

Title V / Maternal and Child Health Impact Story: April 1, 2016 – September 30, 2017

MCH Grantee (check box):

- Bismarck-Burleigh Public Health
- Fargo Cass Public Health
- Grand Forks Public Health Department
- North Dakota State University
- South East Education Cooperative

North Dakota Maternal and Child Health Priority Area (check box):

- Increase the rate of breastfeeding at 6 months
- Reduce overweight and obesity in children

In a sentence or two, describe the problem you were trying to solve or the reason why your intervention is needed.

Please Note: We are right in the middle of implementing this project. The data included here is mainly just an FYI – we are not ready for this to be put in press releases or shared with media or others yet. Part of our plan as we move forward with this project is to strategically figure out (with the Fargo Park District) our best approach to present this work.

Assessment of food and beverage choices at 10 Fargo Park concession stand locations shows there are very few options available that meet Smart Snack guidelines. Only 25% of options at one pool location met healthy snack guidelines, the other pools surveyed offered even less. The golf courses and ballparks did not offer any healthy food options. Beverage choices offered were not much better with 32% of beverages at one golf course meeting healthy standards; the percent at all other locations (pools, golf courses and ball parks) surveyed was less.

In a brief paragraph, please share what you implemented and how it made a difference.

Fargo Cass Public Health and the American Heart Association, in cooperation with Fargo Park District, are completing a project to improve the healthfulness of foods and beverages offered at park facilities.

The goals for this project are to complete the following:

1. Gather baseline data from a sampling of park facilities to evaluate the nutritional value of foods and beverages offered.
2. Identify foods and beverages that meet the USDA Smart Snack guidelines that are available at Sam's Club and through the Parks beverage distributor (currently Pepsi Beverage Company).
3. Offer taste testing/sampling of an assortment of products that meet the Smart Snack guidelines to determine likability and willingness to purchase from park patrons.
4. Purchase equipment (grant funded by Dakota Medical Foundation) to support the sale of healthier items.
5. Implement concession stand "makeovers" at various park locations featuring a minimum of 50% food and beverage offerings that meet Smart Snack guidelines.
6. Work with Fargo Park District to establish a healthy food and beverage policy for concessions and/or vending.

*As mentioned earlier, we are currently in middle of implementing the goals of this project. The concession stand “makeovers” are planned and will start in 2 of the hockey arenas this fall. The staff at the Fargo Park District has been open to making changes, and at some locations, has already started to offer a few of the suggested healthier food and beverage options.

Are there any specific NUMBERS or OUTCOMES you can share as a result of your work?

Ten (10) Fargo Park locations were assessed to determine the nutritional quality of foods and beverages currently offered utilizing an environmental assessment tool developed by Texas A&M University. Results of this baseline data were analyzed and the percent of foods and beverages offered meeting Smart Snack guidelines was determined. In addition to evaluating the healthfulness of the foods and beverages offered, the environment was assessed to determine what products were best promoted through placement, price, merchandizing and promotional materials.

Eight (8) taste-testing events were held at various park concession stands to determine acceptance of certain food and beverage options meeting Smart Snack guidelines. As a general rule, most food items tested (bagel bites, baked chips, fruit & nut granola bars, fruit leather) received positive results as did a wide variety of the healthier beverage options.

See the “Fargo Park District Healthier Concession Stands Progress Report” below for additional information.

Were there any “AHA” or “lightbulb” moments you can share?

Healthy food options are extremely limited at concession stands and vending machines at Fargo Park District locations. We knew this was an issue but having the data to validate this thought has been helpful in showing the need for change.

Are there any “quotes” from anyone benefitting from this that you can share?

In addition to the results gathered to determine the acceptance of healthy food items, a number of comments and observations that were made are worth noting:

- First, multiple parents made positive comments about offering healthier foods and beverages, particularly at the swimming pools. They indicated that they felt this was important to offer to kids and families, and that they would support healthier options if they were available.
- Second, all the concessions staff had positive feedback about offering healthier options. They were very engaged in the taste testing process and provided great feedback about the types of foods and beverages that are currently enjoyed by the patrons, plus offered suggestions on what types of products they think would be of interest to patrons.
- Finally, throughout the eight taste testing events, we had multiple repeat customers, some in a single day. There were several children who were swimming in the public pools in the afternoon, then attending a baseball/softball game in the evening (either playing themselves or observing a friend or family member). We feel these interactions further support the importance of increasing the healthfulness of menu options at Fargo Parks & Recreation facilities. It is very likely that children can procure multiple meals and snacks from these locations and providing healthier options supports the growth and development of healthier kids.

Is there anything else you want to share?

The ultimate goal of the project is to work with the Fargo Park District to implement a healthy concession/vending policy. We also hope to assist Fargo Parks with negotiation of their contract with the Pepsi Beverage Company to provide and deliver healthier beverage options.

Fargo Park District HEALTHIER CONCESSIONS Progress Report

August 2017



Offering healthier food and beverage options at public concessions is an important place to provide youth and adults the opportunity to choose products that promote a healthy weight and healthy lifestyle. In addition to offering healthier products, using strategies to promote these items through marketing, merchandizing, placement and pricing, can help to make these items more appealing and more likely to be chosen.

Fargo Cass Public Health and the American Heart Association, in cooperation with Fargo Park District, are completing a project to improve the healthfulness of foods and beverages offered at park facilities.

The goals for this project are:

- 1) To gather baseline data from a sampling of park facilities to evaluate the nutritional value of foods and beverages offered
- 2) To identify foods and beverages that meet the USDA [Smart Snacking](#) guidelines that are available at Sam's Club and through the Parks beverage distributor (currently Pepsi Beverage Company)
- 3) To taste test an assortment of products that meet the Smart Snack guidelines to determine likability and willingness to purchase from park patrons
- 4) To purchase equipment (grant funded by Dakota Medical Foundation) to support the sale of these items
- 5) To work with Fargo Park District to establish a healthy food and beverage policy for concessions and/or vending

BASELINE DATA COLLECTION & ANALYSIS

Ten (10) Fargo Park locations were evaluated to determine the nutritional quality of foods and beverages currently offered utilizing an environmental assessment tool developed by Texas A&M University. The following locations were analyzed and included are the baseline data collection results for the total items available and those that meet the Smart Snack guidelines:

- a. Courts Plus**
 - i. Food: 24 items, 3 meet criteria (12.5%)
 - ii. Beverages: 83 items, 26 meet criteria (31.3%)
- b. Davies Swimming Pool**
 - i. Food: 29 items, 7 meet criteria (24.1%)
 - ii. Beverages: 11 items, 3 meet criteria (27.3%)
- c. El Zagal Golf Course**
 - i. Food: 14 items, 0 meet criteria (0%)
 - ii. Beverages: 23 items, 5 meet criteria (21.7%)
- d. Island Park Swimming Pool**
 - i. Food: 22 items, 5 meet criteria (22.7%)
 - ii. Beverages: 11 items, 3 meet criteria (27.3%)
- e. Mickelson Field Arena**
 - i. Food: 19 items, 0 meet criteria (0%)
 - ii. Beverages: 10 items, 3 meet criteria (30%)
- f. North Swimming Pool**
 - i. Food: 23 items, 5 meet criteria (21.7%)
 - ii. Beverages: 11 items, 3 meet criteria (27.3%)
- g. Prairiewood Golf Course**
 - i. Food: 22 items, 0 meet criteria (0%)
 - ii. Beverages: 22 items, 7 meet criteria (31.8%)
- h. Southwest Swimming pool**
 - i. Food: 24 items, 6 meet criteria (25%)
 - ii. Beverages: 11 items, 3 meet criteria (27.3%)
- i. Tharaldson Baseball Park**
 - i. Food: 17 items, 0 meet criteria
 - ii. Beverages: 12 items, 3 meet criteria (25%)
- j. Southwest Youth Hockey Arena (Vending)**
 - i. Machine 1: (Far west side, Food Vending): 23 items, 0 meet criteria (0%)
 - ii. Machine 2: (Far west side, Combination Vending): 36 items, 13 meet criteria (36%)
 - iii. 4 Beverage Machines (2 west side, 2 east side): 38 items, 12 meet criteria (32%)

In addition to evaluating the healthfulness of the foods and beverages offered, the environment was also scanned to determine what products are best promoted through placement, price, merchandizing and promotional materials. Some items of note from this evaluation include:

Marketing Opportunities – A few sites did not have menu boards and some had menu boards that did not list all the items available for purchase, including the healthier options. A clear, visible menu board featuring all menu items, including call-outs for healthier options, helps customers to identify options that meet their needs.

Branding & Promotion – Many coolers, menu boards and canopies are sponsored and include the logo of companies, mainly sugar-sweetened beverages. The presence of this company name and logo builds brand loyalty amongst children towards these less healthful food options.

Product Placement – The placement of items has a significant impact on the likelihood that certain items will be purchased. Placing healthier beverages on the top shelves in a cooler and making healthier food options more visible or closer to the point of purchase increases the likelihood of their choosing.

Opportunity to Highlight Healthier Foods Through New Equipment – Many park locations lack the equipment to properly merchandize their menu options, particularly the healthy option. Concessions could more successfully encourage healthier options with the right tools.

SMART ITEMS IDENTIFIED AND TESTED

A variety of items were identified at Sam’s Club (current Fargo Park District vendor) that meet the Smart Snacking criteria including fresh fruit, freeze-dried fruit, fruit leather, fruit squeeze pouches, frozen fruit bars, single serving nut packets, granola bars, baked chips and squeeze yogurt. The full list of items is found in Appendix A that includes the item name, price, package size, and nutrition information.

TASTE TESTING

Taste testings of healthier items were conducted at 8 locations (all baseline locations except Courts Plus and Southwest Youth Hockey Arena). Four unique food and beverages items were sampled at each location. Patrons were asked to sample the item and using a colored token that corresponds with each item, place it in the bag with the emoji that corresponds to their acceptance of the item (😊 = Like, 😐 = So So, and 😞 = Dislike). See Appendix B for complete results.

In addition to the results gathered based on liking of food items, we also heard a number of comments and observations that are worth noting:

First, multiple parents made positive comments about offering healthier foods and beverages, particularly at the swimming pools. They indicated that they felt this was important to offer to kids and families, and that they would support healthier options if they were available.

Second, all the concessions staff had positive feedback about offering healthier options. They were very engaged in the taste testing process, and provided great feedback about the types of foods and beverages that are currently enjoyed by the patrons, and what types of products they think would be of interest to patrons.

Finally, throughout the eight taste testings, we had multiple repeat customers, some in a single day. There were several children who were swimming in the public pools in the afternoon and then attending a baseball/softball game in the evening (either playing themselves or observing a friend or family member). We feel these interactions further support the importance of increasing the healthfulness of menu options at Fargo Parks & Recreation facilities. It is very likely that children can procure multiple meals and snacks from these locations and providing healthier options supports the growth and development of healthier kids.

WORK TO BE COMPLETED

Based on the taste testing results, we have compiled a list of recommendations for park locations to support the sale of healthier food options. These recommendations are found in a separate report. Fargo Cass Public Health and the American Heart Association will continue to support the implementation of these recommendations by purchasing equipment to support the sale of healthier options, developing model diagrams for how to stock shelves and coolers to promote the healthier option, and to develop a policy that helps Fargo Parks sustain healthful environmental changes.

Appendix A: Smart Snacking* Approved Items – Sam’s Club

Food	Price	#	Package Size	Nutrition Info
Freeze-Dried Sliced Fruit	\$13.98	20	0.35 oz. (10 g.)	40 calories, 0 calories fat, 0 mg sodium, 5-7 g sugar
Stretch Island Fruit Strips	\$11.48	48	0.5 oz	45 calories, 0 calories fat, 0 mg sodium, 8 g sugar
GoGo Squeeze: Apple Apple (Organic)	\$9.98	20	3.2 oz., 90 g.	60 calories, 12 g sugar
GoGo Squeeze: 3 Varieties	\$10.98	24	90 g.	60 calories, 12 g sugar
GoGo Squeeze: Fruit & Veg, 2 varieties	\$9.98	16	90 g.	60 calories, 11 g sugar
Planters Single Serve Salted Cashews	\$11.48	24	1 oz., 28 g.	160 calories, 110 calories from fat, 2.5 g sat fat, 95 mg sodium, 2 g sugar
Planters Single Serve Salted Peanuts	\$7.48	48	1 oz., 28 g.	170 calories, 130 calories from fat, 2 g sat fat, 95 mg sodium, 1 g sugar
Fruit: Cuties, Oranges, Pink Lady Apples				
Outshine Fruit Bars (4 varieties)	\$9.98	24	14.7 oz., 435 mL	1: 70 calories, 17 g sugar 3: 60 calories, 15 g sugar
Kellogs Nutri Grain Bar (3 varieties)	\$11.98	48	37 g.	120 calories, 30 calories from fat, 0.5 g saturated, 125 mg sodium, 12 g sugar
Nature Valley Crunchy, Oats & Honey	\$9.78	49	42 g.	190 calories, 60 calories from fat, 1 g sat fat, 180 mg sodium, 11 g sugar
Nature Valley Fruit & Nut	\$12.79	48	35 g.	140 calories, 35 calories from fat, 65 mg sodium, 7 g sugar
Nutri Grains Bakery Delights	\$7.98	20	40 g.	160 calories, 50 calories from fat, 1.5 g sat fat, 105 mg sodium, 14 g sugar
Nature’s Bakery Fig Bar	\$7.88	24	28 g.	90 calories, 20 calories from fat, 35 mg sodium, 9 g sugar
Lays Oven Baked Chips (variety pack: 4 chips, 1 Cheetos)	\$12.44	30	1 1/8 oz.	Chips: 140 calories, 36 calories from fat, 0.5 g sat fat, 190-280 mg sodium, 3 g sugar Cheetos: 200 calories, 63 calories from fat, 1.5 g sat fat, 350 mg sodium, 2 g sugar
GoGurt (2 varieties)	\$6.98	32	2 oz.	50 calories, 5 calories from fat, 30 mg sodium, 8 g sugar
Bagel Bites Pizza Snack	\$10.98	72	Serv size: 4 bites (88 g)	210 calories, 50 calories from fat, 2.5 g sat fat, 410 mg sodium, 4 g sugar

*Smart Snack Guidelines, developed by USDA, provide nutrition standards to assure the healthfulness of snack foods offered in schools and community locations

Appendix B: Healthy Concessions Menu Taste Testing Results

Davies Pool

Date: Monday, July 24 – 1-2:30 p.m.

Food/Beverage	Number of Ratings			TOTAL
	😊	😐	😞	
Fruit and Nut Granola Bar	36 (82%)	6 (14%)	2 (4%)	44
Freeze Dried Fruit – Apple	35 (67%)	10 (19%)	7 (13.5%)	52
Lays Oven Baked Chips Original	40 (91%)	2 (4.5%)	2 (4.5%)	44
Bagel Bites – Cheese & Pepperoni	67 (97%)	2 (3%)	0 (0%)	69
Sparkling ICE Lemonade	24 (86%)	2 (7%)	2 (7%)	28
Propel Watermelon	32 (80%)	5 (12.5%)	3 (7.5%)	40
Aspire – Orange	30 (79%)	5 (13%)	3 (8%)	38
G2 – Glacier Freeze	30 (79%)	7 (18%)	1 (3%)	38

Southwest Pool

Date: Monday, July 24 – 3-4:30 p.m.

Food/Beverage	Number of Ratings			TOTAL
	😊	😐	😞	
Fruit & Nut Granola Bar	20 (71%)	7 (25%)	1 (4%)	28
Stretch Island Fruit Leather – Grape	24 (60%)	11 (30%)	5 (10%)	40
Lays Oven Baked Chips Original	25 (74%)	7 (21%)	2 (5%)	34
Bagel Bites – Cheese & Pepperoni	33 (92%)	2 (6%)	1 (2%)	36
Sparkling ICE Lemonade	17 (59%)	10 (34%)	2 (7%)	29
Propel Watermelon	23 (77%)	4 (13%)	3 (10%)	30
Aspire Orange	24 (60%)	11 (30%)	5 (10%)	40
G2 – Glacier Freeze	30 (83%)	5 (14%)	1 (3%)	36

Tharaldson Baseball Park

Date: Monday, July 24 – 6-7:30 p.m.

Food/Beverage	Number of Ratings			TOTAL
	😊	😐	😞	
Fruit & Nut Granola Bar	13 (46.5%)	13 (46.5%)	2 (7%)	28
Stretch Island Fruit Leather – Raspberry	22 (69%)	6 (19%)	4 (12%)	32
Lays Oven Baked Chips – Barbeque	23 (88.5%)	3 (11.5%)	0 (0%)	26
Bagel Bites – Cheese & Pepperoni	16 (73%)	5 (23%)	1 (4%)	22
Propel Kiwi Strawberry	18 (72%)	6 (24%)	1 (4%)	25
G2 – Grape	17 (77%)	3 (14%)	2 (9%)	22
Sparkling ICE – Peach Lemonade	13 (52%)	10 (40%)	2 (8%)	25
Powerade ZERO – Blue	19 (90%)	2 (10%)	0 (0%)	21

El Zagal Golf Course

Date: Wednesday, July 26 – 8-10 a.m.

Food/Beverage	Number of Ratings			TOTAL
	😊	😐	😞	
Fruit & Nut Granola Bar	11 (100%)	0 (0%)	0 (0%)	11
Lays Oven Baked Chips – Cheddar & Sour Cream	9 (90%)	0 (0%)	1 (10%)	10
Stretch Island Fruit Leather – Summer Strawberry	5 (56%)	2 (22%)	2 (22%)	9
Cashews	9 (90%)	1 (10%)	0 (0%)	10
Propel – Berry	7 (88%)	1 (12%)	0 (0%)	8
Sparkling ICE Strawberry Lemonade	6 (67%)	0 (0%)	3 (23%)	9
Aspire Storm Grape	5 (56%)	3 (33%)	1 (11%)	9
G2 – Grape	8 (67%)	2 (16.5%)	2 (16.5%)	12

Island Park Pool

Date: Wednesday, July 26 – 1:30-3 p.m.

Food/Beverage	Number of Ratings			TOTAL
	😊	😐	😞	
Fruit & Nut Granola Bar	25 (60%)	11 (26%)	6 (14%)	42
Cheetos Oven Baked Cheese	48 (87%)	3 (6%)	4 (7%)	55
Freeze Dried Sliced Fruit – Tropical	24 (56%)	13 (30%)	6 (14%)	43
Stretch Island Fruit Leather – Apple	25 (60%)	16 (38%)	1 (2%)	42
Propel Berry	34 (83%)	4 (10%)	3 (7%)	41
Sparkling ICE Strawberry Lemonade	43 (86%)	5 (10%)	2 (4%)	50
Aspire Storm Grape	22 (46%)	22 (46%)	4 (8%)	48
G2 – Grape	28 (67%)	11 (26%)	3 (7%)	42

North Pool

Date: Wednesday, July 26 – 3:30-5 p.m.

Food/Beverage	Number of Ratings			TOTAL
	😊	😐	😞	
Fruit & Nut Granola Bar	43 (78%)	7 (13%)	5 (9%)	55
Lays Oven Baked Chips Sour Cream & Onion	50 (88%)	6 (10%)	1 (2%)	57
Freeze Dried Fruit - Bananas and Strawberry	27 (59%)	8 (17%)	11 (24%)	46
Stretch Island Fruit Leather – Orchard Cherry	42 (84%)	3 (6%)	5 (10%)	50
Propel Watermelon	41 (76%)	7 (13%)	6 (11%)	54
Sparkling ICE Peach Lemonade	44 (72%)	11 (18%)	6 (10%)	61
G2 – Glacier	47 (78%)	13 (22%)	0 (0%)	60
Propel Berry	46 (77%)	11 (18%)	3 (5%)	60

Prairiewood Golf Course

Date: Friday, July 28 – 9:30-11 a.m.

Food/Beverage	Number of Ratings			TOTAL
	😊	😐	😞	
Fruit & Nut Granola Bar	14 (78%)	4 (22%)	0 (0%)	18
Lays Oven Baked Chips – Barbeque	13 (72%)	4 (22%)	1 (6%)	18
Stretch Island Fruit Leather – Apricot	14 (74%)	2 (10.5%)	3 (15.5%)	19
Cashews	17 (89%)	2 (11%)	0 (0%)	19
G2 Grape	16 (89%)	2 (11%)	0 (0%)	18
Powerade ZERO Blue	13 (76%)	2 (12%)	2 (12%)	17
ICE Lemonade	12 (71%)	3 (18%)	2 (11%)	17
Propel Kiwi Strawberry	12 (67%)	4 (22%)	2 (11%)	18

Mickelson Baseball Park

Date: Wednesday, August 2 – 4:30-6 p.m.

Food/Beverage	Number of Ratings			TOTAL
	😊	😐	😞	
Fruit & Nut Granola Bar	14 (56%)	8 (32%)	3 (12%)	25
Stretch Island Fruit Leather – Raspberry	24 (92%)	2 (8%)	0 (0%)	26
Lays Oven Baked Chips – Original	10 (40%)	8 (32%)	7 (28%)	25
Freeze Dried Fruit – Fuji Apple	13 (43%)	11 (37%)	6 (20%)	30
ICE Sparkling Strawberry Lemonade	21 (84%)	4 (16%)	0 (0%)	25
Propel – Berry	21 (81%)	4 (15%)	1 (4%)	26
Aspire Storm Grape	12 (50%)	10 (42%)	2 (8%)	24
Powerade ZERO – Mixed Berry	21 (88%)	2 (8%)	1 (4%)	24