

INTRODUCTION

Food and recreation industries can provide an environment that supports healthy eating and active living. Food industry members include grocers, restaurants, and farmers' markets; recreation industry members include for-profit sports and fitness centers, municipal recreation programs and sports retailers. The imbalance between what we eat and what we do calls for leadership in addressing the challenges of an environment in which meals are eaten outside the home at greater and greater frequency and physical activity is at an all time low.

TOP PRIORITIES AND RECOMMENDED INTERVENTIONS

The food and recreation industries can have the greatest impact on the health of NH residents by implementing the recommended interventions listed on page 40. Highest priority is given to the following:

Goal 1

Engage the food and recreation industries in adopting and promoting HEAL interventions.

Objective 1

Educate industry members about HEAL recommendations.

Objective 2

Provide food retailers, sport and fitness facilities, and municipal recreation programs with tools to adopt HEAL initiatives.

Objective 3

Recruit and recognize food and recreation industry members that implement HEAL recommendations as HEAL partners.

Goal 2

Encourage food and recreation industries to promote opportunities for individuals and families to be healthy

Objective 1

Encourage restaurants to adopt HEAL concepts, including offering readily identifiable healthy choices, smaller portions, more fruits, vegetables and whole grains; promoting physical activity through menus, place mats, table tents, advertising, websites, and walking beeper programs.

Objective 2

Encourage food retailers to adopt HEAL concepts, including improved placement of healthy snacks and promotion of physical activity.

Objective 3

Encourage establishments that offer fee-based physical activity (gyms, dance studios, martial arts programs, etc.) to adopt HEAL concepts including offering informal physical activity outside the facility, offering sliding fee structures, collaborating with existing physical activity programs such as Walk NH and Leave No Child Inside, and promoting exercise groups.

A complete list of recommended interventions and useful resources follows.

Goals	Recommended Interventions		
	Policy	Practice	Communication
Provide the food and recreation industries with tools and incentives to support HEAL.		<p>Develop toolkit for food retailers and recreation industry that ensures that healthy eating options are available and that recreation programs support HEAL (see example activities for toolkit).</p> <p>Implement toolkit at community level.</p> <p>Provide coordinator at community level to promote toolkit implementation.</p>	<p>Support implementation of toolkits with HEAL logo/campaign.</p> <p>Provide a consistent, long-term message that communicates HEAL focus on healthy eating and active living for health (as opposed to weight loss).</p> <p>Implement healthy eating campaign to encourage production (by individuals and farmers) and consumption of New Hampshire grown food. Promote HEAL food industry members selling locally grown food.</p> <p>Collaborate with Leave No Child Inside (LNCI) to implement active living campaign to promote use of existing and new parks and recreation resources for active living.</p>
Encourage food and recreation industries to promote opportunities for individuals and families to be healthy.	<p>Fund community recreation programs through state agencies such as the New Hampshire Department of Resources and Economic Development.</p> <p>Adequately fund New Hampshire Land and Community Heritage Investment Program (LCHIP) with the goal of protecting existing farmland and encouraging recreational land use.</p>	<p>Partner with outdoor organizations, fitness and sport facilities (e.g. dance and martial arts studios), sports retailers, restaurants and grocers to:</p> <p>Support local recreation programs;</p> <p>Provide low-income families with access to equipment;</p> <p>Establish community-level programs (e.g. walking groups) using existing resources (facilities, streets, walking trails, YMCA) to promote active living;</p> <p>Offer incentives for 'never-exercisers';</p> <p>Establish farm to small store/ food bank/institution/school programs; and</p> <p>Encourage farmers to offer gleaning programs.</p>	

HELPFUL TOOLS AND RESOURCES TARGETED TO FOOD & RECREATION INDUSTRIES

Farmers' Market Nutrition Program (FMNP), associated with the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), provides supplemental foods, health care referrals and nutrition education at no cost to low-income pregnant, breastfeeding and non-breastfeeding post-partum women, and to infants and children up to five years of age who are found to be at nutritional risk. www.fns.usda.gov/wic/FMNP/FMNPfaqs.htm

The New Hampshire Farm to Restaurant Connection links New Hampshire farms and food businesses with New Hampshire restaurants. www.nhfarmtorestaurant.com

The NH Farm to School (NH FTS) Program connects NH farms and schools by integrating agricultural production, school food procurement and school curriculum. www.nhfarmtoschool.org

New Hampshire Grocers Association is the statewide trade association representing the entire food distribution system with programs and services to supermarkets, convenience stores and neighborhood stores owned by independents and chains; and their suppliers of products or services. www.grocers.org

The New Hampshire Recreation and Park Association (NHRPA) promotes and advocates for the development and administration of recreation and park services. www.nhrpa.com

The New Hampshire Lodging & Restaurant Association is a statewide coalition of hospitality businesses. www.nhlra.com

University of NH Cooperative Extension provides information to help people of all ages eat healthfully without breaking the bank. www.extension.unh.edu/FoodNutr/FoodNutr.htm

UNH Office of Sustainability supports teaching, campus operations, research, and engagement efforts that support sustainable community-based food systems. www.sustainableunh.unh.edu/fas/index.html

YMCAs offer fitness facilities and services in communities throughout NH. A directory of YMCAs in NH is available at www.ymca.addresses.com/yp-states/NH/a.html

The Environmental Nutrition and Activity Community Tool (ENACT) presents useful information based on current research and practice and includes model policies and programs, hands-on tools, articles and other publications, and resources. www.preventioninstitute.org/sa/enact/members/index.php

5-2-1-0 Healthy NH is a statewide public education campaign to bring awareness to the daily guidelines for nutrition and physical activity. www.healthynh.com

NH Department of Agriculture, Markets and Food offers connections to farms and farm organizations, as well as specific marketing programs. www.agriculture.nh.gov

Work Group Members

Kim Dorval

Nutrition In Motion, LLC

Kathleen Grace-Bishop

Health Services, UNH

Gail McWilliam Jellie

NH Department of Agriculture,
Markets & Food

Donna Kuethe

Town of Moultonborough

Martha McLeod

North Country Health Consortium

Brenda Pfahnl

Hilary Warner

Nutrition Works! LLC

Toolkit Content Ideas

Toolkit for Restaurants

- Provide nutrition content labeling
- Reduce portion size
- Serve salad dressing on the side
- Increase numbers of fruits and vegetables on menus
- Include vegetables on children's menus
- Increase number of local products offered
- Offer microdesserts
- Partner with outside entities (e.g., Weight Watchers and Applebees partnership)
- Explore incentives that link for-profit fitness centers and restaurants/grocers offering healthy foods
- Institute "feel free to share entrees" policy
- Encourage walking while waiting for a table
- Institute "take this buzzer for a walk" program

Toolkit for Fitness Centers

- Link with Walk NH (walk NH on a treadmill)
- Provide opportunities for people of all ages
- Display point-of-decision prompts
- Offer boot camps (i.e., utilizing nature as opposed to gym equipment to get a workout)
- Promote fun play as fitness/encourage activity outside of gym
- Promote healthy eating by changing vending machine content
- Promote/increase use of personal training services
- Promote exercise groups to increase social supports for physical activity
- Partner with outside entities (e.g., Weight Watchers and Applebees)
- Explore incentives that link fitness centers and restaurants/grocers offering healthy foods
- Support local recreation programs
- Increase access to low-income families through discounts
- Increase access by providing child care
- Provide low-income families with access to equipment

Toolkit for Recreation Programs

- Provide training for families on individualized sports that can be done at home
- Offer boot camps (i.e., utilizing nature as opposed to gym equipment to get a workout)
- Promote fun play as fitness
- Promote healthy eating by changing vending machine and concession stand content
- Use local heroes to promote physical activity

Toolkit for Supermarkets

- Change placement of candy and sugar cereals (possibly make WIC vendor status contingent on this)
- Provide more healthy snacks at kid level
- Partner with outside entities (e.g., Weight Watchers and Applebees)
- Explore incentives that link fitness centers and restaurants/grocers offering healthy foods
- Print slogans on grocery bags
- Provide healthier free samples