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## Eat Smart in Parks

SNEB Pre-Conference

July 30, 2016

Cindy DeBlauw RD LD

University of Missouri Extension





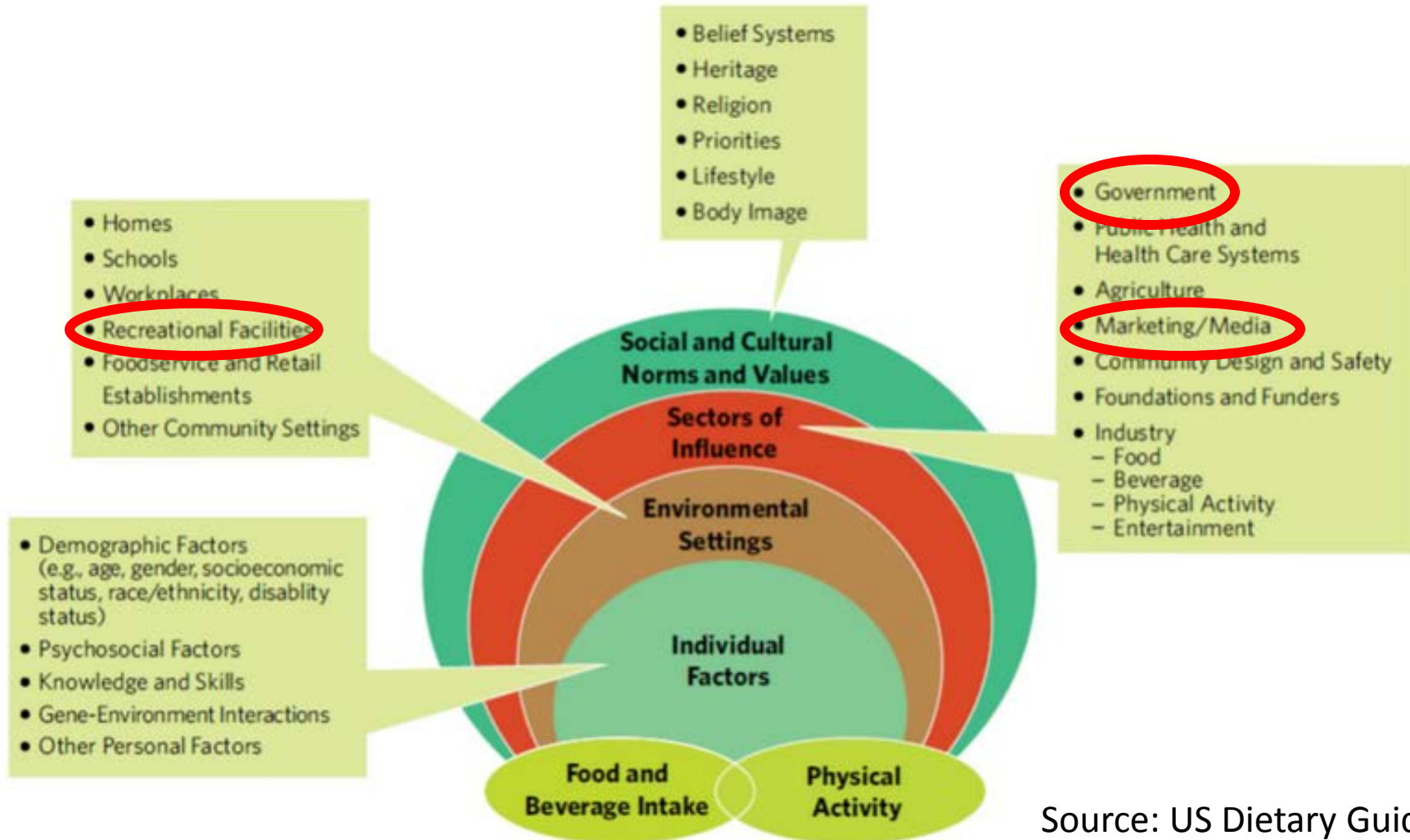
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## *Eat Smart in Parks (ESIP) is:*

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





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But...

Access to and promotion of healthy foods in parks is limited.





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Long-term goal:

Improve healthy food:

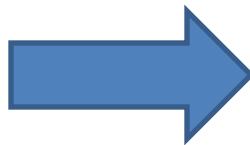
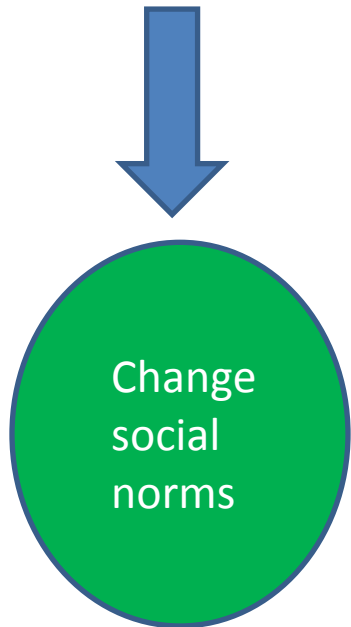
- Access
- Environment
- Marketing

**Amp up your game & snack smart**

*New tasty treats at the concessions stand*

Logos for Little Parks & Rec Community Foundation and Eat Smart in Parks are visible in the top right corner of the image.

Increase healthy food intake





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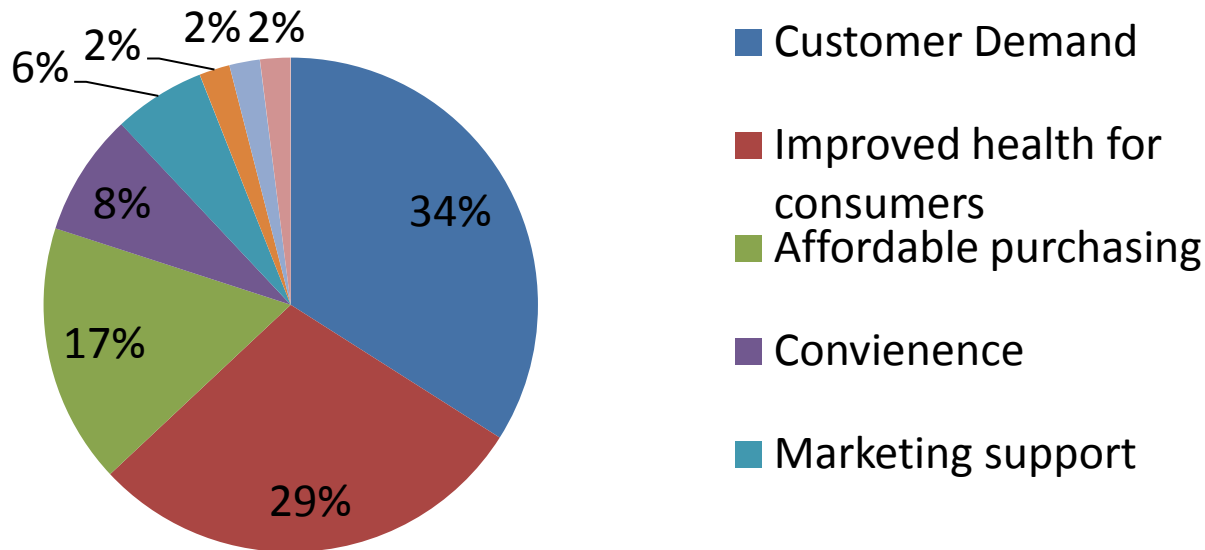


# Program Basis Research





## Most important motivating factor for parks serving healthy food

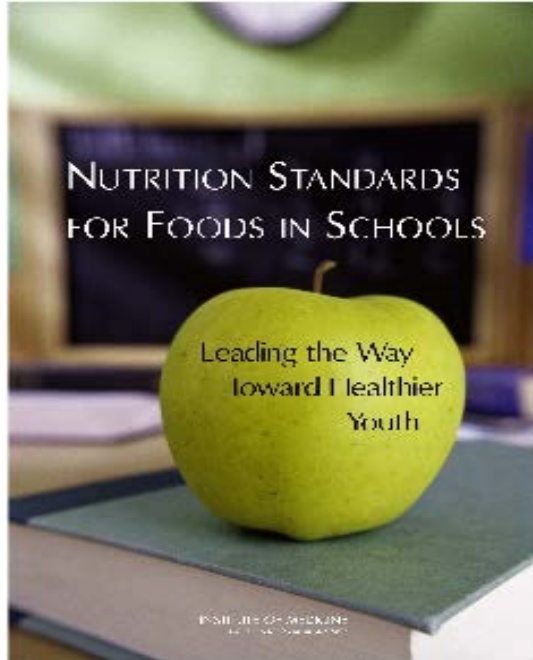






## Approach: ESIP Toolkit

Based on IOM Nutrition Standards for Foods in Schools



### Nutrition 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.
    - 0 gm trans fat (< .5/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**

- 800 mg or less per serving.



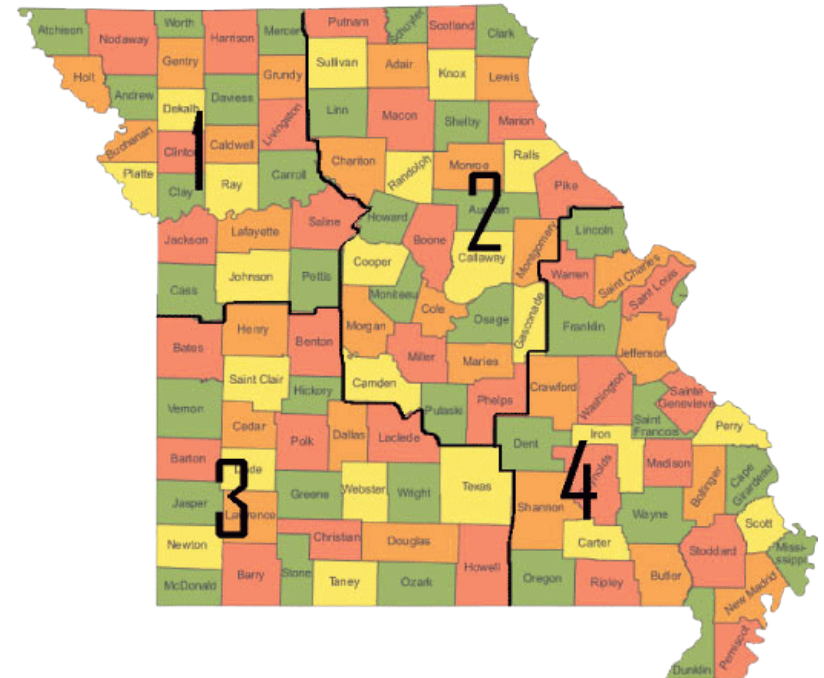
• Separate entrée and snack guidelines

• Simpler beverage guidelines



## Approach: Training

- MPRA/ State Park Conferences
- MPRA Regional Meetings





## Approach: Technical Assistance

- Menu Assessment/Analysis



Food Item	Portion size	Calories ( $\leq 250$ calories)	Fat				Sugar ( $\leq 35\%$ cals)		Sodium ( $\leq 270\text{mg}$ )
			gms fat/serv	%cals	% cals sat	trans	gm/serv	%cals/s	gm/ser
Corn Dog	1 corn dog	190	9	43%	12%	0	6	13%	470
Pizza	154 g	430	19	40%	21%	0	10	9%	920
Shaggy Dog	1 shaggy dog	690	40.5	53%	20%	1.5	23	13%	2415
Big B's Pulled Pork Sandwich (With BBQ sauce)	1 sandwich (1 bun, ~4 oz pork)	570	17	27%	21%	0	42	29%	1870
FROZEN TREATS									
Ice Cream Banana Split	1 cup	160	11	62%	39%	0	9	23%	55
Ice Cream Cookies and Cream	1 cup	180	11	55%	35%	0	11	24%	65
Flavor Ice Squeeze Pop	1 pop	25	0	0%	0%	0	6	96%	0
Ice Cream Sandwich	1 sandwich	150	4.5	27%	15%	0	14	37%	115



## Approach: Technical Assistance

- Environment Assessment



### 5. ADVERTISING, PLACEMENT ETC

Item	Count/#	Comments
# of adverts visible outside building (on building)	1	pepsi
# of adverts visible around park (on fences, etc.)	0	
# adverts on building dedicated to featuring healthy food items	0	
# of adverts around park dedicated to healthy food items	0	
# of healthy adverts placed at eyelevel	0	
# of healthy items placed at eyelevel	0	
# of healthy items with signage (shelf talkers etc.)	0	
# of healthy items in high traffic areas (windows etc.)	0	
# healthy snacks/drinks at register	0	
Signage visible to kids on playground, playing fields or while seated in stands?	0	



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## Approach: Customer Surveys





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## Approach: Taste Tests







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## Approach: Post Assessment and Surveys





# SNAP-ED EVALUATION FRAMEWORK

Nutrition, Physical Activity, and Obesity Prevention Indicators

	READINESS & CAPACITY SHORT TERM (ST)	CHANGES MEDIUM TERM (MT)	EFFECTIVENESS & MAINTENANCE LONG TERM (LT)	
<b>INDIVIDUAL</b> 	<b>GOALS AND INTENTIONS</b> ST1: Healthy Eating ST2: Food Resource Management ST3: Physical Activity and Reduced Sedentary Behavior ST4: Food Safety	<b>BEHAVIORAL CHANGES</b> MT1: Healthy Eating MT2: Food Resource Management MT3: Physical Activity and Reduced Sedentary Behavior MT4: Food Safety	<b>MAINTENANCE OF BEHAVIORAL CHANGES</b> LT1: Healthy Eating LT2: Food Resource Management LT3: Physical Activity and Reduced Sedentary Behavior LT4: Food Safety	<b>POPULATION RESULTS (R)</b>  <b>TRENDS AND REDUCTION IN DISPARITIES</b> 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
<b>ENVIRONMENTAL SETTINGS</b> EAT, LIVE, WORK, LEARN, SHOP, AND PLAY 	<b>ORGANIZATIONAL MOTIVATORS</b> ST5: Need and Readiness ST6: Champions ST7: Partnerships	<b>ORGANIZATIONAL ADOPTION AND PROMOTION</b> MT5: Nutrition Supports MT6: Physical Activity and Reduced Sedentary Behavior Supports	<b>ORGANIZATIONAL IMPLEMENTATION AND EFFECTIVENESS</b> LT5: Nutrition Supports Implementation LT6: Physical Activity Supports Implementation LT7: Program Recognition LT8: Media Coverage LT9: Leveraged Resources LT10: Planned Sustainability LT11: Unexpected Benefits	
<b>SECTORS OF INFLUENCE</b> 	<b>MULTI-SECTOR CAPACITY</b> ST8: Multi-Sector Partnerships and Planning	<b>MULTI-SECTOR CHANGES</b> MT7: Government Policies MT8: Agriculture MT9: Education Policies MT10: Community Design and Safety MT11: Health Care Clinical-Community Linkages MT12: Social Marketing MT13: Media Practices	<b>MULTI-SECTOR IMPACTS</b> LT12: Food Systems LT13: Government Investments LT14: Agriculture Sales and Incentives LT15: Educational Attainment LT16: Shared Use Streets and Crime Reduction LT17: Health Care Cost Savings LT18: Commercial Marketing of Healthy Foods and Beverages LT19: Community-Wide Recognition Programs	

CHANGES IN SOCIETAL NORMS AND VALUES



## 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



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## Keys to Success

### Capacity of Extension

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

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 **Extension**  
Live. And Learn.

Services are free to parks





## Keys to Success

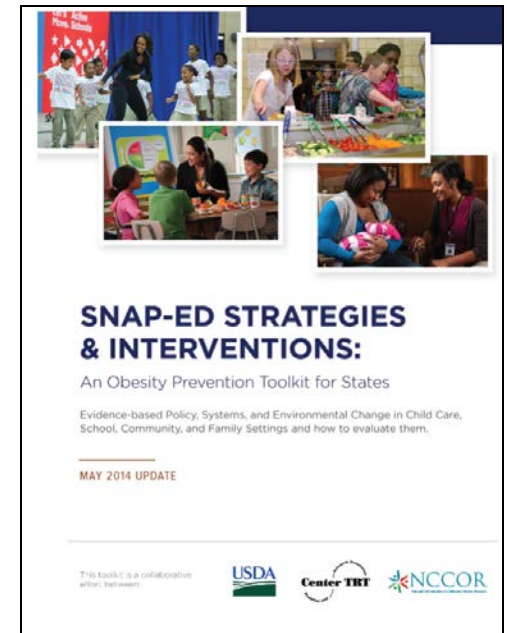
**Customer (both parks and their patrons) driven approach**

## 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





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**Thank you!**

Cindy DeBlauw RD, LD

[deblauwc@missouri.edu](mailto:deblauwc@missouri.edu)

[extension.missouri.edu/mocan/eatsmartinparks](http://extension.missouri.edu/mocan/eatsmartinparks)