



**Head Office:**

247 Whitewood Avenue, Unit #43  
New Liskeard, Ontario P0J1 P0  
Tel.: (705) 647-4305 Fax: (705) 647-5779

**Branch Offices:**

Englehart Tel.: (705) 544-2221 Fax: (705) 544-8698  
Kirkland Lake Tel.: (705) 567-9355 Fax: (705) 567-5476

[www.timiskaminghu.com](http://www.timiskaminghu.com)

For Immediate Release

January 16, 2019

**Timiskaming arenas making it easier to be healthy!**

Project carrying on after successful first year

The Timiskaming Health Unit (THU) is pleased to share the results of the Healthy Eating in Recreation Settings Project, led by the City of Temiskaming Shores. Its main goal was to make choosing healthier food & beverage easier at our local arenas and create healthier community environments, especially for our children and youth.

Poor eating habits have a large impact on our health and the availability of healthy foods directly affects our ability to eat well. This is true of concession stands, where the menu is often made of high calories, fat, sugar, sodium and, overall, poor nutritional quality food. This is a serious contradiction, as recreation settings are public spaces meant to promote healthy lifestyles.

From November 2017 to April 2018, the project team worked with the concession operators in the Don Shepherdson Memorial & Haileybury arenas, introducing smoothies & fresh fruit, branded as *Freggie Fuel*. In addition to local and social media, the team also used the THU's [blender bike](#), smoothie samples and [Freggie](#) to promote the project at the arenas.

The sales records, customers' and concession operators' feedback show the project's success:

- 593 smoothies were sold in 71 operational days for both arenas (average of 8 smoothies/day);
- 192 pieces of fresh fruit were sold, for the same operational period (around 3 pieces of fruit/day);
- 56% of the 101 patrons who answered the final survey indicated being more likely to eat healthier when nutritious options are available;
- 75% of the survey respondents would like to see at least half of the menu made of nutritious options.

Based on this success and demand, the City of Temiskaming Shores will continue collaborating with THU and the concession operators (Rink Rats Cafe) in 2018-19. As one of the survey respondents shared, *"I think over time people will choose the healthier items more & more but it will just take time to change"*.

The success in Temiskaming Shores also led to THU partnering with the Town of Kirkland Lake and its concession operator (Carter's Canteen) to replicate the project at the Joe Mavrincac Community Complex.

Repeating last year's successful approach, promotion will continue through media and at the arenas. A season-long contest is providing customers with a chance to win a prize worth \$150 in sports materials and passes for each municipal fitness centre with each Freggie Fuel item purchased.

Community members interested in learning more are encouraged to contact Timiskaming Health Unit or visit [www.timiskaminghu.com](http://www.timiskaminghu.com).

Media Contact:

Laura Dias, Public Health Dietitian

[diasl@timiskaminghu.com](mailto:diasl@timiskaminghu.com)

(705) 647-4305 Ext 2265



# HEALTHY EATING IN RECREATION SETTINGS






NUMBERS BACKGROUND

As part of Healthy Kids Community Challenge Temiskaming Shores Theme 3 (Choose to Boost Veggies and Fruit), a pilot project introduced new healthier food items at the municipal arenas concessions. Smoothies (\$3) and fresh fruit (\$1) were the 2 main options, branded as **Freggie Fuel**.

**Project goals:** make it easier for patrons to make healthier choices at the concessions; work towards a lasting policy support for healthy eating in the Temiskaming Shores recreation settings.

**Timelines & locations:** November 2017 - April 2018 (New Liskeard and Haileybury) A survey was conducted (online and New Liskeard arena) to assess patrons feedback on the project. 101 people answered the survey.

	<b>593</b> smoothies sold		<b>192</b> pieces of fruit		<b>71</b> total operation days
---	------------------------------	---	-------------------------------	---	-----------------------------------

WHAT DID WE FIND OUT?



Selling healthy items was **FINANCIALLY FEASIBLE** for concession operators.

There was demand for healthy items at arena concessions. 75% of respondents suggested the concession menu to include, **AT LEAST, 50% HEALTHIER OPTIONS.**



The **COST** of the healthy items was **AVERAGE**, but not affordable for everyone (1 in 10 respondents).

Many people were **SATISFIED** with the **TASTE** of the healthy items.

smoothies	<b>58%</b>
fruit	<b>67%</b>



**46%** survey respondents more likely **TO BUY FOOD** at the arenas when healthier items are available.

**56%** more likely to **EAT HEALTHIER** when healthier items available.

Promotion at the **ARENAS** (50% of respondents) and on **SOCIAL MEDIA** (20%) worked best.



"I think over time people will choose the healthier items more & more but it will just take time to change."



"I am extremely happy that my family and I have the option to make healthier choices at the arena. Also, knowing that hockey players, etc., have access to healthier options makes me happy! Keep up the great work."



- January, February and March were the busiest months.
- Offering healthier items meant increased food waste with minimal financial impact.
- **STRAWBERRY- BANANA** was the most popular smoothie flavour at both arenas.
- Patrons enjoyed being able to see **REAL FRUIT** being used for the smoothies' preparation.
- Patrons would still like **ADDITIONAL HEALTHIER OPTIONS** available.

- **CONTINUE PROMOTING** healthy items when the arenas are busiest (January - March )
- Consider additional strategies to **PROMOTE FRUIT** sales.
- **ALLOW TIME** for healthy menu items to catch on.
- To make the healthy choice the easy choice for people **AT EVERY INCOME LEVEL**, concession operators may wish to consider setting the cost of the healthy items at or below the cost of similar, less healthy items.



**FREGGIE FUEL** is now officially part of Temiskaming Shores arena!

The City of Temiskaming Shores **INCORPORATED THE Freggie Fuel GUIDELINES** in the contracts for the concession stands at municipal recreation settings.

Concession operators have access to all the materials needed **TO CONTINUE OFFERING HEALTHIER OPTIONS**, as well as technical support.

This means this project will have a **LASTING IMPACT** on Temiskaming Shores recreation settings!

Don't forget to visit me at the arena this season! I will be there with my **Freggie Fuel** options to give you all the energy you need to play!



**WANT TO LEARN MORE** about healthy eating in recreation settings in Timiskaming?

Contact the Timiskaming Health Unit at 705-647-4305 or [diasl@timiskaminghu.com](mailto:diasl@timiskaminghu.com)