



To: General Purposes Committee

Date: April 14, 2008

From: Vern Jacques
Acting Director, Recreation and Cultural Services

File: 11-7000-01/2008-Vol 01

Re: UBCM Healthy Food and Beverage Sales Grant 2008

Staff Recommendation

That the application for the Union of BC Municipalities' Healthy Food and Beverage Sales Grant Program (Phase 1) be approved for submission and, if successful, that the grant funding be used to improve healthy food and beverage choices for those who use and work at the City's recreation facilities and local government buildings.

Vern Jacques
Acting Director, Recreation and Cultural Services
(4930)

FOR ORIGINATING DEPARTMENT USE ONLY		
CONCURRENCE OF GENERAL MANAGER		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

In early 2008, the Union of BC Municipalities launched the “Healthy Food and Beverage Sales” grant program in order to assist municipalities who are at a high state of readiness to implement healthier choices in their municipal recreation and local government facilities. This project will support the provincial healthy food and beverage guidelines currently in place in public schools and provincial government buildings. The implementation of this initiative is being led by the BC Recreation and Parks Association, in partnership with the Union of BC Municipalities which is managing the component community grant program. A requirement of the grant application process is a Council resolution indicating support for the City’s application, and a commitment to use any grant funding to improve healthy food and beverage choices for those who use and work at the City’s recreation facilities and local government buildings.

Analysis

The City of Richmond has been successful in previous project proposals to the Union of BC Municipalities in 2006 and 2007, under the Community Health Promotion Fund. Working with key partners, the 2006 submission “Building Community Capacity – Walking or Health”, saw the implementation of “Walk Richmond”, which encourages participation in regular physical activity by walking in our community. The 2007 proposal “Greenways to Active Participation” will help to create sustainability for Walk Richmond by creating additional resources, marked walking routes while partnering with both the Transportation and the Parks Department to better support physical activity for people who live, work and visit in Richmond.

In general, the Healthy Food and Beverage Sales grant program is focused on improving healthy food and beverage choices for children, youth, adults and families who use and work at recreation facilities and local government buildings in British Columbia.

The grant program will assist up to 60 local governments with the development and implementation of healthy food and beverage sales in recreation facilities and local government buildings. Approximately \$600,000 is available for grants and will be offered in 3 phases.

1. Phase 1: Showcasing Leading Communities: Up to 12 grants, to a maximum of \$12,500 each, is now available.
2. Phase 2: 20 additional grants, to a maximum of \$7,500 each, will be available to local governments later in 2008.
3. Phase 3: 30 grants, to a maximum of \$7,500 each, will be available to local governments in 2009.

(Note: The maximum grant is \$12,500 and no matching funds or cost sharing is required. Local governments that receive funding under Phase 1 are not eligible to apply for Phase 2 or 3)

The City of Richmond's preliminary Healthy Food and Beverage Sales project proposal will focus on three primary areas:

- Development of an implementation kit for community centres, aquatic and arena facilities and other municipal parks and recreation facilities to utilize when changing their food and beverage options to healthier choices. This kit will include:
 - A manual, which outlines the benefits of healthy choices, along with steps to take to create change, and tools for tracking the changes and outcomes.
 - Educational materials and posters for distribution, translated into the three primary languages in use in Richmond (Chinese, Punjabi and English).
 - Plexiglas holders for periodic educational posters.
- Development of a Healthy Choices tool kit to be used at community events. This will include educational materials, food samples, and the "Wheel" (to spin and win prizes).
- Promotional materials such as newspaper ads and other vehicles to inform the public, and promote the change to more Healthy Choices in parks and recreation facilities.

Financial Impact

The funding requested in the grant application will cover all costs related to the project, other than staff time to participate in the process. A copy of the grant application containing the anticipated budget is attached (Attachment 1). If successful, no matching funds or cost sharing is required.

Conclusion

City staff and Community Associations have already begun the process of changing vending options at recreation facilities to create healthier food and beverage choices. Through the support available from a grant from the Union of BC Municipalities, the proposed Healthy Food and Beverage Sales project can benefit Richmond by assisting and showcasing our efforts, while positioning us as leaders in the province who can mentor and support other communities in their efforts to adopt healthier choice practices.



Carol Lepine
Coordinator, Fitness and Wellness Services
(5358/8009)

Healthy Food and Beverage Sales Grant Program

Applicant Information

Name of Local Government:

City of Richmond

Contact Person:

Kate Sparrow, Director
Recreation & Cultural Services
City of Richmond
6911 No. 3 Road
Richmond, BC V6Y 2C1
Phone: (604) 276-4129
Fax: (604) 276-4132
e-mail: ksparrow@richmond.ca

Project Information

Project Title:

Healthy Food and Beverage Sales

Description of Project – What activities will you undertake?

The City of Richmond, working with its key partners, has the goal of mobilizing our community to build a healthy Richmond. The City has adopted the vision *“to be the best place in North America to raise children and youth”* as well as accepted the Premier’s challenge *“to increase physical activity by 20% by 2010”* and key partners have agreed to work collaboratively and provide community leadership towards these common themes.

The Healthy Food and Beverage Sales (HFBS) project will focus on three primary areas:

1. To develop an implementation kit for Community Centers, Aquatic and Arena facilities and other municipal parks and recreation facilities to utilize when changing their food and beverage options to healthy choices. This kit will include:
 - A manual which outlines the benefits of healthy choices, along with the steps to take in changing, and tools for tracking the changes and outcomes.
 - Educational materials and posters for distribution, translated into the three primary languages in use in Richmond (Chinese, Punjabi and English).
 - Plexiglas holders for periodic educational posters.
2. Development of a communications tool to be used at community events. This will include educational materials, food samples, and the “Wheel” (to spin and win prizes).
3. Promotional materials. Newspaper spreads and other medium to inform the public, and promote the change to Healthy Choices in parks and recreation facilities.

Objectives. What will the project achieve in your community?

The goals of the HFBS project are:

1. To raise awareness that the City of Richmond's Parks, Recreation and Cultural Services department is phasing in changes to healthy food and beverage choices in it's facilities.
2. To educate the public as to what healthy food and beverage choices are, and how they can assess their options.
3. To decrease the amount of unhealthy food and beverage options available in Community Centers, Aquatic and Arena facilities and other municipal parks and recreation facilities.

Intended Outcomes and Deliverables

1. Increased awareness and understanding for our patrons and staff as to what healthy choices are.
2. To create an understanding from patrons and staff as to the benefits of the Healthy Food and Beverage options and why the parks, recreation and cultural services department is implementing this change.
3. Patrons and staff will have a greater understanding of food labels, and how to read them.
4. Resources will be available to City Parks and Recreation Facilities that will ease the process of changing from regular to healthy choice options.

Evaluation (What tools will be used to evaluate this project and how will this information be used and shared?)

1. Use of inventory forms available in the Healthy Choices manual to track sales
2. Feedback from community centres as to the ease of implementation, barriers, and difficulties.
3. Public awareness based on formal and informal surveys.

Demonstration of Promising Practices (How is your project innovative and what lessons will it offer to other local governments?)

The City of Richmond's Parks Recreation and Cultural Services department has been encouraging healthy lifestyle habits in Richmond's population since 2005 through the work of the Getting Richmond Moving Committee.

1. One innovative program was the "Energize with 5 a Day" challenge which included a rainbow of fruits and vegetables along with the challenge to eat at least 5 a day of a variety of colours. During this challenge our summer day camps were provided with healthy fruits or vegetables each week free of charge and camp leaders promoted healthy eating through role modeling and activities. **Attachment 1**
2. Development of a Healthy Choice manual, which is already prepared and ready for use in a pilot facility. **Attachment 2**
3. The Getting Richmond Moving Committee continues to be a resource and offers support and communication regarding Healthy Food and beverage choices to all parks and recreation facilities, the City and the public.
4. Collaboration between the City of Richmond and Community Associations to embark on the process of offering healthy choices has been successful, and will continue.

5. We will phase in healthier choices while taking specific needs of the various facilities into account. We will develop appropriate mixes of healthier options based on demographics of facility use and function.
6. Integrating promotions for HFBS into other Active Communities initiatives (Walk Richmond, Greenways to Active participation)

Commitment to Phase 1 requirements

Policies to support the implementation of the HFBS project:

- Given the City of Richmond's operating agreements with our Community Association partners, it would not be appropriate to develop City policies at this time. Formal support from community partners is underway.

Community Engagement Activities that have taken place to date:

- Getting Richmond Moving has developed a Healthy Choices Manual
- Meeting with Community Centre Coordinators for support and understanding of project
- Discussion about the switch to Healthy Choices at Richmond Communities Meeting
- Winter-Fest Booth to inform the public – Over 26,000 people attended
- Ongoing discussion with Richmond School District #38, which has already initiated all mandated HFBS policies within their schools and is anxious for the City of Richmond to follow suit

Partners - List All confirmed partners

- Thompson Community Association
- Steveston Community Society
- West Richmond Community Association
- East Richmond Community Association
- South Arm Community Association
- Seniors Activity Association
- Hamilton Community Association
- Sea Island Community Association
- Richmond Arenas Community Association
- VCH Richmond Health Services
- Richmond School District #38

Funding and/or staff resources allocated to HFBS Implementation. Please describe:

- We are committed to dedicating the staff resources on an ongoing basis to support and sustain the initiative beyond available funding.

The City of Richmond's parks, recreation and cultural services department has a position of fitness and wellness services coordinator, who will oversee this project, attend conferences and mentor other communities.

Please indicate which activities your local government is willing to commit to:

- Full HFBS Implementation, including sustaining HFBS activities after grant funding
- Participation as a mentor community
- Participation in a one day in-community workshop with the HFBS Coordinator or designate
- Completion of progress and final reports by the established deadlines
- Participation in an evaluation of the HFBS grant program
- Presentation of your project at UBCM's 2008 convention at the BCRPA events

Sustainability (Will the project be sustained after the funding? If yes, how?)

Yes it will be sustained.

The HFBS project will create a system for Community Centers, Aquatic and Arena facilities and other municipal parks and recreation facilities to follow in making changes to their vending and concession services. This system will include an implementation manual, tools with which to track inventory and feedback, and educational materials.

They will also be provided with the services of VCH Richmond Health Services for nutritional support in evaluating food and beverage options, and additional contacts and resources.

There will be an expectation of compliance for City parks and recreation facilities to comply with the guidelines as this project will outline.

Additional Comments

There are four (4) Richmond Secondary schools that are either attached to or adjacent to community recreation facilities. Richmond School District #38 implemented the provincially mandated healthy choices guidelines in September 2007, and have since been strongly encouraging the city to apply consistent practice. We are at a high state of readiness for implementation and welcome the support of this grant to help further these goals.

This project will collaborate with and share educational information to a range of partners including: Sports Council, VCH Richmond Health Services, Richmond School district #38, business partners, and city staff. Information and education will be provided through newspaper advertising; parks, recreation and cultural services leisure guide; as well as at community festivals and events, in conjunction with Active Communities promotions.

Additional information

Formal support from community partners is underway. Given the City of Richmond 's operating agreements with our Community Association partners, a formal council resolution is not appropriate in this case, however discussions with Community Association Partners have demonstrated strong support.

Budget

HFBS	
Income	
UBCM Grant	\$12,500
Total	\$12,500
Expenses	
Implementation Kit (manuals, educational materials, Plexiglas holders)	\$3,000
Healthy Choices Toolkit (educational materials, food samples, Spinning wheel)	\$1,500
Promotional materials (Newspaper ads, posters, handbills etc.)	\$4,000
Consultant	\$3,000
Miscellaneous	\$1,000
Total	\$12,500