

Bowen Athletics Club Healthy Options Canteen Case Study



2006–2008

Health Promotion Connections

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Introduction

In 2005, Health Promotion Connections (HPC) partnered James Cook University (JCU) to conduct a research study entitled 'Exploring Food Choice in the Junior Sporting environment'. Honours Student, Heather Menzies conducted the research study to help HPC identify ways in which the Junior sporting setting could be influenced to supply healthier foods. As a result of this study HPC established a small grants scheme to support healthy menu options in the Junior sporting setting. The following is a case study of how Bowen Athletics Club used a small grant to establish a healthy choices canteen.

JCU Research

The aim of the research was to explore the types of foods and drinks offered to junior sporting participants as well as the attitudes and views of those involved in sport towards the canteens. Committee members, canteen conveners, parents and children were asked what they thought about the food and drinks stocked in sports canteens.

A canteen audit also recorded the types of foods and drinks the canteens stocked using the Education Queensland Smart Choices Food and Drink strategy to colour code the foods supplied in the sporting canteens. Smart choices coding is based on the Australian Dietary Guidelines for Children and Adolescents where foods and drinks are broken into three categories: Green, Amber and Red. Green foods and drinks are the healthiest choices and should fill the menu. Amber foods and drinks are generally processed foods that have had some sugar, salt or fat added to them, and should be selected carefully. Red foods and drinks have minimal nutritional value and are high in fat, sugar and / or salt. Red foods and drinks should be consumed occasionally.

Results of the JCU research

The Bowen Athletics club canteen audit identified that 75% of foods, 57% of snack foods and 33% of drinks in their canteen fell into the red or occasional category of the Smart Choices Guidelines. The canteen mostly stocked soft drinks, lollies, chocolates, confectionery and fatty foods including chips and pies. The majority of parents from the club indicated that they tended to use the canteen every Saturday and more than half of parents surveyed indicated that they would appreciate an increase in healthy options at the canteen.

Implementing Changes

In response to the JCU research findings and the many changes which were happening in the broader community, including government initiatives to address childhood obesity, Bowen Athletics Club members decided that a significant change to the club canteen menu was needed to support the overall ethos of a sports club and to improve athlete performance.

It was also obvious to officials that following the afternoon tea break which often included children consuming coke and lollies, many participants were not willing to compete in the track or field events they had on the program.

Bowen Athletics decided it was time to adopt a Healthy Choices Club Catering Policy where the healthy choice would be the easy choice with all healthier choices would be prominently displayed and competitively priced.

Bowen Athletics applied to Health Promotion Connections (formerly Healthier Bowen Shire Partnership) for a Fresh 'n Fit Sporting Canteen grant of \$940 to support the implementation of a healthy choices menu.

Budget for project	
Subsidy to support the introduction of a new canteen menu which will help make the healthy choice the easy choice (all RED items will not be displayed or promoted)	300
Menu Board Competition \$2 canteen voucher per entrant (chance to have artwork used on menu board)	50
Menu Board	300
Sports nutritionist talk (provided by Sport and Recreation Queensland Locker Room workshop)	
Volunteer recognition – Afternoon tea	40
Laminating	50
Printing and photocopying	50
Promotional materials for lucky prize draws	150
Total	\$940

In conjunction with the introduction of the new menu a number of strategies were used to promote the changes and the need for healthier menu options. These included:

- ❖ A health professional visited Bowen Athletics and talked to the parents, carers and competitors about the introduction of the new menu and invited officials to a Healthy Canteen Workshop. **See appendix.**
- ❖ Bowen Athletics Club adopted a Healthy Choices Club Catering Policy which means healthy options must be available at all events, prominently displayed and favourably priced.
- ❖ Children participated in a menu board competition to design a new menu board for the canteen. The menu board is stored in the canteen and displayed when the canteen is operating. **See appendix.**
- ❖ A lucky prize draw ticket was provided to anyone who made a purchase which included fruit or vegetables from the canteen. A lucky prize draw was held each week to thank people for supporting the healthy menu options. **See appendix.**
- ❖ All the parents, carers and volunteers were rewarded for their help in changing the canteen with a volunteer's free healthy afternoon tea.
- ❖ New promotional materials were displayed including laminated posters and pictures of children with healthy foods
- ❖ Fruit (apples and pears) was purchased by the carton when supermarkets offered low prices to reduce the costs, and slinkied for FREE.
- ❖ Laminated shelf talkers were to promote the new foods and display their prices.



The new canteen menu board with artwork and name designed by children

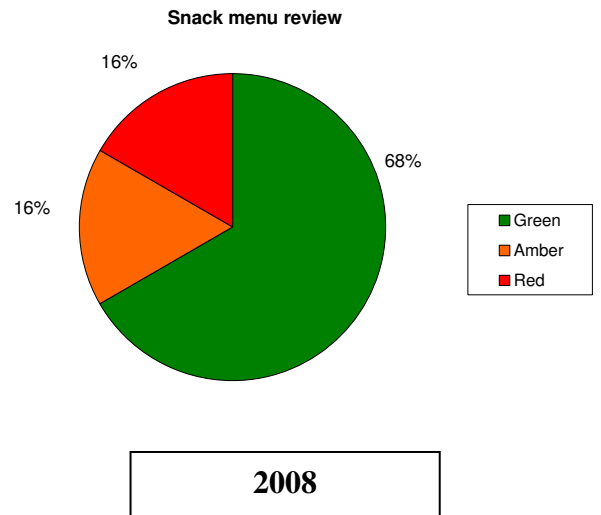
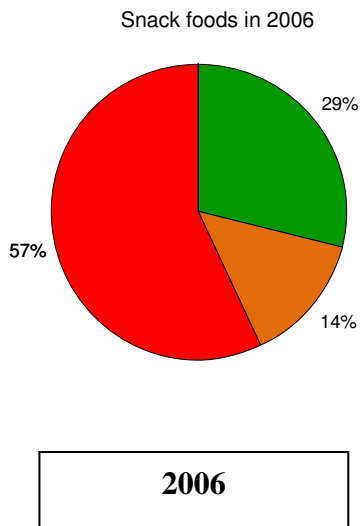
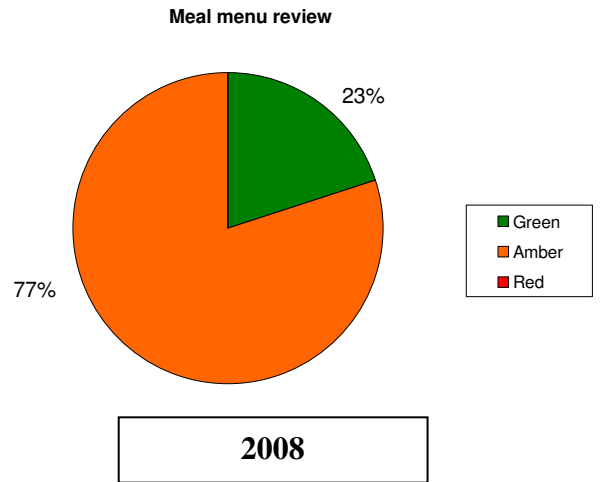
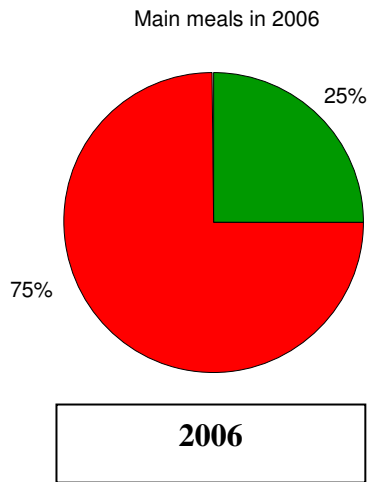
- ❖ All lollies and confectionery were removed from the canteen menu when the new changes were introduced. Soft drinks were moved to the back of the drinks fridge and water and juice was clearly displayed at the front.
- ❖ New menu items were introduced including; pikelets, muffins, scones, baked pizza, pasta, sporty sandwiches, rice crackers, 100% fruit juice icy poles, apple and pear slinkies and low fat milk
- ❖ Workflow sheets were developed to assist volunteers to prepare the new healthy menu.
- ❖ A Club Development Grant was obtained from Sport and Recreation Queensland to provide sports nutrition education workshops in Bowen. These workshops were attended by coaches, officials, parents and competitors.

These strategies proved a huge success. Attitudes of parents and children changed and the club noticed athletes were more willing to continue competing after the afternoon tea break.

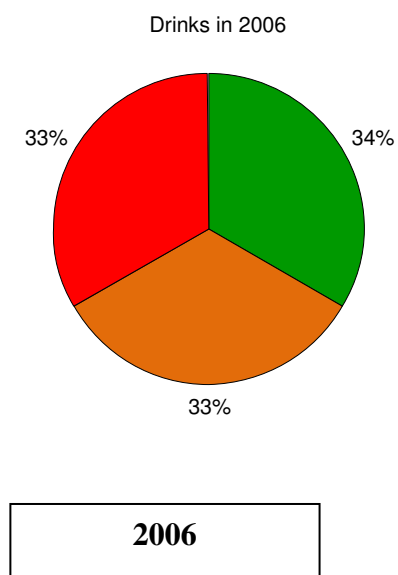
A significant improvement in canteen profits has been recorded in the two years since the changes were made and volunteers were happy to assist in the canteen.

After successfully adopting the Healthy Club Catering policy in 2007, the committee decided to completely remove soft drink from their regular menu.

The following is a comparison of the foods and drinks supplied in the canteen in 2006 and 2008.



*16% represents 1 item which is strawberry jam



Conclusion

This small seeding grant combined with support from Health Promotion Connections and outstanding leadership by club officials created significant positive changes to the Bowen Athletics Canteen Menu. Partnering with a University in the initial phases gave the project access to research expertise and assistance not otherwise available. This enabled the collection of data from which to develop a case for change and facilitated the development of strategies that were acceptable to the club's constituency.

Initially officials worried about profit margins, however the healthy options have proved popular and profitable. See President's testimonial in the appendix about the changes they have also introduced to their Annual Carnival their main source of fundraising each year. Policy changes and support from dedicated members will ensure the changes to the canteen menu which have been adopted will be sustained.

Appendices

- President's testimonial
- Menu board competition
- Lucky draw promotional message
- Example of a healthy club catering policy
- Workshop for sporting canteens

President's Testimonial

In 2007, our first year of going healthy on Saturday, we felt we should still have small amount of naughties for the carnival. We had one box of freddos, some packets of rice chips and normal chips and kept selling hot chips. We sold 1/2 box of freddos, very few chips and only 7 instead of 13 boxes of hot chips. We had introduced things such as a larger range of fresh rolls and sandwiches and curried chicken and rice. Last year, we had no chocolates or packaged chips and no one even asked. We ordered 7 boxes of chips and sold 2 1/2 I think. This year we are not having any hot chips at all. Instead going to increase the curried chicken and rice and roast meat and gravy rolls I think to meet consumer demand. Even softdrink sales decreased. What a change in 2 years.

Note: Bowen Athletics only sold the above foods at their annual carnival. This carnival is not a part of their regular competition and is a major source of fundraising.

Menu Board Competition

\$2.00 CANTEEN VOUCHER

Awarded to

.....
Thank you for your valuable contribution and ideas for the new Menu Board
This competition was funded by the Healthier Bowen Shire Partnership and supported by
Queensland Health to help the Bowen Athletics club make the healthy choice the easy choice.



DATE EXPIRES.....

PRESIDENT.....

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**LUCKY PRIZE
DRAW
TICKET!**

**Thank you for supporting the
Bowen Athletics Club
“Healthy Choices Menu”**

Please write your details on the tear off section
below and place in the lucky entry box. Details
of lucky prize draw displayed at the canteen.

NAME: _____

PHONE
NUMBER: _____

This Bowen Athletics Club initiative is sponsored and
supported by the Healthier Bowen Shire Partnership.
“Helping make the healthy choice the easy choice”.



Queensland Health provides funding for Healthier Bowen Shire Partnership

(ORGANISATION NAME)
HEALTHY CATERING POLICY

Club Name: _____

Position Statement

Healthy eating is a vital part of good health. It is important for energy and vitality, optimal sporting performance, weight control, control of blood fats and prevention of heart disease and diabetes.

The _____ Club acknowledges that healthy eating has an impact on our health, and that the provision of healthy foods will contribute to better health for all.

The _____ Club will ensure that a variety of healthy food choices are available for all Club activities. This applies to all meetings, competitions, functions and events and to all members, officials, players, volunteers, spectators, visitors and any others taking part in Club activities.

Policy

The _____ Club is committed to ensuring a healthy environment for all those associated with the club and will ensure that:

- The caterers used for all events are able to provide a variety of healthy food choices;
- Healthy food choices will be available at all club activities;
- Healthy food choices will be promoted at all clubs activities;
- Healthy food choices will be positioned more prominently than other foods;
- Healthy food choices will be priced competitively;
- The role of food in relation to health and the enjoyment of healthy food is promoted (posters, newsletter, healthy eating handouts etc);
- All food is handled, prepared and stored in accordance with Food Safety Regulations.

The _____ Club undertakes to implement the actions listed above in this policy, effective from ___ / ___ / _____.

The _____ Club aims to have at least 2 new healthy food choices available, promoted, priced competitively and positioned prominently by ___ / ___ / _____.

The _____ Club aims to have promoted the importance of healthy eating at least once by ___ / ___ / _____.

This policy is to be reviewed annually. Review date: ___ / ___ / _____.

Name and Title:

Signature Date

Examples of Healthy Food Choices/Practices

Offer fruit and vegetables

- Fresh fruit (whole pieces, canned in natural juice, on a skewer as a fruit kebab, dried fruit)
- Sultanas
- Vegetables on a skewer for barbeques
- Corn on the cob
- Baked potatoes with low fat natural yoghurt or cottage cheese instead of sour cream
- Baked potato skins
- Vegetable burgers
- Vegetable soup - fresh or low fat canned varieties

Offer breads and cereals

- Fruit bread (toasted or untoasted)
- Sandwiches made with a variety of breads (wholegrain, soy and linseed, sour dough, rye, wholemeal, pita bread)
- Sandwich fillings such as salad vegetables, canned tuna or salmon (in springwater, brine and flavoured varieties), lean meats, egg, low fat cheese with only a scrape of margarine and low fat sauces such as low fat mayonnaise.
- Meals based on rice, pasta, noodles, vegetables (without the creamy sauces or lots of cheese)
- Baked beans on toast
- Pita bread or pizza muffins with lots of vegetables and little cheese on top

Offer low fat alternatives

- Low fat dairy products – low fat milk, low fat cheese, low fat yoghurt
- Creamed rice made with low fat milk
- Lean meats (trimmed of fat, little marbling)
- Lean cold meats such as lean ham
- Replace mayonnaise and oily salad dressings with low fat varieties or use lemon juice or vinegar on salads
- Use spreads such as chutney, avocado, pickles, mustard, low fat mayonnaise, reduced fat cream cheese, ricotta or cottage cheese
- Polyunsaturated or monounsaturated margarines rather than butter
- Polyunsaturated or monounsaturated oil

Offer healthier snack foods

- Popcorn – plain (no added butter or salt)
- Pretzels
- Rice crackers/rice cakes
- Reduce the variety of deep fried foods, pastry items, potato chips, corn chips and cheese snacks on offer

Offer healthier drink options

- Water, diet drinks, low fat flavoured milks, 100% fruit juice



"GET ACTIVE and HEALTHY" Junior Sports Canteen Workshop

You're invited to



Meet Nutritionists Joanna Boyle and Kirsty Bannon from the Tropical Population Health Network, and Oral Health Hygienist, Tania Ellis who will divulge the myths of Sports Drinks.



Hear the results from the James Cook University Research study into Nutrition in the Junior Sporting Setting in Bowen.
\$100 prize voucher from SPORTSPOWER to be drawn on the night
Go for 2 and 5 lucky door prizes for your canteen



Participate in a **Think Tank** on barriers and enablers to providing healthy food choices in the sporting setting. Come along to access information about funding programs, take home resources and ideas for healthy menu items, and hear what healthy pre-packed foods are around.



Help us build a whole-of-community approach to promoting healthy food choices in Bowen Shire. Your sporting group can play an important role in educating young people to make healthy food choices.

Where: Queens Beach Motor Hotel

**When: Thursday 10th August 2006
6.30pm to 8.30pm**

Healthy finger food and refreshments will be served. Please RSVP to HBSP Inc. on 47865941