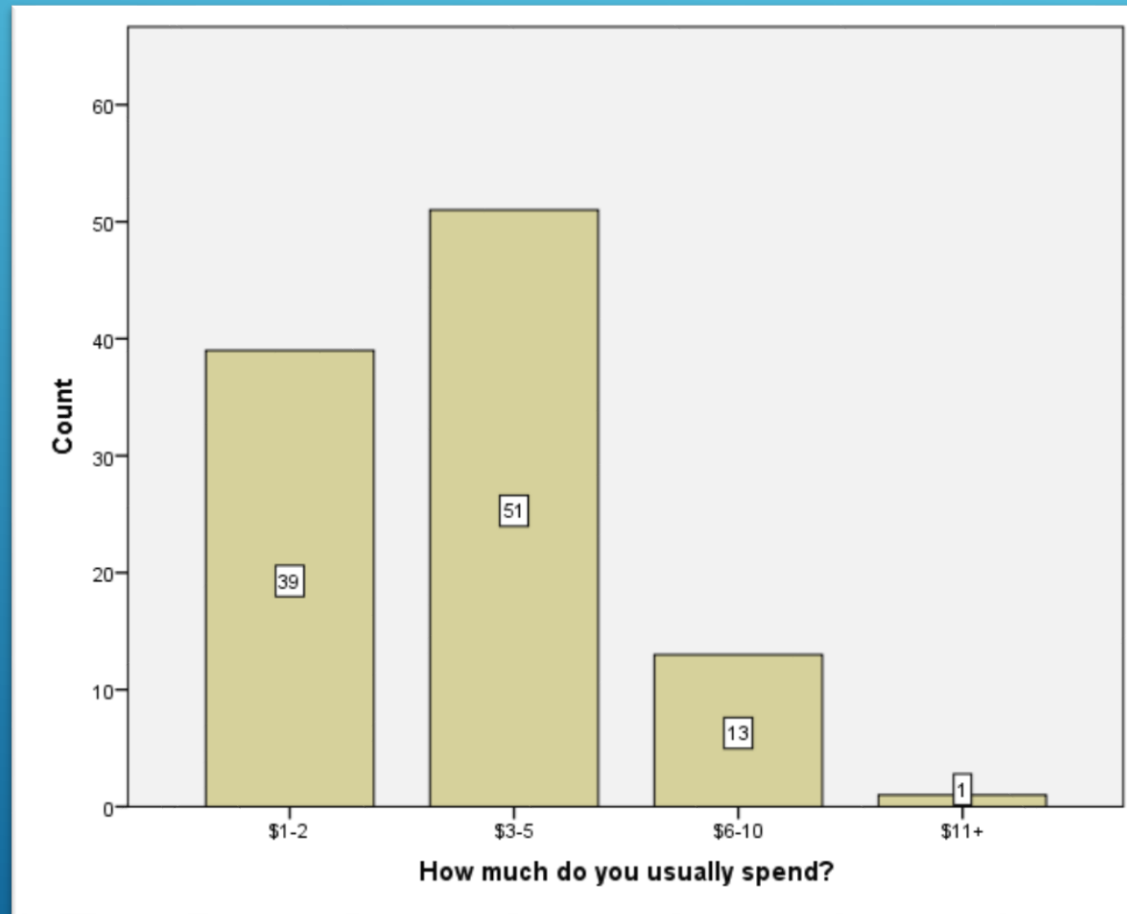


"We cut through all the red tape, but a new shipment came in this morning."

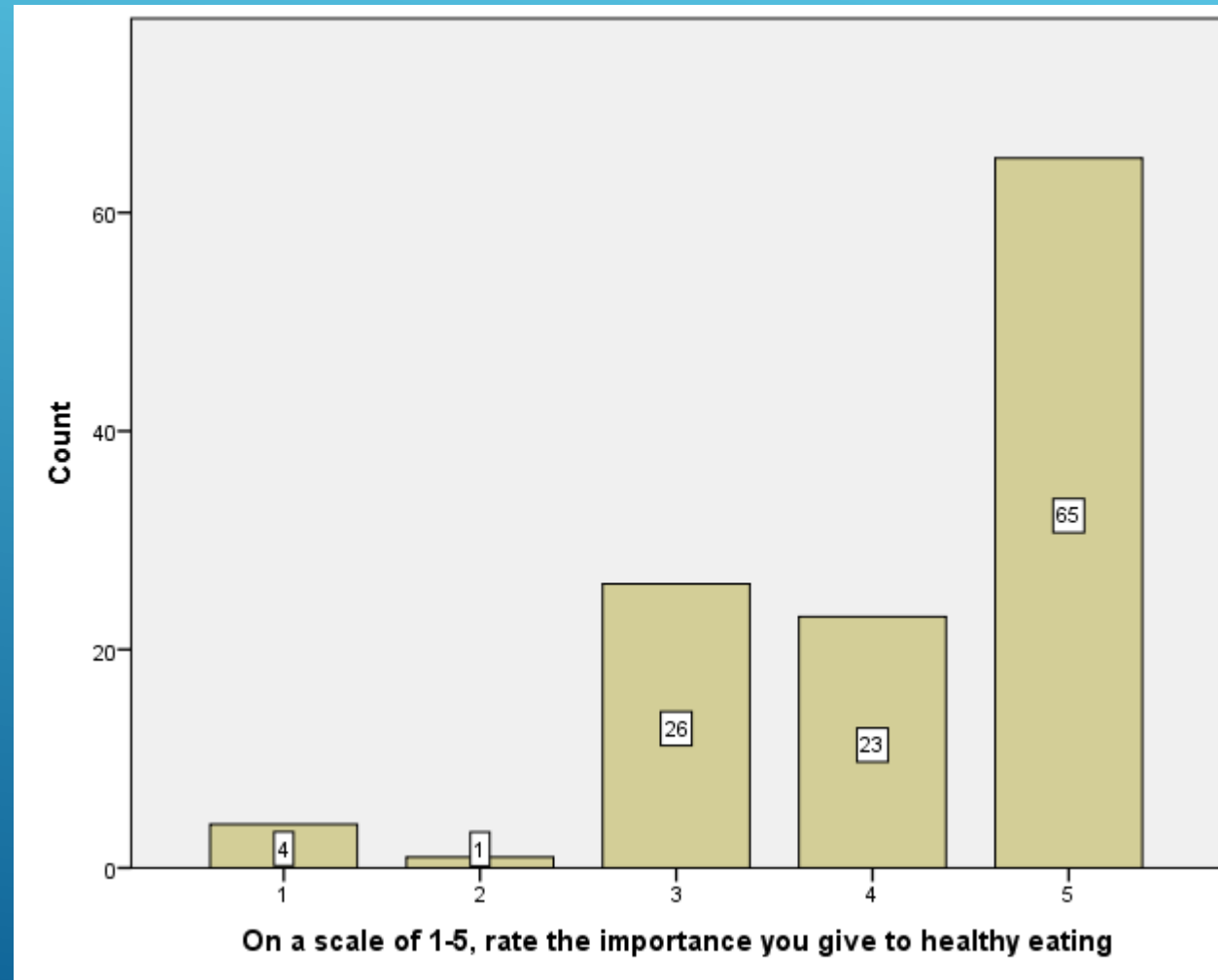
Early Results

- ▶ 124 “pre” surveys entered into database
 - 5 different sites
 - 68 females, 50 males (6 no response)
 - 65% of respondents were under 18 years old

Patrons usually spend about \$3-5 at the concession stand



Generally speaking, patrons value healthy eating



Barriers to healthy eating

Of those who identified a barrier to healthy eating, **lack of selection**, **cost**, and **disliking the selection available** were the most common

Barrier	Number of Respondents	Percent of Respondents
Lack of Selection	68	55%
Cost	27	22%
Dislike Selection	17	14%
I Already Buy Healthy, No Barriers	15	12%
Unclear Which Options Are Healthy	9	7%
Options Do Not Seem Fresh	2	1%
Nowhere to Sit and Eat	1	1%

What healthy products do people want?

The most desired healthy products were **fruit, nuts/trail mixes, veggies & dip, and fruit juice**

Product	Number of Respondents	Percent of Respondents
Fruit	79	64%
Nuts/Trail Mixes	37	30%
Veggies & Dip	35	28%
Fruit Juice	34	27%
Yogurt	20	16%
Frozen Yogurt	20	16%
Whole grain products	12	10%
Diet Drinks	8	7%
Caffeine Free Drinks	7	6%
Plain Milk	6	5%
Flavored Milk	6	5%
Vegetarian Options	5	4%

Next Steps

- ▶ Fun Bites has been implemented in 12 sites, with plans for 5 additional sites in 2016



Thanks!

