Eat Smart in Parks
SNEB Pre-Conference
July 30, 2016
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University of Missouri Extension
**Eat Smart in Parks (ESIP) is:**

A healthy food environment strategy that uses evidence-based practice to improve the healthfulness of foods offered at parks.
Why parks?

Municipal parks are important community environments for promoting health through physical activity.
But…

Access to and promotion of healthy foods in parks is limited.
Long-term goal:

Improve healthy food:
- Access
- Environment
- Marketing

Change social norms

Increase healthy food intake
University of Missouri

Program Basis
Research
Most important motivating factor for parks serving healthy food

- 34% Customer Demand
- 29% Improved health for consumers
- 17% Affordable purchasing
- 8% Convenience
- 2% Marketing support
- 6% 2% 2%

2013 MPRA Member Survey Results
### Nutrition Guidelines

Based on IOM Nutrition Standards for Foods in Schools

#### Approach: ESIP Toolkit

- Separate entrée and snack guidelines
- Simpler beverage guidelines

### CALORIES:
- Snacks/side items: No more than 250 calories per item
- Entrees: No more than 500 calories per item
  - Allowed nut, nut or seed butter and seeds without added fat or sweeteners.

### FAT:
- No more than 35% of calories from total fat
- No more than 10% calories from saturated fat
- No trans fat (≤ 0.5/g serving)
- Allowed nuts, seeds, nut butters and low-fat cheese without added fat or caloric sweeteners per serving
- Snack mixes with nuts and other foods aren’t exempt from the 35% fat limit.

### SUGAR:
- No more than 35% of calories from sugar per serving, allowed: fruits or vegetables without added sugar or caloric sweeteners
- No more than 3.75 grams sugar per ounce (30 grams sugar per 8 oz) of yogurt, pudding, frozen yogurt or milk desserts.

### SODIUM:
- Snacks/side items: ≤ 270 mg or less per serving
- Entrees: ≤ 890 mg or less per serving
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Approach: Training

- MPRA/ State Park Conferences
- MPRA Regional Meetings
Approach: Technical Assistance

- Menu Assessment/Analysis

<table>
<thead>
<tr>
<th>Food Item</th>
<th>Portion size</th>
<th>Calories (&lt; 250 calories)</th>
<th>gms fat/serv</th>
<th>%cals</th>
<th>Fat % cals sat</th>
<th>trans</th>
<th>Sugar (&lt; 35% cals) gm/serv</th>
<th>%cals/s</th>
<th>Sodium (&lt; 270mg) gm/ser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corn Dog</td>
<td>1 corn dog</td>
<td>150</td>
<td>9</td>
<td>43%</td>
<td>12%</td>
<td>0</td>
<td>6</td>
<td>13%</td>
<td>470</td>
</tr>
<tr>
<td>Pizza</td>
<td>154 g</td>
<td>430</td>
<td>19</td>
<td>40%</td>
<td>21%</td>
<td>0</td>
<td>10</td>
<td>9%</td>
<td>920</td>
</tr>
<tr>
<td>Shaggy Dog</td>
<td>1 shaggy dog</td>
<td>690</td>
<td>40.5</td>
<td>53%</td>
<td>20%</td>
<td>1.5</td>
<td>23</td>
<td>13%</td>
<td>2415</td>
</tr>
<tr>
<td>Big B's Pulled Pork Sandwich</td>
<td>1 sandwich</td>
<td>570</td>
<td>17</td>
<td>27%</td>
<td>21%</td>
<td>0</td>
<td>42</td>
<td>25%</td>
<td>1870</td>
</tr>
<tr>
<td></td>
<td>(1 bun, 1/4 oz pork)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FROZEN TREATS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ice Cream Banana Split</td>
<td>1 cup</td>
<td>160</td>
<td>11</td>
<td>62%</td>
<td>39%</td>
<td>0</td>
<td>9</td>
<td>25%</td>
<td>55</td>
</tr>
<tr>
<td>Ice Cream Cookies and Cream</td>
<td>1 cup</td>
<td>180</td>
<td>11</td>
<td>55%</td>
<td>35%</td>
<td>0</td>
<td>11</td>
<td>24%</td>
<td>65</td>
</tr>
<tr>
<td>Flavor Ice Squeeze Pop</td>
<td>1 pop</td>
<td>25</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Ice Cream Sandwich</td>
<td>1 sandwich</td>
<td>150</td>
<td>4.5</td>
<td>27%</td>
<td>15%</td>
<td>0</td>
<td>14</td>
<td>37%</td>
<td>115</td>
</tr>
</tbody>
</table>

CONCESSION PRICES

- ICE CREAM
  - Cup: Chocolate, Strawberry or Vanilla $0.75
  - Drumstick $1.25
  - Ice Cream Sandwich $1.00

- FREEZER POP $0.50
- CHEESEBURGER $1.75
- CORN DOG $1.25
- HOT POCKET $1.50

- CANDY $1.00
- CHIPS $1.50
- GOLDFISH/FRUIT SNACKS/GRANOLA BAR (VARIETY) $0.75
- FRUIT & NUT $0.50

STRING CHEESE $0.50
Approach: Technical Assistance

- Environment Assessment

### 5. ADVERTISING, PLACEMENT ETC

<table>
<thead>
<tr>
<th>Item</th>
<th>Count/</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td># of adverts visible outside building (on building)</td>
<td></td>
<td></td>
</tr>
<tr>
<td># of adverts visible around park (on fences, etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td># of adverts on building dedicated to featuring healthy food items</td>
<td></td>
<td></td>
</tr>
<tr>
<td># of adverts around park dedicated to healthy food items</td>
<td></td>
<td></td>
</tr>
<tr>
<td># of healthy adverts placed at eyelevel</td>
<td></td>
<td></td>
</tr>
<tr>
<td># of healthy items placed at eyelevel</td>
<td></td>
<td></td>
</tr>
<tr>
<td># of healthy items with signage (shelf talkers etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td># of healthy items in high traffic areas (windows etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td># healthy snacks/drinks at register</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage visible to kids on playground, playing fields or while seated in stands?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Approach: Customer Surveys
Approach: Taste Tests
Approach: Menu and Marketing Changes

Concessions Menu

**Hot Food**
- Pizza Pocket: $2.00
- Hot Dog: $2.00
- Pretzel: $1.50
- Corn Dog: $1.50
- Nachos with Cheese: $1.50
- Extra Cheese: $0.50

**Candy**
- Reese’s: $1.00
- Twix: 
- Snickers: 
- M&M’s Peanut: 
- Kit Kat: 
- Laffy Taffy: 
- Starburst: 
- Sour Straws: 
- Ring Pop: $0.50
- Pixy Stix: $0.50
- Gum: 3/$0.25

**Beverages**
- Soda: $1.50
- Sherbet: $2.00
- Sierra Mist: 
- Gatorade: $1.50
- Slushies: $2.00
- Carri Sun: $0.50

**Snacks**
- Peanuts: $1.00
- Popcorn: $1.25
- Sunflower Seeds: $0.75
- Chips: $1.00
- Pickle: $0.75
- Fruit Snacks: $0.50

**Frozen**
- Malt Cup: $1.50
- Ice Cream Sandwich: $1.00

**CONCESSIONS MENU**
Concessions Stand Located at Center of Athletic Complex

**HOT FOOD**
- Bosco Pizza Stick: $1.50
- Pretzel: $1.50
- Corn Dog: $1.50
- Nachos and Cheese: $1.50
- Hot Dog: $1.50
- Extra Cheese: $0.50

**DRINKS**
- 100% Apple Juice: $1.00
- Capri Sun: $1.00
- Gatorade: $2.00
- Slushies: $2.00
- Soda: $1.50
- Pops: $1.00
- Sierra Mist: $1.00

**SNACKS**
- String Cheese: $1.00
- Apple Slices & Caramel Dip: $1.00
- Carrots & Ranch Dip: $1.00
- Go-Gurt: $1.00
- Sunflower Seeds: $1.00
- Fruit Snacks: $1.00
- Pickle: $0.50
- Chips: 
- Malt Cup: $1.50

**CANDY FROZEN**
- Gummy: $1.00
- Ring Pop: $0.50
- $1 candy: $1.00

**Hy-Vee Items**
- Fruit & Cheese Snack Pack: 
- Snack Pack: 
- Protein Snack Pack: 

**Additional Snacks**
- Malt Cup + Snacks + Fruit: 
- Malt Cup + Chips + Fruit: 
- Malt Cup + Snack Pack: 

Eat Smart in Parks
Approach: Post Assessment and Surveys
**Long-term goal:**
Increase access to and consumption of healthy food by creating a more healthful food environment at parks.

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### SNAP-ED EVALUATION FRAMEWORK
**Nutrition, Physical Activity, and Obesity Prevention Indicators**

<table>
<thead>
<tr>
<th><strong>INDIVIDUAL</strong></th>
<th><strong>ENVIRONMENTAL SETTINGS</strong></th>
<th><strong>SECTORS OF INFLUENCE</strong></th>
<th><strong>CHANGES</strong></th>
<th><strong>EFFECTIVENESS &amp; MAINTENANCE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>GOALS AND INTENTIONS</td>
<td>ORGANIZATIONAL MOTIVATORS</td>
<td>MULTI-SECTOR CAPACITY</td>
<td>MEDIUM TERM (MT)</td>
<td>LONG TERM (LT)</td>
</tr>
<tr>
<td>ST1: Healthy Eating</td>
<td>ST5: Need and Readiness</td>
<td>ST8: Multi-Sector Partnerships and Planning</td>
<td>MT1: Healthy Eating</td>
<td>LT1: Healthy Eating</td>
</tr>
<tr>
<td>ST3: Physical Activity and Reduced Sedentary Behavior</td>
<td>ST7: Partnerships</td>
<td></td>
<td>MT3: Physical Activity and Reduced Sedentary Behavior</td>
<td>LT3: Physical Activity and Reduced Sedentary Behavior</td>
</tr>
<tr>
<td>ST4: Food Safety</td>
<td></td>
<td></td>
<td>MT4: Food Safety</td>
<td>LT4: Food Safety</td>
</tr>
</tbody>
</table>

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**POPULATION RESULTS (R)**

1. TRENDS AND REDUCTION IN DISPARITIES
   - R1: Overall Diet Quality
   - R2: Fruits & Vegetables
   - R3: Whole Grains
   - R4: Dairy
   - R5: Beverages
   - R6: Food Security
   - R7: Physical Activity and Reduced Sedentary Behavior
   - R8: Breastfeeding
   - R9: Healthy Weight
   - R10: Family Meals
   - R11: Quality of Life

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**CHANGES IN SOCIETAL NORMS AND VALUES**

APRIL 2016
Environmental Settings:

Organizational Motivators-Short-term

Readiness and Need (ST5)

ST5a. Number and types of ESIP trainings completed-Internal Qualtrics reporting survey

ST5b. Number of park sites where a menu and environment assessment have been completed-Assessment Tool

Champions (ST6)

ST6a. Number of champions- ESIP tracking tool

ST6b. Number of SNAP-Ed sites that benefit from intervention

ST6c. Accomplishments- ESIP tracking tool, photos
Environmental Settings:
Organizational Motivators-Short-term
Organizational Partnerships(ST7) *Priority*
ST7a. Organizations that regularly meet and exchange information that contributes to changes that support healthy eating- MOCAN list

ST7b-c. Description of relationship depth and accomplishments- ESIP tracking tool
Environmental Settings:
Organizational Adoption and Promotion - Medium Term
Nutrition Supports (MT5) *Priority*

MT5a. Number of sites that make at least 1 change to improve healthy eating
MT5b. Total number of policy changes
MT5c. Total number of systems changes
MT5d. Total number of environmental changes
MT5e. Total number of promotional efforts for a PSE change
MT5f. Reach

Measurement tools:
• ESIP tracking tool
• Internal Qualtrics reporting survey
Environmental Settings:
Organizational Implementation and Maintenance- Long Term Nutrition Supports Implementation (LT5)
LT5a. Number of sites that make multicomponent changes
LT5b. Total number of components per site
LT5c. Total number of sites with PSE change

Measurement tool:
• Internal Qualtrics reporting survey-aggregate information
Keys to Success

**Internal partnerships**
- MU Extension
- School of Journalism - Health Communication Research Center
- Department of Parks, Recreation and Tourism

**External partnerships**
- Missouri Council for Nutrition and Activity (MOCAN)
- Missouri Department of Health and Senior Services
- Municipal Parks and Recreation Departments
- Missouri Park and Recreation Association (MPRA)
- Local Public Health Agencies
- Missouri Foundation for Health
- Food distributors/grocers

$= funders
Keys to Success

Capacity of Extension
- Graphics team
- Evaluation expertise
- Student interns
- Regional Extension Specialists

Services are free to parks
Keys to Success

Customer (both parks and their patrons) driven approach

Baby Steps

Funding

- Missouri Foundation for Health
- MO Department of Health and Senior Services/CDC
- SNAP-Ed beginning 2015

Designated NCCOR “Emerging intervention”
The Challenges

• Concern about profit margins
• Perishable nature of healthy options
• Foodservice capacity of parks - equipment and staff
• Unpredictable park attendance
• Social norms
Thank you!

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