Parks and Recreation: Partners in Public Health
We Do A Great Job Promoting Health...
...While Being a Barrier
<table>
<thead>
<tr>
<th>Activity-calories burned per ½ hr</th>
<th>55 lbs</th>
<th>88 lbs</th>
<th>132 lbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball/softball</td>
<td>63</td>
<td>100</td>
<td>150</td>
</tr>
<tr>
<td>Basketball</td>
<td>102</td>
<td>204</td>
<td>306</td>
</tr>
<tr>
<td>Soccer</td>
<td>120</td>
<td>196</td>
<td>344</td>
</tr>
<tr>
<td>Volleyball rec</td>
<td>43</td>
<td>68</td>
<td>102</td>
</tr>
<tr>
<td>Football contact</td>
<td>-</td>
<td>192</td>
<td>289</td>
</tr>
<tr>
<td>Swimming-moderate</td>
<td>70</td>
<td>121</td>
<td>182</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food</th>
<th>Cal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Krispy Kreme, caked iced</td>
<td>280</td>
</tr>
<tr>
<td>Cheetos, 1 oz.</td>
<td>160</td>
</tr>
<tr>
<td>Chips, 1 oz.</td>
<td>140</td>
</tr>
<tr>
<td>Soda, 12 oz</td>
<td>160</td>
</tr>
<tr>
<td>Fruit roll ups</td>
<td>75</td>
</tr>
<tr>
<td>Chips Ahoy, 1 oz.</td>
<td>160</td>
</tr>
<tr>
<td>Hot dog, bun, ketchup</td>
<td>315</td>
</tr>
</tbody>
</table>
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)
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

Parks and Recreation

San Diego County Childhood Obesity Action Plan

Greater San Diego Recreation and Parks Coalition for Health and Wellness
Childhood Obesity Action Plan

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

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.
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.
Aftermath

- Attention
- Presentations
- Committees
- Health and Human Services Needed
Revenue

Fallbrook Community Center

Beverage Sales

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Qtr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd Qtr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th Qtr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Policy Time</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Spring Valley Community Center

% we receive

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Qtr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd Qtr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th Qtr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Concessions Policy
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

PARKS AND RECREATION
COUNTY OF SAN DIEGO
Challenge - Employees
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
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
Challenge - Vendors
Challenge- Evaluation
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.
WE’RE ALL IN THIS TOGETHER
Being the Leaders

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

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christine.lafontant@sdcounty.ca.gov