



**Town of Aurora
Information Report**

No. PRCS17-023

Subject: Healthy Kids Community Challenge: Healthy Food Options in
Community Recreation Centres

Prepared by: John Firman, Manager of Business Support

Department: Parks, Recreation and Cultural Services

Date: July 4, 2017

In accordance with the Procedure By-law, any Member of Council may request that this Information Report be placed on an upcoming General Committee or Council meeting agenda for discussion.

Executive Summary

As part of the Healthy Kids Community Challenge (HKCC) Parks, Recreation and Cultural Services (PRCS) will be conducting a pilot program from August 1 – October 31, 2017 in which a healthy options menu of approximately five healthy food items will be made available at the concessions at the Stronach Aurora Recreation Complex (SARC), Aurora Family Leisure Complex (AFLC) and the Aurora Community Centre (ACC).

In addition, during the month of September only, all beverages containing added sugar (ie: pop and sports drinks) will be removed from the vending machines at the SARC.

During this time frame residents will be encouraged to complete an online (or in-person) survey to provide their feedback on the issue of food and beverage choices at the community recreation centres. The data collected will be provided to council as part of the report being brought forward in December of 2017, seeking council direction for the upcoming RFP for a new vending and concessions contract.

Background

HKCC program

The HKCC is a province wide initiative, working in 45 communities in Ontario, with the Aurora HKCC program being managed by the Windfall Ecology Centre in partnership with the Town of Aurora. The HKCC is a three, potentially four-year program, launched in 2014 by the Ministry of Health and Long-Term Care (MOHLTC). The three areas of focus for the HKCC are:

- Physical Activity
- Nutrition
- Healthy Behaviours

The HKCC recognizes that healthy kids live in healthy families, schools and communities, and is working with local business, public facilities and schools to encourage a community approach. The current HKCC theme is "Choose to Boost Veggies and Fruit".

Town's vending and concession contract

PRCS has currently contracted with a third party to provide all vending and concession services within Town facilities, including the SARC, AFLC, ACC, Town Hall, Aurora Public Library, and the Joint Operations Centre. This contract expires April 30, 2018 and an RFP process will be required to enter into a new agreement, in accordance with the Purchasing By-Law.

Community feedback

In recent months staff and Council have heard from various individuals and community organizations regarding food and beverage options available at Town facilities. While various opinions have been expressed, no process has been undertaken to document and assess this input.

At the Council meeting of November 8, 2016, Ron Weese, representing Activate Aurora presented to Council on behalf of Activate Aurora's collaboration with the Healthy Kids Community Challenge. Included in this presentation was a request to eliminate sugary drinks from Town vending machines and promote healthy choices in all Town-owned facilities.

Analysis

Healthy Boost Menu pilot program

In August, PRCS in partnership with the HKCC will launch the Healthy Boost Menu pilot program. Five – six healthy food options (ie: veggies & dip, fruit smoothies, hummus & pita) will be available for purchase at the SARC, AFLC and ACC concessions.

In order to promote awareness and encourage the purchase of these healthy options the Town will distribute various vouchers (ie: 1 free item, discounted items, 2-for-1 items) to the community.

In addition, during the month of September, all beverages with sugar added (pop and sports drinks) will be removed from the vending machines at the SARC only. Due to the costs associated with this aspect of the pilot, it is only being conducted for one month, in one location. In addition to the existing sugar-free options of water, 100% fruit juice, and diet pop, the vending service provider will be adding additional sugar-free options such as Aloe and milk.

Data collection

During the pilot program, PRCS supported by Communications will be conducting a survey to collect public feedback regarding what types of product they do or do not wish to see available at the concessions and in the vending machines.

All promotional material for the program shall drive people to the Town's website where they will find information on the program and a link to the survey. On select dates and locations, staff will be on-site to conduct in-person surveys at the SARC, AFLC and/or ACC.

The feedback collected will be included in a report to Council (anticipated in December, 2017) seeking Council direction and approval for the RFP process for the new vending and concession agreement.

Survey results shall also be provided to the Windfall Ecology Centre for inclusion in the HKCC program reporting.

Vending and Concessions contract

The current vending and concessions contract was awarded for five years in 2008, with a five year renewal option exercised in 2013. The contract expires April 30, 2018. In December of 2017 staff will bring forward a report to Council seeking approval to initiate the RFP process to enter into a new contract following expiry of the existing contract.

In order to help inform council, staff will provide an analysis of the data collected through the survey process included in this program in the December report.

Advisory Committee Review

None

Financial Implications

This program is funded by the MOHLTC, through the Windfall Ecology Centre.

Communications Considerations

Town of Aurora Corporate Communications will assist in promoting the pilot program through the use of social media, media release, website, NoticeBoard, digital signs, posters, postcards, large pull-up banner and the creation of a video promoting the pilot program.

In addition to the above mentioned marketing and communication channels, the Town will host a photo opportunity and press conference at one of the facilities to promote the pilot program and, hopefully, increase awareness and media coverage.

Link to Strategic Plan

Supporting an exceptional quality of life for all by encouraging an active and healthy lifestyle.

Alternative(s) to the Recommendation

None

Conclusions

For information.

Attachments

None

Previous Reports

None

Pre-submission Review

Agenda Management Team review on June 15, 2017

Departmental Approval



Al Downey
Director
Parks, Recreation and Cultural Services

Approved for Agenda



Doug Nadorozny
Chief Administrative Officer