



## **Grant to promote Healthy Foods in Recreation Facilities**

### **1. Grant Information**

People are becoming more aware of the foods they eat, and want to have healthy options available. Often the foods and beverages available at community recreation facilities are high in fat, sugar, and salt, and do not support a healthy body.

People have made the healthy choice to be active in your recreation facility, so why not help them continue to make healthy choices by providing them with healthy food options, while tapping-in to a growing market for these healthy options.

**This grant program will provide \$500 to support you in making healthy changes to the food and beverage options in your community facility.**

#### **Funds can be used for:**

- Purchase of healthy foods or beverages to provide, at lower cost or as samples, to test customer interest*
- Purchase of equipment for preparing or storing new healthy foods or beverages (small deep freeze, crock pot, blender, refrigerated display unit, etc.)*
- Printing of materials to promote the new healthy items (e.g. posters, frequent buyer cards)*
- To pay an honorarium, if needed, to:*
  - A dietitian to help with healthy menu suggestions*
  - A person to provide ideas on marketing your healthy products*
  - A champion or spokesperson to promote your initiative*

#### **In order to be eligible for a grant you must agree to:**

- Add at least two new healthy foods (or one healthy food and one healthy beverage) to your canteen, vending machines or other food outlets in your facility.*
- Ensure that the new items are being offered consistently for a minimum of 2 months.*
- Ensure that the new items are well promoted to your customers throughout the 2 month period.*
- Submit an evaluation upon completion of your initiative.*
- Following your initiative, consider adding the healthy food and beverages to your regular menu.*

## Terms and Conditions

- Healthy foods and/or beverages must be chosen from the list in the “Healthy Foods in Recreational Facilities” toolkit ([www2.gnb.ca/content/dam/gnb/Departments/sd-ds/pdf/Wellness-MieuxEtre/HealthyAlternativesforCanteens.pdf](http://www2.gnb.ca/content/dam/gnb/Departments/sd-ds/pdf/Wellness-MieuxEtre/HealthyAlternativesforCanteens.pdf)), or must be approved by a dietitian.
- There is no fixed deadline for this grant. You can apply any time during the year.
- A facility may re-apply for this grant after six months. A second grant may be given during the same fiscal year providing funds are still available. Priority will be given to first time applicants.
- Any facility who has received a grant from this fund at any time in the past, must submit the evaluation from their previous initiative before being considered for another grant.

## Resources

Some materials are immediately available to help you with your work:

- *Healthy Foods in Recreation Facilities* toolkit ([www2.gnb.ca/content/dam/gnb/Departments/sd-ds/pdf/Wellness-MieuxEtre/HealthyFoods.pdf](http://www2.gnb.ca/content/dam/gnb/Departments/sd-ds/pdf/Wellness-MieuxEtre/HealthyFoods.pdf))
- *Healthier Foods and Nutrition in Public Schools* Policy ([www.gnb.ca/0000/policies.asp](http://www.gnb.ca/0000/policies.asp); scroll to Policy 711)
- Information on how to read nutrition labels ([www.healthycanadians.gc.ca/eating-nutrition/label-etiquetage/index-eng.php](http://www.healthycanadians.gc.ca/eating-nutrition/label-etiquetage/index-eng.php))

Once your grant is approved, you will receive the following information and resources:

- Hard copies of *Healthy Foods in Recreation Facilities Toolkit* (if desired)
- Sample healthy foods marketing plan
- Access to artwork to create frequent buyer cards or posters
- List of dietitians accessible in your community
- Information to connect you to a local **Wellness Network** or to local *in motion* initiatives (if you are not already connected)
- Regular communication about the promotion and marketing of healthy foods in recreational facilities



## Application Process:

Complete the questions on the following two pages and submit your application to:

Mail:	Department of Social Development PO Box 6000 Fredericton, NB E3B 5H1
Phone:	506-453-4217
Fax:	506-444-5722



## Grant to promote Healthy Foods in Recreation Facilities

### 2. Application Form

#### Contact Information

Facility Name: \_\_\_\_\_

Facility Type:

(check any that apply)

Arena/rink

Community /Youth Centre

Other (describe)

Pool

Parks/Trails

Company, group or organization applying for the grant (*concession owner or food service provider*):

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Community: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

What is the best way to communicate with you?

Phone  Fax  Email

Is your rec facility associated with a Wellness Network?

Yes  No  Not sure

Is your community or rec facility currently *in motion*?

Yes  No  Not sure

Please outline your initial ideas about what you would like to do with this grant:

(we recognize that the final plan may change once you have had a chance to consult with your partners and seek out expertise in nutrition and/or marketing).

Current food sources at this facility (check all that apply):

Canteen

Cafeteria

Beverage vending machine

Food vending machine (refrigerated)

Food vending machine (non-refrigerated)

Other (please describe)

Please check all foods currently available in your canteen / cafeteria

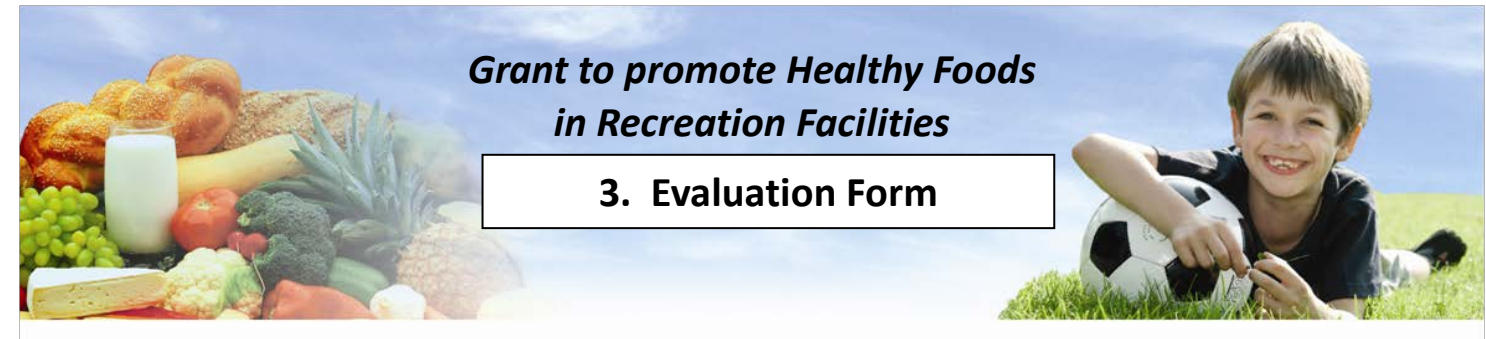
- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Hamburger              | <input type="checkbox"/> Sandwiches / Wraps          | <input type="checkbox"/> Candy                        |
| <input type="checkbox"/> Cheeseburger           | <input type="checkbox"/> Subs                        | <input type="checkbox"/> Chocolate bars               |
| <input type="checkbox"/> Grilled chicken burger | <input type="checkbox"/> Soup                        | <input type="checkbox"/> Nuts / Seeds / Trail mix     |
| <input type="checkbox"/> Fried chicken          | <input type="checkbox"/> Salad                       | <input type="checkbox"/> Yogurt                       |
| <input type="checkbox"/> Fried clams            | <input type="checkbox"/> Vegetables                  | <input type="checkbox"/> Water                        |
| <input type="checkbox"/> Hotdog                 | <input type="checkbox"/> Fruit                       | <input type="checkbox"/> Flavoured / Vitamin water    |
| <input type="checkbox"/> Corndog                | <input type="checkbox"/> Cheese                      | <input type="checkbox"/> Milk (white or flavoured)    |
| <input type="checkbox"/> Onion rings            | <input type="checkbox"/> Bagels                      | <input type="checkbox"/> Milkshakes                   |
| <input type="checkbox"/> Nachos                 | <input type="checkbox"/> Crackers                    | <input type="checkbox"/> Fortified soya beverage      |
| <input type="checkbox"/> Pizza                  | <input type="checkbox"/> Popcorn                     | <input type="checkbox"/> 100% juice                   |
| <input type="checkbox"/> Chili                  | <input type="checkbox"/> Pretzels                    | <input type="checkbox"/> Fruit drinks                 |
| <input type="checkbox"/> French fries           | <input type="checkbox"/> Ice cream / Sundaes         | <input type="checkbox"/> Sports drinks                |
| <input type="checkbox"/> Poutine                | <input type="checkbox"/> Donuts / Pastries / Cookies | <input type="checkbox"/> Soft drinks                  |
| <input type="checkbox"/> Potato chips           | <input type="checkbox"/> Muffins                     | <input type="checkbox"/> Energy drinks                |
| <input type="checkbox"/> Baked potato           | <input type="checkbox"/> Granola bars                | <input type="checkbox"/> Tea / Coffee / Hot chocolate |
| Other (describe): _____                         |  |   |

Please check all foods currently available in your vending machine(s):

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Water                     | <input type="checkbox"/> Tea / Coffee / Hot chocolate | <input type="checkbox"/> Nuts/Seeds/Trail mix               |
| <input type="checkbox"/> Flavoured / Vitamin water | <input type="checkbox"/> Soups                        | <input type="checkbox"/> Popcorn                            |
| <input type="checkbox"/> Milk (white or flavoured) | <input type="checkbox"/> Sandwiches/Subs              | <input type="checkbox"/> Baked Chips                        |
| <input type="checkbox"/> Milkshakes                | <input type="checkbox"/> Vegetables                   | <input type="checkbox"/> Regular Potato Chips or Corn Chips |
| <input type="checkbox"/> Fortified soya beverage   | <input type="checkbox"/> Fresh fruit                  | <input type="checkbox"/> Crackers                           |
| <input type="checkbox"/> 100% juice                | <input type="checkbox"/> Canned fruit or applesauce   | <input type="checkbox"/> Donut/Pastries                     |
| <input type="checkbox"/> Fruit drinks              | <input type="checkbox"/> Dried Fruit/Fruit Snack      | <input type="checkbox"/> Cookies                            |
| <input type="checkbox"/> Sports drinks             | <input type="checkbox"/> Yogurt                       | <input type="checkbox"/> Granola Bars                       |
| <input type="checkbox"/> Soft drinks               | <input type="checkbox"/> Cheese                       | <input type="checkbox"/> Chocolate bars                     |
| <input type="checkbox"/> Energy drinks             | <input type="checkbox"/> Pretzels                     | <input type="checkbox"/> Candy                              |
| Other (describe): _____                            |   |   |

Have you previously tried introducing healthier foods? If so, what foods or beverages have you tried?

What factors contributed to your success or lack of success in the past?



**Grant to promote Healthy Foods  
in Recreation Facilities**

**3. Evaluation Form**

Facility Name: \_\_\_\_\_

Facility Type:

(check any that apply)

Rink/ice surface

Community /Youth Centre

Other (describe)

Pool

Parks/Trails

Company, group or organization applying for the grant (concession owner or food service provider):

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Community: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

**With funding received from Healthy Foods in Recreation Facilities Grant, we introduced the following items to our customers:**

**We offered the new items to our customers between the dates of...**

**We promoted the new items to customers by...**

**We will add these items to our regular menu.  Yes  No. Please explain:**

**We spent our grant money on...**

**We engaged the following outside help with our initiative...**

*(Check any that apply, and provide names in the blank space provided)*

- Dietitian: \_\_\_\_\_
- Marketing advice: \_\_\_\_\_
- Champion or spokesperson: \_\_\_\_\_
- Other (please describe): \_\_\_\_\_

**We found the following resources useful...**

*(Please check the ones that were most useful to you)*

- Healthy Foods in Recreation Facilities* toolkit ([www2.gnb.ca/content/dam/gnb/Departments/sd-ds/pdf/Wellness-MieuxEtre/HealthyFoods.pdf](http://www2.gnb.ca/content/dam/gnb/Departments/sd-ds/pdf/Wellness-MieuxEtre/HealthyFoods.pdf))
- Healthier Foods and Nutrition in Public Schools* Policy ([www.gnb.ca/0000/policies.asp](http://www.gnb.ca/0000/policies.asp); scroll to Policy 711)
- Information on how to read nutrition labels ([www.healthycanadians.gc.ca/eating-nutrition/label-etiquetage/index-eng.php](http://www.healthycanadians.gc.ca/eating-nutrition/label-etiquetage/index-eng.php))
- Hard copies of *Healthy Foods in Recreation Facilities Toolkit* (if requested)
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- Access to artwork to create frequent buyer cards or posters
- List of dietitians accessible in your community
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- Regular communication about the promotion and marketing of healthy foods in recreational facilities
- Other (please describe):

**This initiative provided us with the following learnings that we would like to share with other recreational facilities (success stories, things we would do differently the next time, etc.):**

**In the future, are there additional healthy food and beverage options you would like to introduce?**

**Thank you for sharing this information.  
And thank you for your work to improve the health of your community!**