

# **Parks and Recreation: Partners in Public Health**



**PARKS AND  
RECREATION  
COUNTY OF SAN DIEGO**

# We Do A Great Job Promoting Health. . .



**Parks  
Make  
Life  
Better!** <sup>SM</sup>



# ... While Being a Barrier



Nachos	\$ 2.00	Pepsi, Diet Pepsi, Mtn Dew, Pink Lemonade, Sierra Mist, Root Beer	Extras
Chili Cheese Nachos	\$ 3.00	Large Soda	Chili
Hot Dog	\$ 1.50	Small Soda	\$ 0.50
Chili Cheese Dog	\$ 2.50	Softserve	Cheese
Hotdog	\$ 1.50	Bottled Water	\$ 0.50
Hot Link	\$ 2.50	Coffee	Whipcream
Pretzel	\$ 1.50	Hot Chocolate	\$ 0.50
Pretzel w/cheese	\$ 2.00		
Churro	\$ 1.00		



Activity-calories burned per ½ hr	55 lbs	88 lbs	132 lbs
Baseball/softball	63	100	150
Basketball	102	204	306
Soccer	120	196	344
Volleyball rec	43	68	102
Football contact	-	192	289
Swimming-moderate	70	121	182



Food	Cal
Krispy Kreme, caked iced	280
Cheetos, 1 oz.	160
Chips, 1 oz.	140
Soda, 12 oz	160
Fruit roll ups	75
Chips Ahoy, 1 oz.	160
Hot dog, bun, ketchup	315

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# Our Success

County of San Diego  
adopted a Healthy Choice Options in  
Vending Machines Policy  
in December 2006



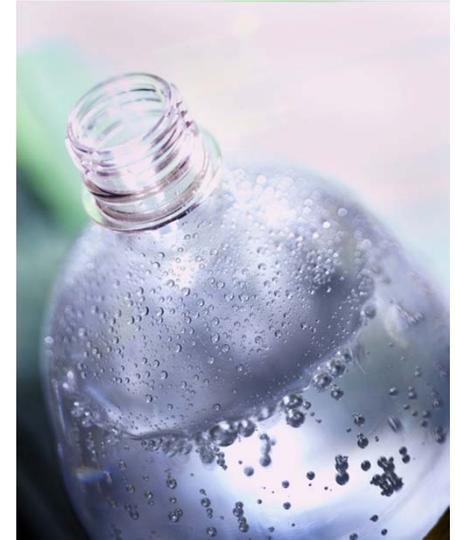
# The Policy

## Beverages

- No more than 12 ounces (except water)
- No more than 250 calories per container

The healthy-choice beverages options:

- Water (no volume limit; 0 calories)
- Non-fat or 1% low-fat milk
- 100% fruit or vegetable juice
- Fruit-based drinks containing at least 50% juice and no added caloric sweeteners, such as sugar or high-fructose corn syrup
- All other non-caloric beverages, including diet sodas
- Sport drinks with no more than 100 calories.



# The Policy

## Snacks and Entrees

- Snacks: No more than 250 calories
- Entrees: No more than 400 calories
- No more than 35% calories from fat
- No more than 10% of calories from saturated fat
- No trans fats
- No more than 35% total weight from sugar and caloric sweeteners
- **No more than 360 mg. of sodium per serving for snacks and 575 mg. of sodium per serving for entrees**
- **At least one item meeting the above criteria shall also meet the FDA definition of “low sodium”**
- Recommended that vending machines have items that contain at least 2 grams of dietary fiber



# The Policy

## Additional Items



- 100% of the food and beverages sold in vending machines at County facilities that primarily serve youth
- 50% of the food and beverages sold in vending machines at all other County facilities
- Items that meet these nutritional standards shall be comparatively priced to products that do not meet the nutritional standards
- Products advertised on the machines have to meet the nutrition standards (with the exception of diet soda)

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# How Did We Get Here



Step Up to Health Summit in  
Summer 2005.

## FOCUS AREAS:

People

Programs & Services

Places & Spaces

Public Visibility

Partnerships

Policies and Procedures

Performance Indicators

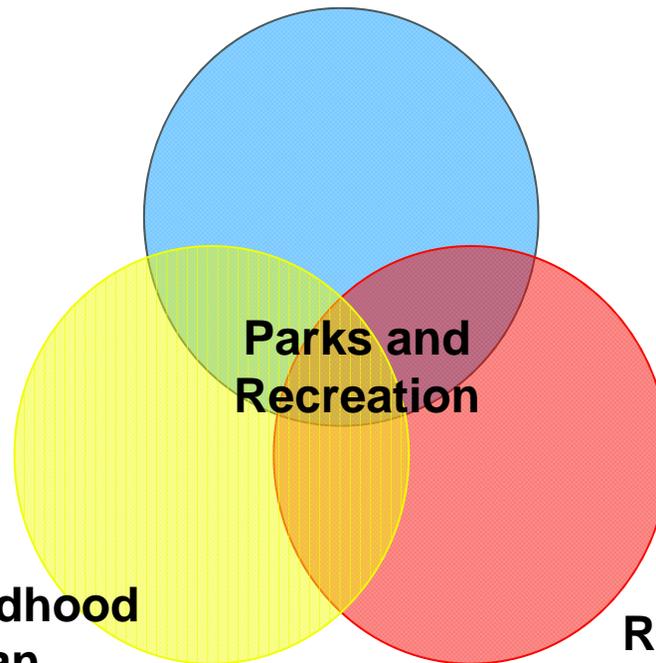
# Focusing Efforts

- Policies
- Health Fair
- Programs
- Collaborations



# Collaborations

San Diego Nutrition Network  
Vending Policy Sub-Committee

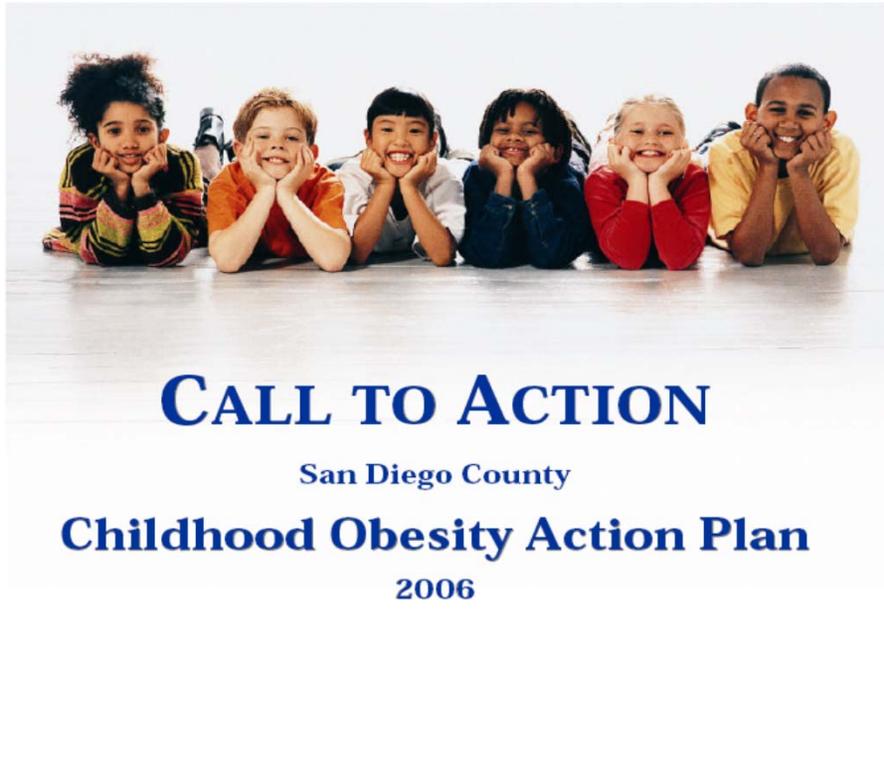


San Diego County Childhood  
Obesity Action Plan



Great  
Recreation and Parks  
Coalition for Health and Wellness

# Childhood Obesity Action Plan



## Strategy G:

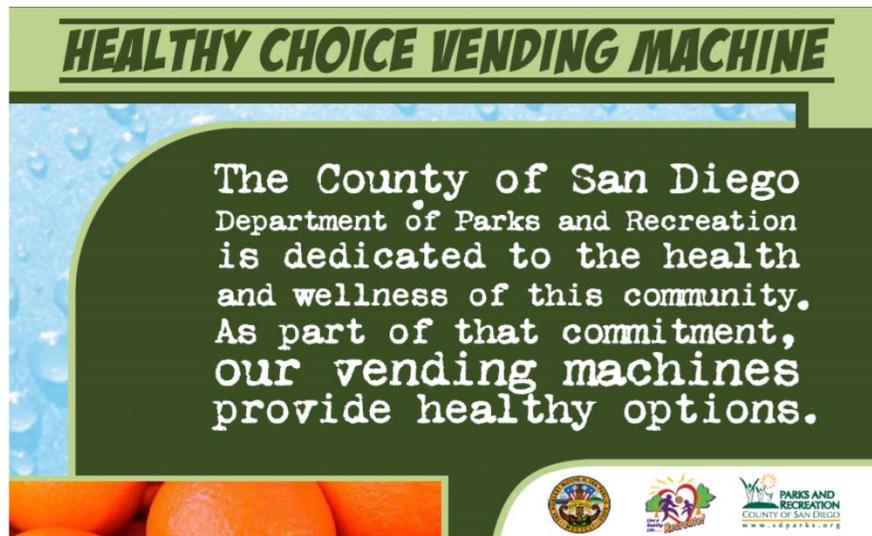
Ensure that vending machines on all county and city owned and leased land, spaces and facilities have healthy choices and encourage community partners to do the same

## 7 Domains Areas

- **County and City Governments**
- **Healthcare Systems Providers**
- **Schools and Before and After-school Providers**
- **Childcare and Preschool Providers**
- **Community-based, Faith-based and Youth Organizations**
- **Media Outlets and Marketing Industry**
- **Businesses**

# Parks and Rec Takes the Lead

- Developed Policy
- Policy signed March 2006
- Worked with vendors
- Implemented by May 2006



**HEALTHY CHOICE VENDING MACHINE**

The County of San Diego  
Department of Parks and Recreation  
is dedicated to the health  
and wellness of this community.  
As part of that commitment,  
our vending machines  
provide healthy options.

The sign features a green header with the title "HEALTHY CHOICE VENDING MACHINE" in white, bold, italicized text. Below the header is a dark green background with white text. The text reads: "The County of San Diego Department of Parks and Recreation is dedicated to the health and wellness of this community. As part of that commitment, our vending machines provide healthy options." The sign is decorated with a blue water droplet pattern on the left side and a row of oranges at the bottom left. At the bottom right, there are three logos: the County of San Diego seal, a "Healthy Choice" logo, and the Parks and Recreation logo with the website "www.sdparke.org".

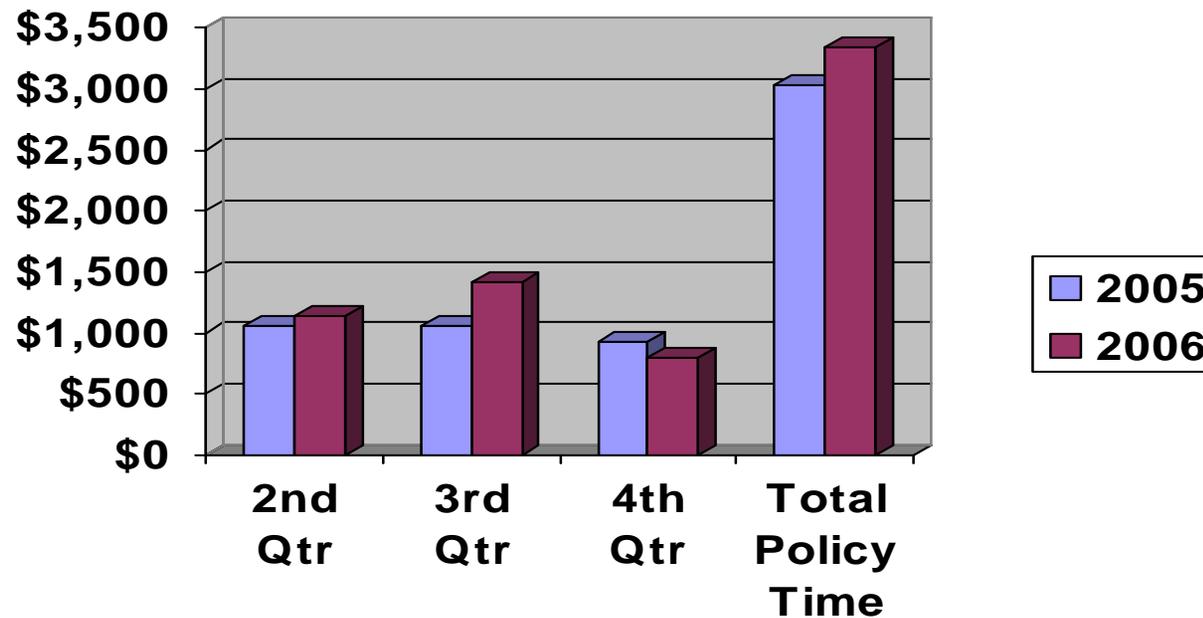
# Aftermath

- Attention
- Presence
- Communication
- Health Services



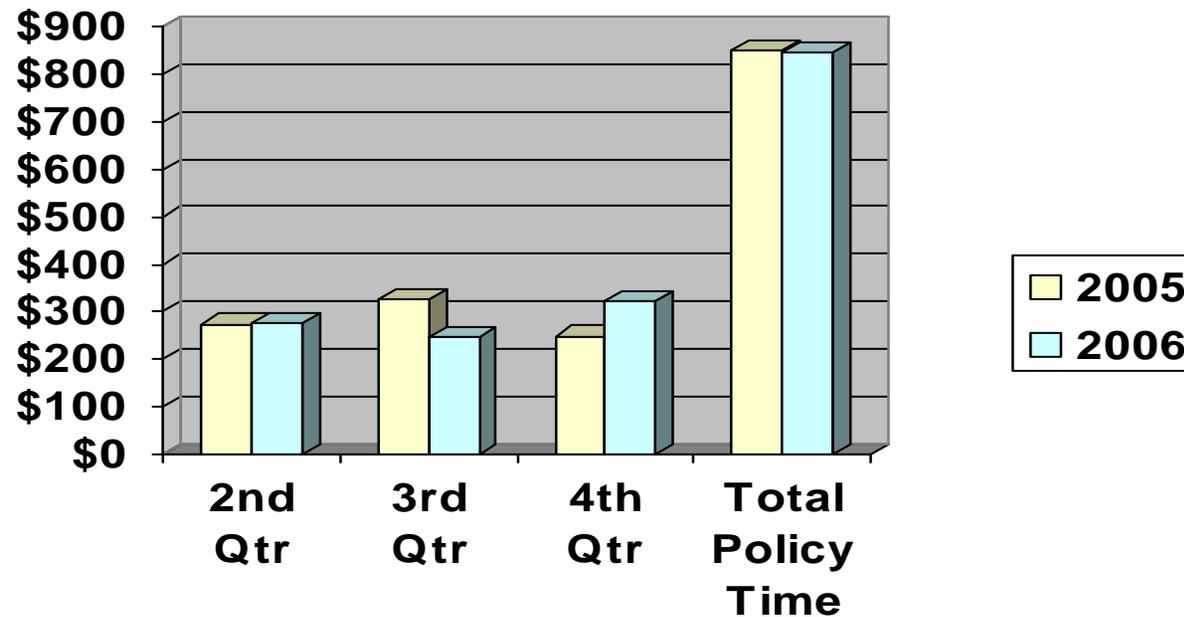
# Revenue

## Fallbrook Community Center *Beverage Sales*



# Bottom Line

## Spring Valley Community Center *% we receive*





# County of San Diego adopted a Healthy Choice Options in Vending Machines Policy in December 2006



Concessions Policy



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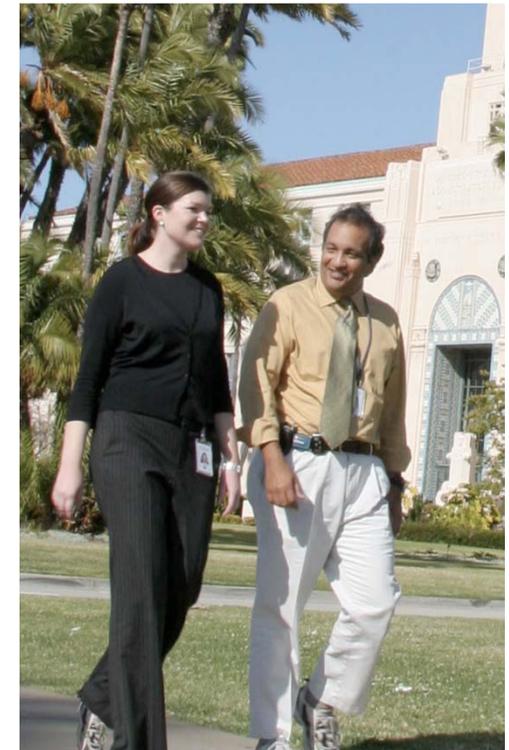
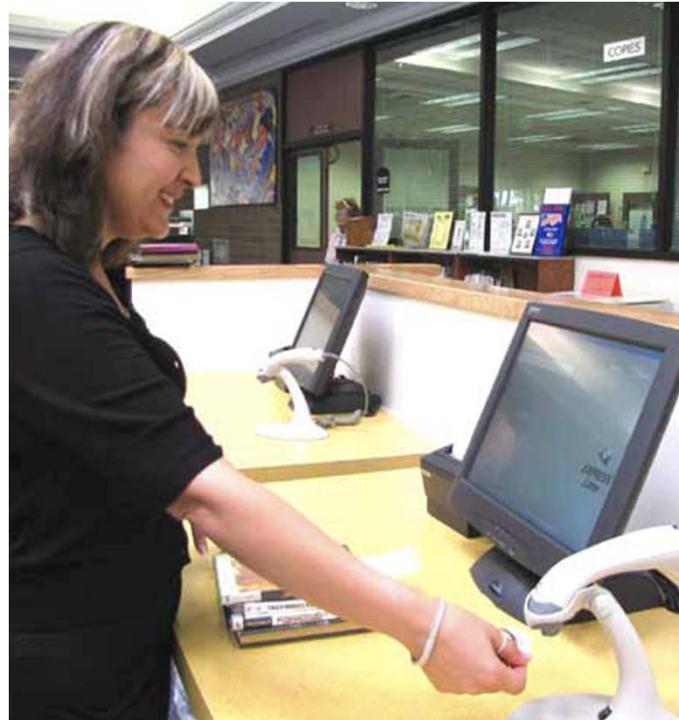
# Vision, Goals and Objective

## A County that is Safe, Healthy, and Thriving

- Providing for and promoting healthy and active lifestyles
- Connecting people to important information about health and fitness



# Challenge- Employees



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# AGENTS OF CHANGE

Planned change is an intended, designed or purposeful attempt to directly influence the status quo

## Resistance to Change

- “We have always done it this way”
- Fear of the unknown
- Lack of clear intention and direction
- Costs seem greater than benefits

## Acceptance of Change

- Need for change is recognized
- People are involved in the change
- Intention is very clear
- Non-threatening and low risk

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# Collaborative Strategies

- Provide information about the problem
- Appeal to conscience, emotions, ethics and values, with a focus on the common good
- Persuading by logical argument and presentation of facts
- Pointing out the negative consequences if the status quo remains



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# Challenge- Vendors



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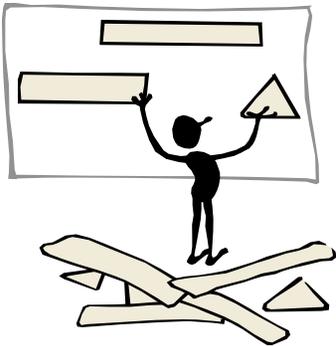
# Challenge- Evaluation



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# Shifting Paradigms

The term "paradigm shift" represents the notion of a major change in a certain thought-pattern — a radical change in personal beliefs, complex systems or organizations, replacing the former way of thinking or organizing with a radically different way of thinking or organizing.



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# WE'RE ALL IN THIS TOGETHER



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# Being the Leaders

"Management is doing things right;  
Leadership is doing the right things."



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# Contact Information

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