

# A COMPREHENSIVE APPROACH TO IMPLEMENTING A HEALTHY EATING STRATEGY AT THE NOVA SCOTIA 55+ GAMES



# THRIVE! A PLAN FOR A HEALTHIER NOVA SCOTIA

- Initiated by Government of Nova Scotia in 2010
- Strategy to encourage healthy eating and physical activity, ultimately resulting in chronic disease prevention



## 4 Pillars:

1. Support a Healthy Start for Children and Families
2. Equip People with Skills and Knowledge for Lifelong Health
3. Create More Opportunities to Eat Well and Be Active
4. Plan and Build Healthier Communities

# PROVINCIAL CONTEXT

- Aging demographic, 31.5% are 55+
- 60% overweight & obese
- 7% diabetic
- 24% report high blood pressure



# 55+ GAMES PROMOTE BEING ACTIVE FOR LIFE

- Promote well-being among those 55 and older
- Activities range from card games to bowling to hockey
- 750 participants from across NS
- Participants 55 to 99 years old



*Are you ready for fun, fitness and friendship?  
We have the games for you!*

September 17-19, 2015

**Events:** 45+, 8 Ball-Pool, Badminton, Candle Pin Bowling, Contract Bridge, Cribbage, Crokinole, Darts, Duplicate Bridge, Floor Shuffleboard, Golf, Hockey (Men's & Women's), Ice & Stick Curling, Mountain Biking, Nordic Walking, Pickleball, Running (5 K), Scrabble, Skip Bo, Slo Pitch, Soccer (7 aside), Swimming, Tennis, Track & Field, Washer Toss, Archery

**Venues:** Showcasing Pictou County's high calibre recreation facilities

**Host Hotel** (\$129 per night includes buffet breakfast): Holiday Inn Express- Stellarton/New Glasgow 1-902-755-0588

**New Glasgow & Pictou County are looking forward to rolling out the red carpet for the 55+ Games.**

**See you in September!**

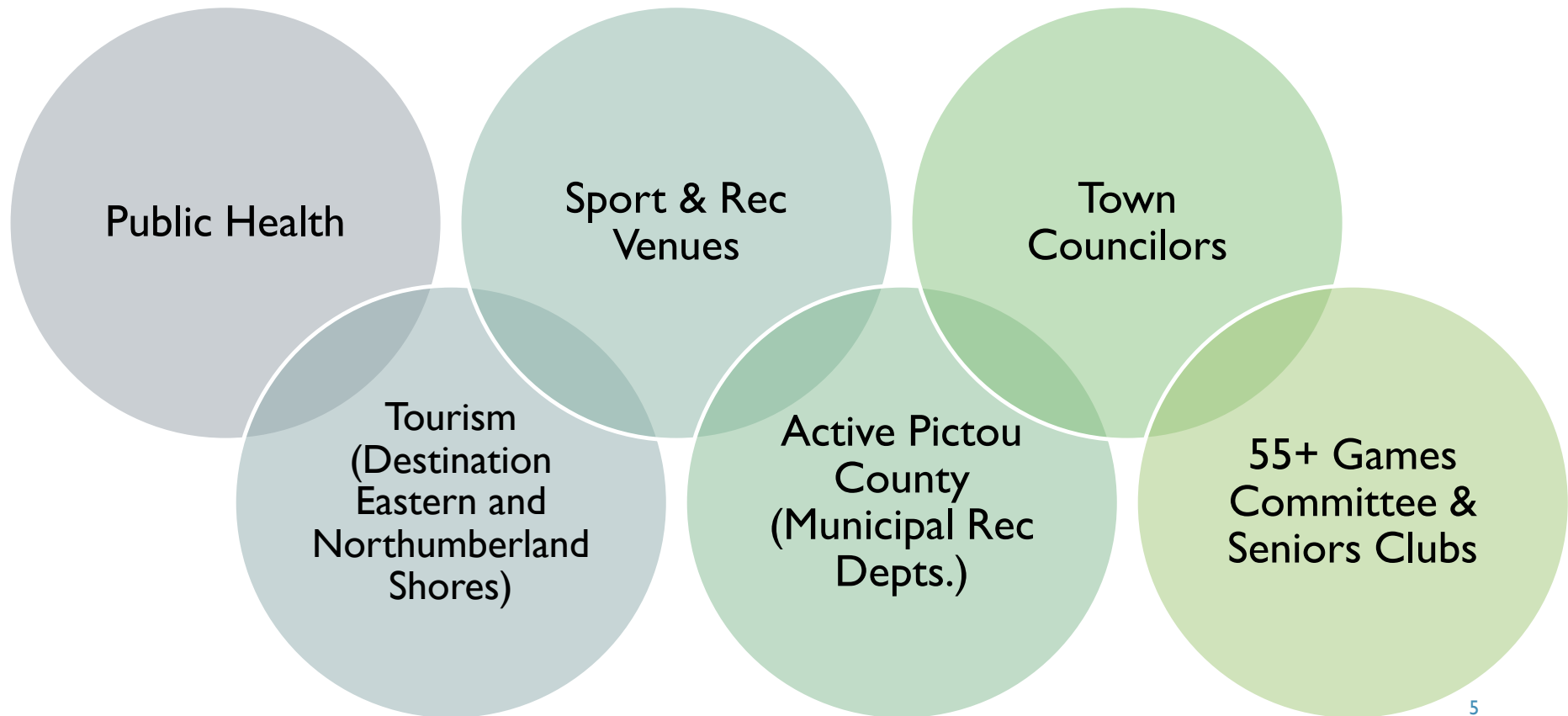
Visit us on Facebook and [www.activepictoucounty.ca](http://www.activepictoucounty.ca)

NOVA SCOTIA  
**55+**  
**2015 GAMES**  
New Glasgow | Pictou County

For more information  
or to register call:  
Jan Koelle, Event Coordinator  
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[55plusgames@activepictoucounty.ca](mailto:55plusgames@activepictoucounty.ca)



# COMMUNITY PARTNERS & GOALS



# WIDE VARIETY OF VENUES



# HEALTH PROMOTION AND OBESITY PREVENTION

- Poor health behaviors are less “choices” than they are behavioural “responses” to the realities of our surroundings
  - *Obesity Prevention Discussion Framework, 2011*

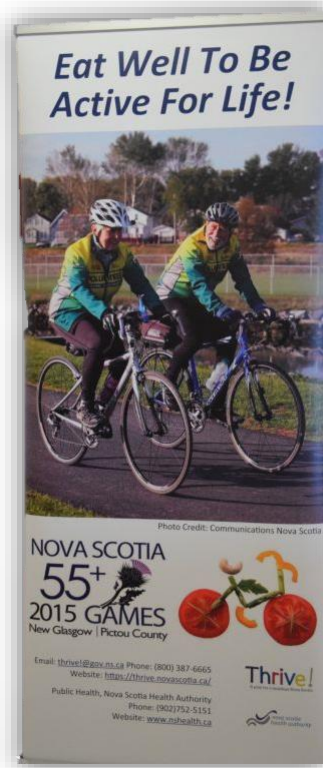
# HEALTHY EATING STRATEGY IMPLEMENTATION MAP





# PROMOTION

Article in Local Newspaper



Post on Town of New Glasgow's Facebook Page



Promotional Banner Bug

# NUTRITION FOR OLDER ADULTS



Probiotics



Fibre



Sugar



Calcium



Healthy Fats



Sodium



Water

# VENUE ENGAGEMENT PLAN

- Introductory letter and follow-up interview with venues
- Developed 15 question needs assessment questionnaire
- Resources were provided:
  - Informational brochure
  - Example posters
  - Example café menu

**Why Now?**

Pictou County is fortunate to be chosen as the host for an important event, The 55+ Games. The events will take place in many venues across our county and it is our challenge to offer these athletes high quality nutritious food and beverages that will benefit their health, improve their performance and highlight the local food and hospitality of our area.

**Why Healthy Food in Sport and Recreation Settings?**

Eating well and being active are two of the most important ways we can keep our bodies healthy. Healthy eating improves our body composition which in turn improves sporting performance. Both exercise and healthy eating help prevent chronic health problems and offer countless other benefits including an improvement in overall happiness. When we eat well, we have more energy to exercise and when we exercise we have more motivation to eat well to keep our bodies at a healthy weight. We need both equally and sport and recreation settings offer a perfect place to provide them. Sadly, we live in a culture where it is easy to be inactive and to eat poorly. As a result we have a high rate of chronic disease.

**We have the opportunity in our recreation settings to set an example of a new normal – pairing sporting events with healthy foods.**

**What can you do?**

**HIGH FIBRE**



- Offer options with fibre content at least 2 grams per serving (aiming for 20 – 30 grams per day)

**LOW SODIUM**



- Offer options with sodium content less than 400 mg per serving (aiming for less than 1,500 mg per day)

**HIGH CALCIUM & VITAMIN D**




- Offer options with content of 300 mg calcium and 100 IU vitamin D per serving (aiming for 1000 mg per day Ca and 400 IU vitamin D)

**HEALTHY FAT OPTIONS**



- Offer foods containing liquid fats or fatty fish (aiming for 80% of fats to be heart healthy)

**DRINK WATER**



- Offer water or high water content drinks often (aiming for 8 – 8 glasses of high water content drinks per day)

**HIGH PROBIOTIC FOODS**



- High probiotic foods at least once a day (aiming for 10 million live bacterial content per day)

2

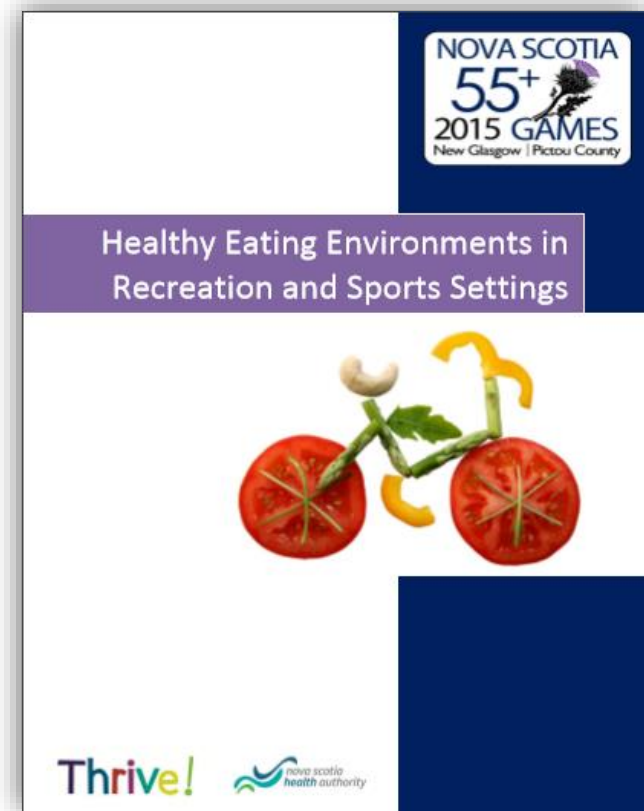
## Informational Brochure

# FRAMING THE ISSUE

- “As a venue for the 55+ Games you are a partner in making this event a supportive environment. In order to offer healthy items during the Games which of the following would you require:”
  - A water cooler
  - Some funding for new equipment, taste testing, trial of healthy menu items
  - Free training (food safety, or creating healthy options)
  - The support of a dietitian to help develop menu items
  - Lists of vendors and products that would best fuel 55 Plus athletes
  - All of the above

# VENUE IMPLEMENTATION PLAN

- Food Safety Course
- “Healthier by Design” training day
  - Intentions determined
- Toolkit resource
- Water Coolers and Water
- Marketing Specific to Venues
  - Posters
  - Coupons



Toolkit Resource

# TRAINING OVERVIEW: HEALTHIER BY DESIGN

- Nutrition Focus: 55+ Participants
- Health & Safety
- Maximizing Efficiency in Your Facility
- Portions and Prices
- Feedback Survey & Intentions



Chef Peter Doing a Food Demo 14

# TRAINING: VENDER INTENTIONS DETERMINED

“We are asking that each venue commit to offering at least 2 healthy options on their menu, although you are encouraged to offer more. Please indicate which options you are most interested in offering:”

- Smoothie
- Wraps
- Veggie Chili
- Hummus & Veggies
- Fruit kabobs
- Yogurt Parfait
- Savory Quesadilla
- Banana Pumpkin Muffins
- Other:

# FACILITATING INTENTIONS



Participant Coupon



Poster and Coupon



Custom Poster for Tennis Courts



# WORKING WITH THE CATERERS

- Caterers for Opening Ceremonies
  - Created unique options – considering health, tastefulness and local foods
  - THRIVE! appetizer
- Caterers for Banquet
  - More concerned with allergy options than healthy options
- Developed Resources
  - 3 menu options to serve as guideline
  - Outlined health concerns with dietary considerations



Caterer at Opening Ceremonies

# THRIVE! SIGNATURE APPETIZERS



Flourless Chocolate Cake



Lemon-Blueberry Cheesecakes



Honey-Garlic Chicken Bites



Bite-Size Twice-Baked Potatoes

# OPENING CEREMONIES HEALTHY APPETIZERS



# HEALTH CONCERNS WITH DIETARY CONSIDERATIONS FOR PARTICIPANTS

## Hypertension

- 700 guests – 350 will have hypertension

## Diabetes

- 700 guests – 70 will be diabetic

## Digestive Disorders

- 700 guests – 399 will need a diet that considers GI health

## Celiac Disease

- 700 guests – 21 will need gluten free foods

## Allergies and Intolerances

- 21 will need options free of allergens and 112 will be lactose intolerant

## Vegetarianism

- 700 guests – 14 will need a vegetarian option

# HYDRATION FOR PARTICIPANTS



Custom Participant Water Bottles Were Appreciated

# EVALUATION

## Menu

- What foods were served? Were the healthy options from the intentions on the menu?

## Venue Experience

- Interview on successes and challenges

## Participant Experience

- Survey on food and drink experiences
- Conference survey food questions

# RESULTS: MENU

- All venues added at least one healthy item to their menu
- Most venues stuck to their intentions or offered similar foods
- 2 venues decided to go “All Healthy” for the event
- 6 venues used the “Healthy Options” coupons
  - Only 3 wanted re-imbusement



Tennis Courts Went “All Healthy”

## RESULTS: VENUE EXPERIENCE

- All vendors found it to be a positive experience
- All venues received positive comments from participants
- Appreciated the water coolers and reported that they were well used
- Used the training and resources to help them make the changes
- Many plan to offer healthy options at future events



## RESULTS: PARTICIPANTS

- Interviewed nearly 10% of participants
- 51% had used the water bottle
- 16% plan to use in the future
- 74% said they were pleased with food and beverage options
  - Majority of remaining responses came from participants who had brought their own food with them to the venues, or who did not purchase anything
- 47% used the healthy options coupon
- Only a few suggestions – let them know there would be food for purchase (many brought their own)

# LESSONS LEARNED AND RECOMMENDATIONS

- Establish expectations early on in project development phase
- Having an “Event” is a great opportunity to get venues on board
- Providing vendors with resources and training based on their identified needs must come before asking them to make changes
- Gains based approach
- Have venues identify intentions for change and supporting them to make these changes will improve the outcomes
- Working with many stakeholders is challenging but leads to greater success

# LONG-TERM PROJECT IMPACTS

- New Municipal Healthy Eating Policy
- Legacy Document for future Provincial 55+ Games
- Interest in implementing healthy eating policy at National 55+ Games
- Some venues maintaining healthy options on their menus



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## Healthy Eating Policy (January 18, 2016)

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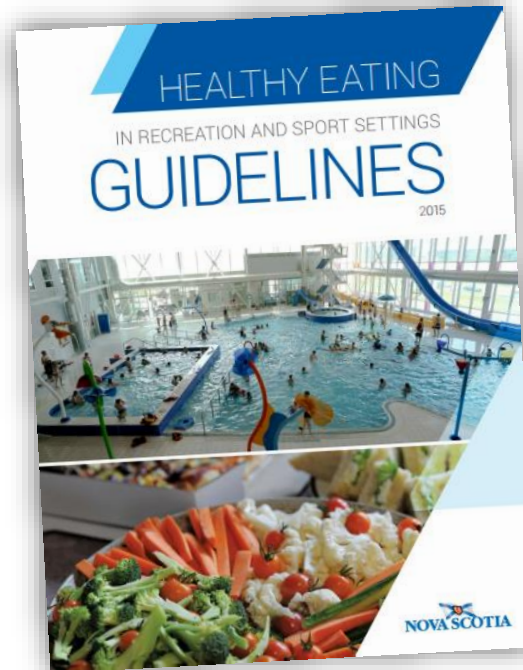
SHORT TITLE .....	2
POLICY OBJECTIVE .....	2
POLICY PRESENTATION.....	2
SCHEDULES .....	4
CLERK'S ANNOTATIONS .....	5

## Municipal Healthy Eating Policy

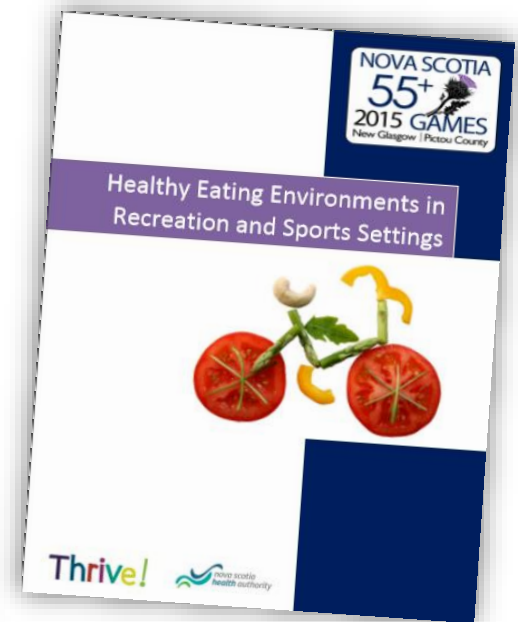


# MORE RESOURCES

- NEW: Healthy Eating in Rec & Sport Setting Guidelines (available online)
- Please contact us to attain a copy of the any of the resources that we developed



Provincial Guidelines



Toolkit Resource

# ACKNOWLEDGMENTS



## Recreations and Sports Venues:

PC Wellness Centre/YMCA  
Abercrombie Golf Club  
Bluenose Curling Club  
Sobey's Indoor Sports Complex  
Royal Canadian Legion  
Heather Bowling Lanes  
West Side Courts  
Pioneer Track and Field  
Westville Municipal Gym

# THANK YOU

## QUESTIONS?



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