

Alberta Nutrition Report Card  
Webinar 1: What Role Do Municipalities Play in Supporting  
Healthy Food Choices

November 7, 2018



**RMA**  
RURAL MUNICIPALITIES  
of ALBERTA



# Alberta Nutrition Report Card Webinar Series – Part 1

## *What Role Do Municipalities Play in Supporting Healthy Food Choices*

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# Background

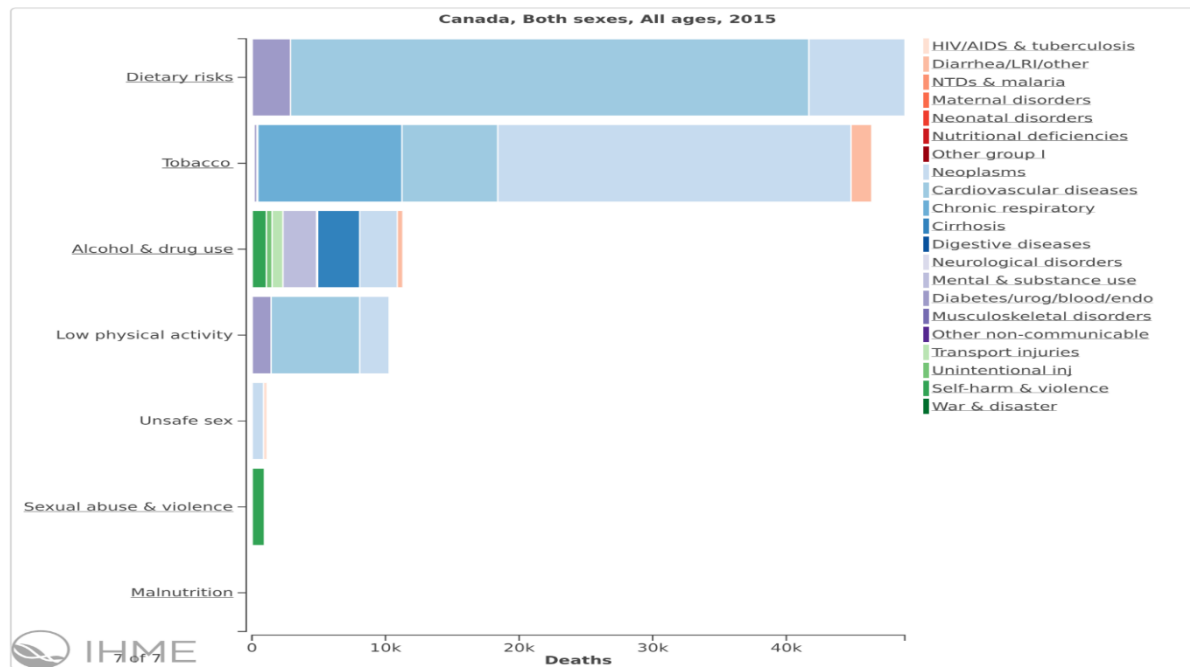
- 26% of Alberta's youth are obese or overweight
- Obesity is associated with chronic diseases
- Health care costs are continually high
- Prevention needs more emphasis
- Current policy may act as a barrier/facilitator toward healthy eating

# Healthy Eating

- Healthy eating prevents chronic disease
- Eating trends in youth transition to adulthood
- More than an individual choice
- Influenced by our environments



# Global Burden of Disease Study 2015: Canada, behavioural risks, deaths



# Food Environments in Canada



[www.hc-sc.gc.ca/fn-an/nutrition/pol/index-eng.php](http://www.hc-sc.gc.ca/fn-an/nutrition/pol/index-eng.php)

- Food environments shape the availability, affordability, and social acceptability of food and nutrition “choices”
  - association between food environments and diet-related outcomes

# What is the Nutrition Report Card?

- Based on *benchmarks* for food environments
- Five environments: *physical, communication, economic, social & political*
- Three settings: *schools, childcare & community settings*





**Assesses** Alberta's current food environment & nutrition policies

Aim is to increase **awareness**, focus on health promotion & obesity prevention

Serves as a **tool** to identify areas that require action



## MICRO-ENVIRONMENTS



### Physical

The physical environment refers to what is available in a variety of food outlets<sup>13</sup> including restaurants, supermarkets,<sup>19</sup> schools,<sup>20</sup> worksites,<sup>21</sup> as well as community, sports and arts venues.<sup>22,23</sup>



### Communication

The communication environment refers to food-related messages that may influence children's eating behaviours. This environment includes food marketing,<sup>24,25</sup> as well as the availability of point-of-purchase information in food retail settings, such as nutrition labels and nutrition education.



### Economic

The economic environment refers to financial influences, such as manufacturing, distribution and retailing, which primarily relates to cost of food<sup>13</sup> Costs are often determined by market forces, however public health interventions such as monetary incentives and disincentives in the form of taxes, pricing policies and subsidies,<sup>26</sup> financial support for health promotion programs,<sup>25</sup> and healthy food purchasing policies and practices through sponsorship<sup>27</sup> can affect food choices.<sup>13</sup>



### Social

The social environment refers to the attitudes, beliefs and values of a community or society.<sup>13</sup> It also refers to the culture, ethos, or climate of a setting. This environment includes the health promoting behaviours of role models,<sup>13</sup> values placed on nutrition in an organization or by individuals, and the relationships between members of a shared setting (e.g. equal treatment, social responsibility).

## MACRO-ENVIRONMENTS



### Political

The political environment refers to a broader context, which can provide supportive infrastructure for policies and actions within micro-environments.<sup>1,25</sup>

Conceptual framework, adapted from Brennan and colleagues (2011).



# Nutrition Report Card Structure

## Environments

Four types of micro-environments (physical, communication, economic, social) and the political macro-environment.

*Example: Physical Environment*

## Categories

Indicators are grouped into broader descriptive categories within each type of environment.

*Example: Food Availability Within Settings*

## Indicators

Specific domains within each category in which actions and policies will be assessed.

*Example: High availability of healthy food*

## Benchmarks

Benchmarks of strong policies and actions are provided for each indicator.

*Example: Approximately  $\frac{3}{4}$  of foods available in schools are healthy*



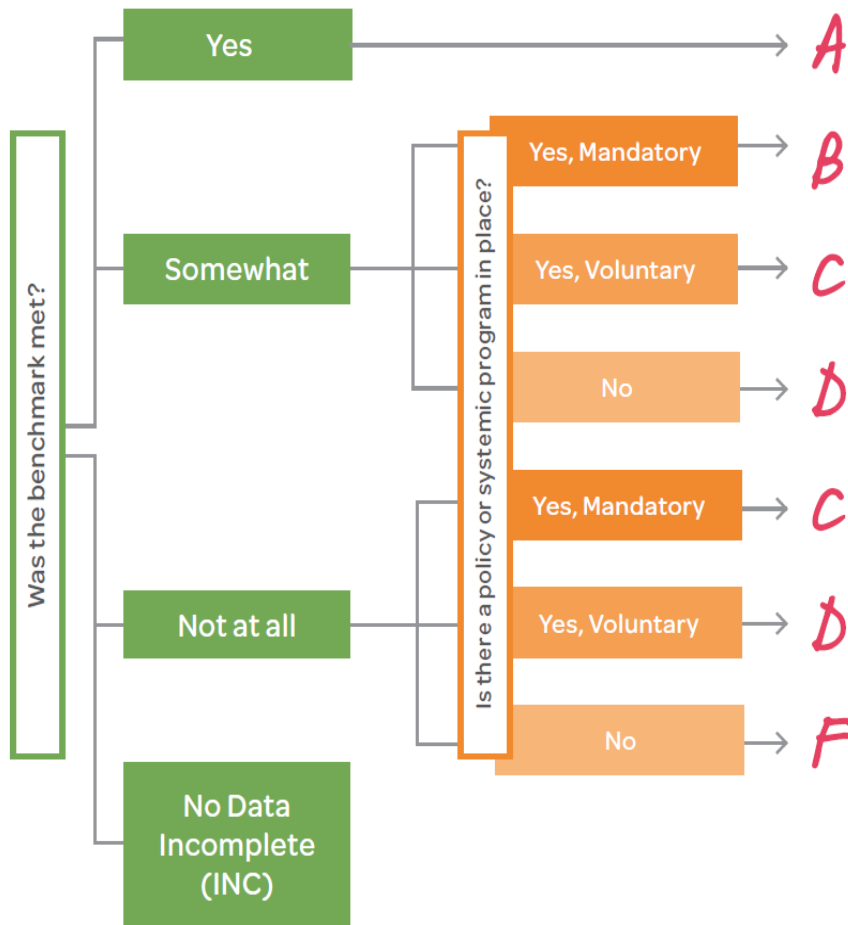


# UNIVERSITY OF ALBERTA SCHOOL OF PUBLIC HEALTH

Indicators	Benchmark
1 High availability of healthy food in school settings	Approximately ¾ of foods available in schools are healthy.
2 High availability of healthy food in childcare settings	Approximately ¾ of foods available in childcare settings are healthy.
3 High availability of healthy food in community settings: Recreation Facilities	Approximately ¾ of foods available in recreation facilities are healthy.
4 High availability of food stores and restaurants selling primarily healthy foods	The modified retail food environment index across all census areas is $\geq 10$ .
5 Limited availability of food stores and restaurants selling primarily unhealthy foods	Traditional convenience stores (i.e. not including healthy corner stores) and fast food outlets not present within 500 m of schools.
6 Foods contain healthful ingredients	$\geq 75\%$ of children's cereals available for sale are 100% whole grain and contain $< 13\text{g}$ of sugar per 50g serving.
7 Menu labelling is present	A simple and consistent system of menu labelling is mandated in restaurants with $\geq 20$ locations.
8 Shelf labelling is present	Grocery chains with $\geq 20$ locations provide logos/symbols on store shelves to identify healthy foods.
9 Product labelling is present	A simple, evidence-based, government-sanctioned Front-of-Package food labelling system is mandated for all packaged foods.
10 Product labelling is regulated	Strict government regulation of industry-devised logos/branding denoting 'healthy' foods.
11 Government-sanctioned public health campaigns encourage children to consume healthy foods	Child-directed social marketing campaigns for healthy foods.
12 Restrictions on marketing unhealthy foods to children	All forms of marketing unhealthy foods to children are prohibited.
13 Nutrition education provided to children in schools	Nutrition is a required component of the curriculum at all school grade levels.
14 Food skills education provided to children in schools	Food skills are a required component of the curriculum at the junior high level.
15 Nutrition education and training provided to teachers	Nutrition education and training is a requirement for teachers.
16 Nutrition education and training provided to childcare workers	Nutrition education and training is a requirement for childcare workers.

Indicators	Benchmark
17 Lower prices for healthy foods	Basic groceries are exempt from point-of-sale taxes.
18 Higher prices for unhealthy foods	A minimum excise tax of \$0.05/100 mL is applied to sugar-sweetened beverages sold in any form.
19 Affordable prices for healthy foods in rural, remote, and northern areas	Subsidies to improve access to healthy food in rural, remote, or northern communities to enhance affordability for local consumers.
20 Incentives exist for industry production and sales of healthy foods	The proportion of corporate revenues earned via sales is taxed relative to its health profile (e.g. healthy food is taxed at a lower rate and unhealthy food is taxed at a higher rate).
21 Reduce household food insecurity	Reduce the proportion of children living in food insecure households by 15% over three years.
22 Reduce households with children who rely on charity for food	Reduce the proportion of households with children that access food banks by 15% over three years.
23 Nutritious Food Basket is affordable	Social assistance rate and minimum wage provide sufficient funds to purchase the contents of a Nutritious Food Basket.
24 Subsidized fruit and vegetable subscription program in schools	Children in elementary school receive a free or subsidized fruit or vegetable each day.
25 Weight bias is avoided	Weight bias is explicitly addressed in schools and childcare.
26 Corporations have strong nutrition-related commitments and actions	Most corporations in the Access to Nutrition Index with Canadian operations achieve a score of $\geq 5.0$ out of 10.0.
27 Breastfeeding is supported in public buildings	All public buildings are required to permit and promote breastfeeding.
28 Breastfeeding is supported in hospitals	All hospitals with labour and delivery units, pediatric hospitals, and public health centres have achieved WHO Baby-Friendly designation or equivalent standards.
29 Healthy living and obesity prevention strategy/action plan exists and includes eating behaviours and body weight targets.	A comprehensive, evidence-based childhood healthy living and obesity prevention/action plan and population targets for eating behaviours and body weights exist and are endorsed by government.
30 Health-in-All policies	Health Impact Assessments are conducted in all government departments on policies with potential to impact child health.
31 Childhood health promotion activities adequately funded	At least 1% of the Alberta provincial health budget is dedicated to implementation of the government's healthy living and obesity prevention strategy/action plan, with a significant portion focused on children.
32 Compliance monitoring of policies and actions to improve children's eating behaviours and body weights	Mechanisms are in place to monitor adherence to mandated nutrition policies.
33 Children's eating behaviours and body weights are regularly assessed.	Ongoing population-level surveillance of children's eating behaviours and body weights exists.
34 Resources are available	A website and other resources exist to support programs and initiatives of the childhood healthy living and obesity prevention strategy/action plan.
35 Food rating system and dietary guidelines for foods served to children exists	There is an evidence-based food rating system and dietary guidelines for foods served to children, and tools to support their application.
36 Support to assist the public and private sectors to comply with nutrition policies	Support (delivered by qualified personnel) is available free of charge to assist the public and private sectors to comply with nutrition policies.

# Grading



For grades A to F, consider whether the policies, programs, or actions address high risk groups such as Aboriginal, minority, and low socioeconomic status groups.

If yes, add: "+"

A "-" can be assigned based upon judgment by the Expert Working Group in cases, for example, when supports and/or monitoring systems existed, but were discontinued in recent years.



# Alberta's 2018 Nutrition Report Card Highlights



What overall grade did Alberta receive on the 2018 Nutrition Report Card?

**C**

Following this year's rigorous grading process, Alberta received an overall score of 'C'.

**2017 - C**

**2016 - D**

**2015 - C**



# Municipalities Protect and Promote Children and Youth's Health By Supporting Healthy Food Environments

## SCHOOLS

Support local school boards/districts to:

- R** Implement the Alberta Nutrition Guidelines for Children + Youth for all foods/beverages served in school.
- R** Make Food Prep skills mandatory for junior high students
- R** Monitor healthy eating policy adherence

Healthy foods = Foods that support health, emphasized in Canada's Food Guide, such as fruits & vegetables, whole grains, quality protein foods, and foods low in salt, sugar and saturated fats.

## CONVENIENCE STORE

**R** Establish "healthy zones" around schools by limiting the number of unhealthy food vendors in close proximity.

## RECREATION CENTRES

- R** Mandate changes to improve healthfulness of available food using the Alberta Nutrition Guidelines for Children + Youth to inform food policy (e.g. vending contracts)
- R** Allow use of facilities to prep food for school nutrition programs when school infrastructure is lacking.

## TRANSPORTATION

**R** Subsidize transport of healthy foods to rural/remote/Northern Communities

## TAX UNHEALTHY FOOD

- R** Ask the Federal government to implement a sugar-sweetened beverage tax.

## GROCERY

**R** Use municipal zoning to improve proportion of healthy (e.g. grocery stores) to unhealthy (e.g. fast food restaurants) food vendors.

## PUBLIC BUILDINGS

**R** Use the Assessment Checklist\* to see how supportive your building is towards breastfeeding  
\*see Indicator 27 in the full NRC report for the checklist

## HOSPITALS

**R** Continue to foster a supportive environment for breastfeeding using WHO's 10 Steps to Successful Breastfeeding\*  
\*see Breastfeeding Support in the full NRC report

**R** Recommended opportunities for action

Healthy Zone! 500 Meters

Based on Alberta's 2016 Nutrition Report Card on Food Environments for Children and Youth (NRC). The full and summary report are available online at [alberta.ca/nrc](http://alberta.ca/nrc)





## PHYSICAL ENVIRONMENT

This environment refers to the types of foods and beverages available in different outlets such as restaurants, supermarkets, schools, worksites, and community, sports, and arts venues.

OVERALL GRADE

# D

CATEGORY	GRADE
Food Availability Within Settings	C
Neighbourhood Availability of Restaurants and Food Stores	D



**INDICATOR****1**

## High Availability Of Healthy Food In School Settings

**Benchmark: Approximately 3/4 of foods available in schools are healthy.\***

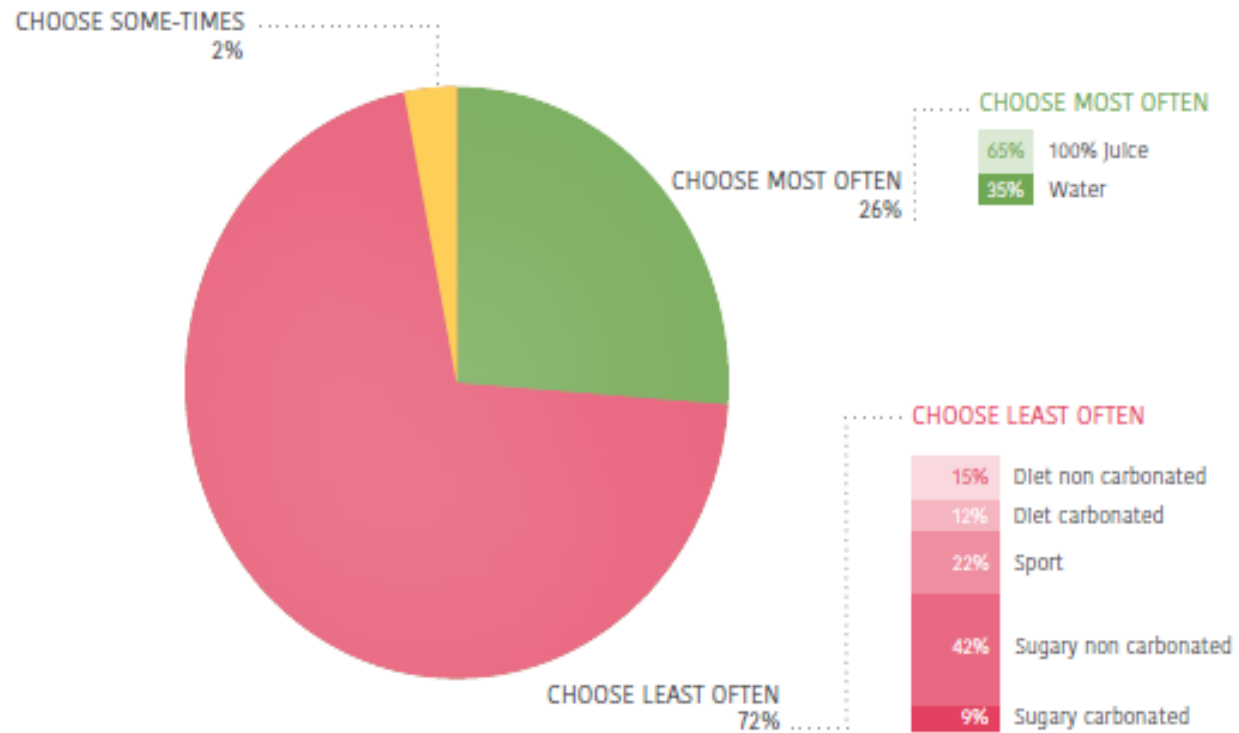
**\*Healthy foods = 75% of food offered meets the 'Choose Most Often' and 'Choose Sometimes' categories according to the Alberta Nutrition Guidelines for Children and Youth (ANGCY).**

Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
<b>Somewhat</b>	<b>Yes</b>	<b>Mandatory</b> (only for schools in the Alberta School Nutrition Program)	<b>C+</b>





**FIGURE 2.** Proportion of Beverages by the ANGCY in School Vending Machines (Godin et al., 2018)



## SCHOOLS

Support local school boards/districts to:

- R Implement the Alberta Nutrition Guidelines for Children + Youth for all foods/beverages served in school.
- R Make Food Prep skills mandatory for junior high students
- R Monitor healthy eating policy adherence



INDICATOR

3

## HIGH AVAILABILITY OF HEALTHY FOOD IN COMMUNITY SETTINGS: RECREATION FACILITIES

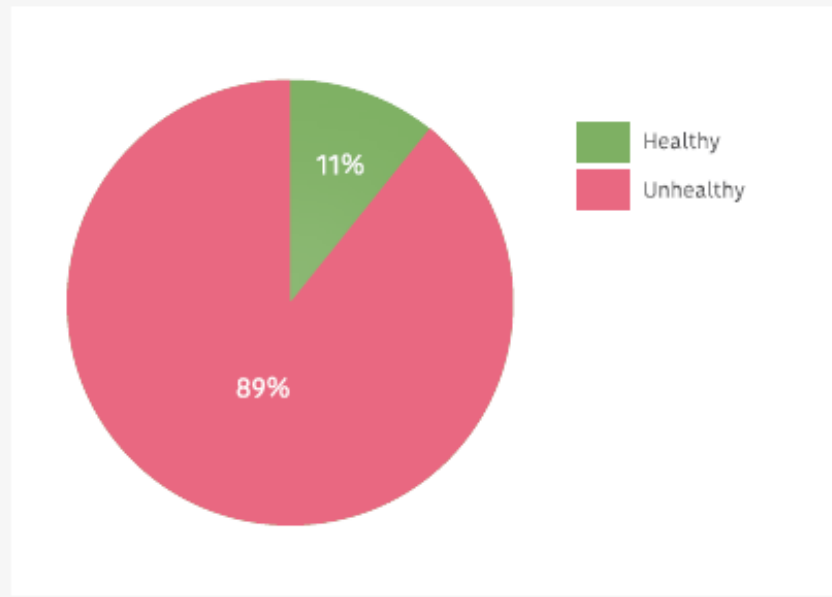
**Benchmark: Approximately 3/4 of foods available in recreation facilities are healthy.\***

**\*Healthy foods = 75% of food offered meets the 'Choose Most Often' and 'Choose Sometimes' categories according to the Alberta Nutrition Guidelines for Children and Youth (ANGCY).**

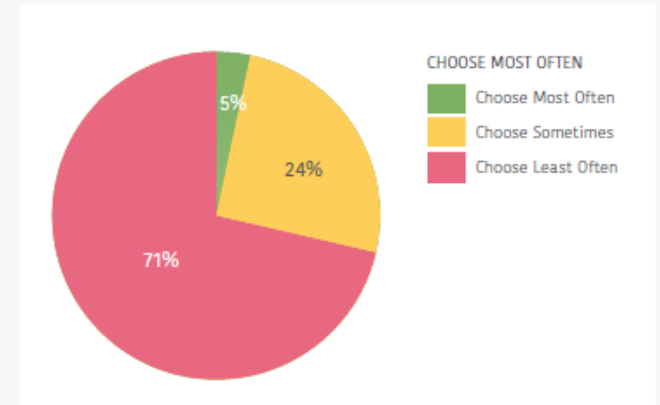
Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
No	Yes	Voluntary	D



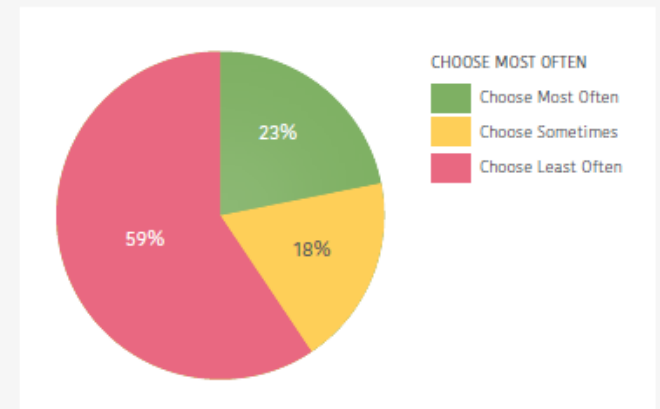
**FIGURE 3. Healthfulness of Entrées and Main Dish Salads (n=227 foods in 8 facilities)**



**FIGURE 5. Vending Machine Snacks Ranked by the ANGCY (n=465)**



**FIGURE 6. Manufacturer-Packaged Beverages Sold at Concessions (n=247)**



## • • RECREATION CENTRES

- R** Mandate changes to improve healthfulness of available food using the Alberta Nutrition Guidelines for Children + Youth to inform food policy (e.g. vending contracts)
- R** Allow use of facilities to prep food for school nutrition programs when school infrastructure is lacking.



INDICATOR

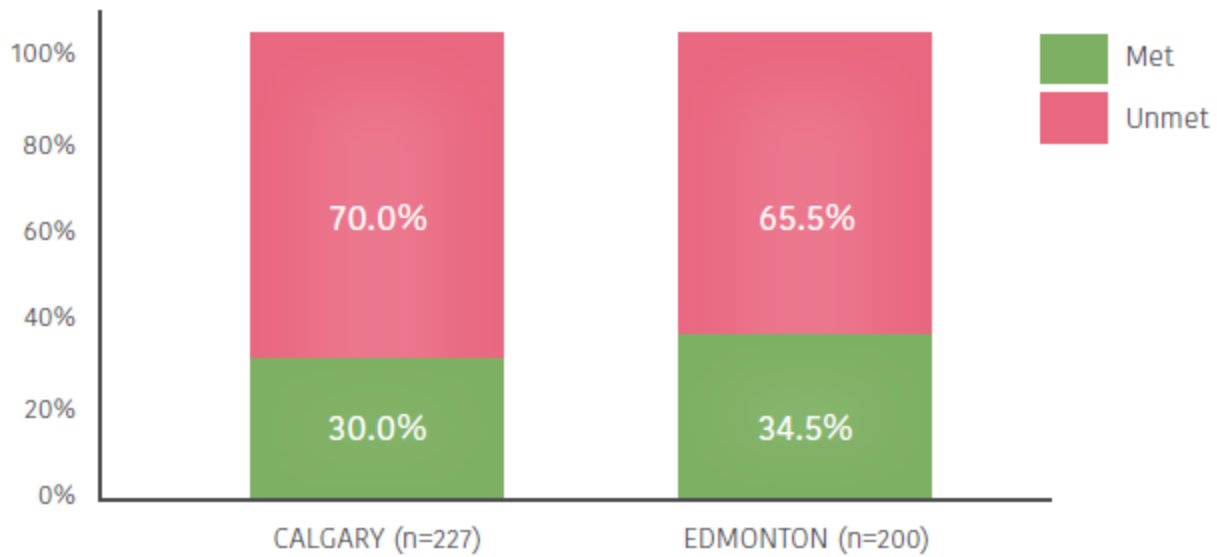
4

## HIGH AVAILABILITY OF HEALTHY FOOD VENDORS

**Benchmark:** The modified retail food environment index across all census areas is  $\geq 10$ .

Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
Somewhat	No	---	D

**FIGURE 7.** Percentage of Census Tracts that Met the Benchmark Modified Retail Food Environment Index Score of  $\geq 10$





## GROCERY

R

Use municipal zoning to improve proportion of healthy (e.g. grocery stores) to unhealthy (e.g. fast food restaurants) food vendors.





INDICATOR

5

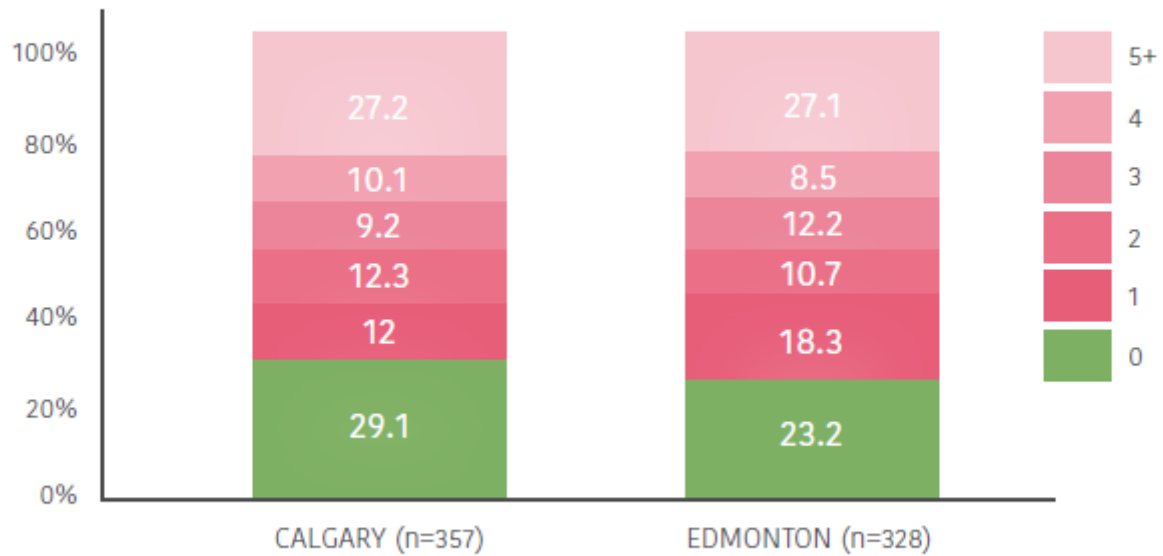
## LIMITED AVAILABILITY OF UNHEALTHY FOOD VENDORS

**Benchmark:** Traditional convenience stores (i.e. not including healthy corner stores) and fast-food outlets are not present within 500m of schools.

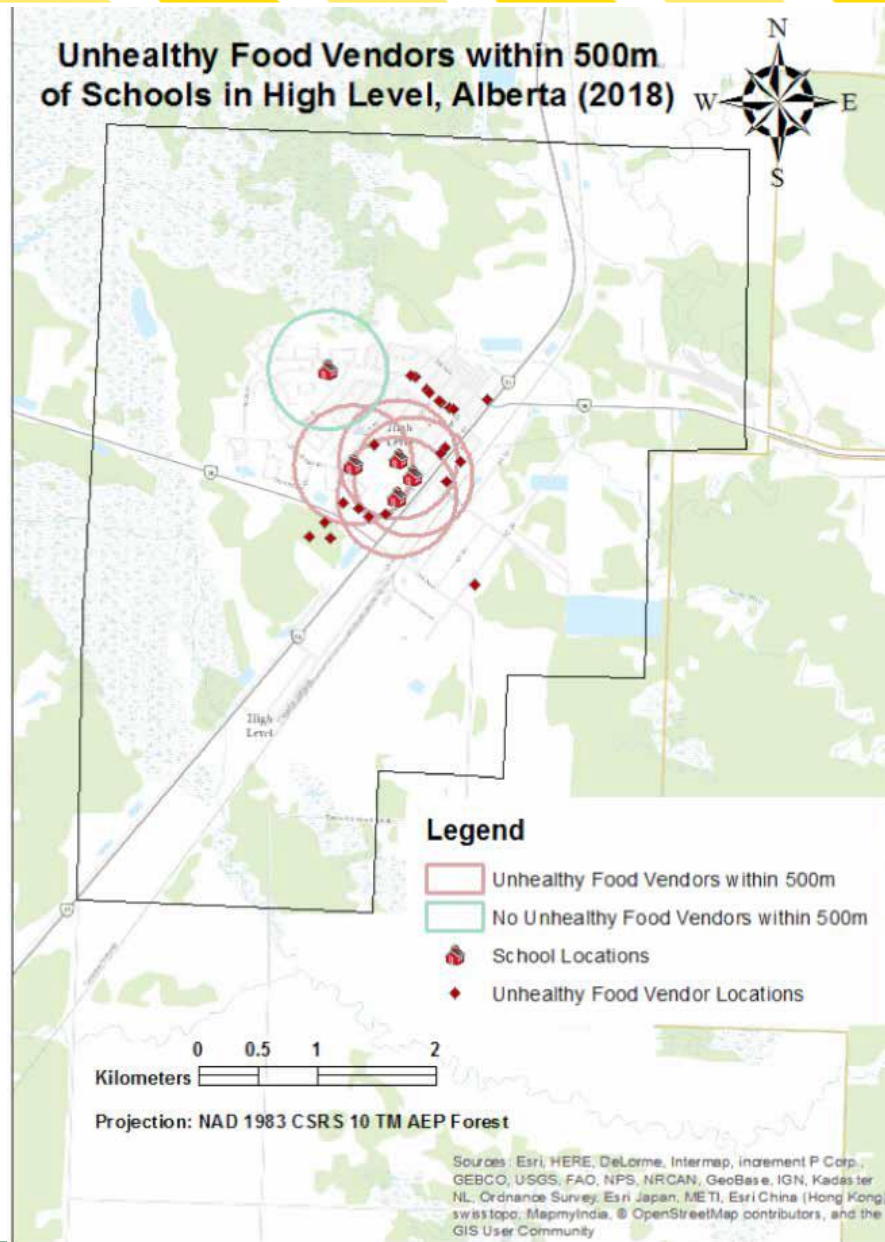
Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
Somewhat	No	---	D



**FIGURE 8.** Proportion of Schools with 0, 1, 2, 3, 4, Or 5 or More Unhealthy Food Vendors within 500 Metres



# Unhealthy Food Vendors within 500m of Schools in High Level, Alberta (2018)



## CONVENIENCE STORE

- R Establish “healthy zones” around schools by limiting the number of unhealthy food vendors in close proximity.





## COMMUNICATION ENVIRONMENT

The communication environment refers to food-related messages that may influence children's eating behaviours. This environment includes food marketing, as well as the availability of point-of-purchase information in food retail settings, such as nutrition labels and nutrition education.

OVERALL  
GRADE

C

CATEGORY	GRADE
Nutrition Information at the Point-of-Purchase	D
Food Marketing	C
Nutrition Education	C



INDICATOR

7

## MENU LABELLING IS PRESENT

**Benchmark:** A simple and consistent system of menu labelling is mandated in restaurants with  $\geq 20$  locations.

Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
Not at all	Yes	Voluntary	D

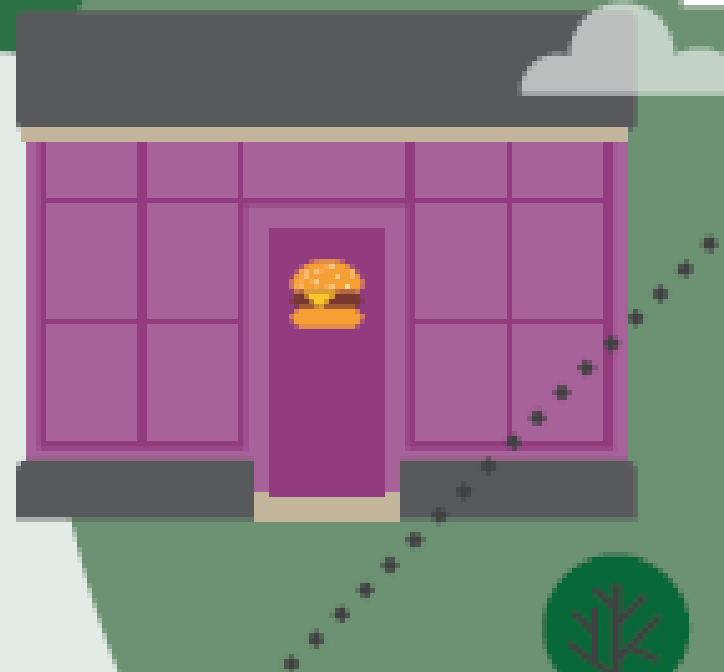




## FAST FOOD RESTAURANTS

R

Work with local dietitians to identify healthy choices on menus.



INDICATOR

11

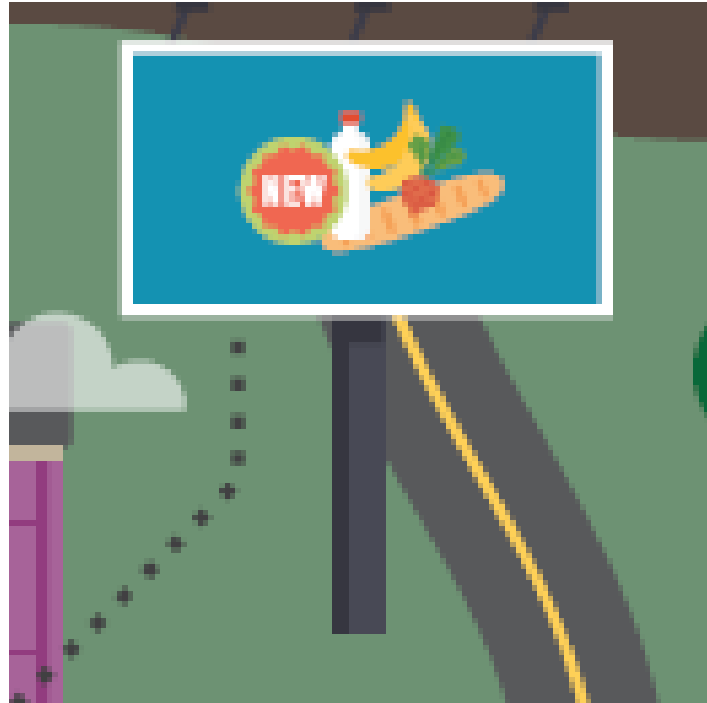
## GOVERNMENT-SANCTIONED PUBLIC HEALTH CAMPAIGNS ENCOURAGE CHILDREN TO CONSUME HEALTHY FOODS

**Benchmark:** Broad-reaching child-directed social marketing campaigns for healthy foods.

Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
Somewhat	Yes	Voluntary	C+







INDICATOR

12

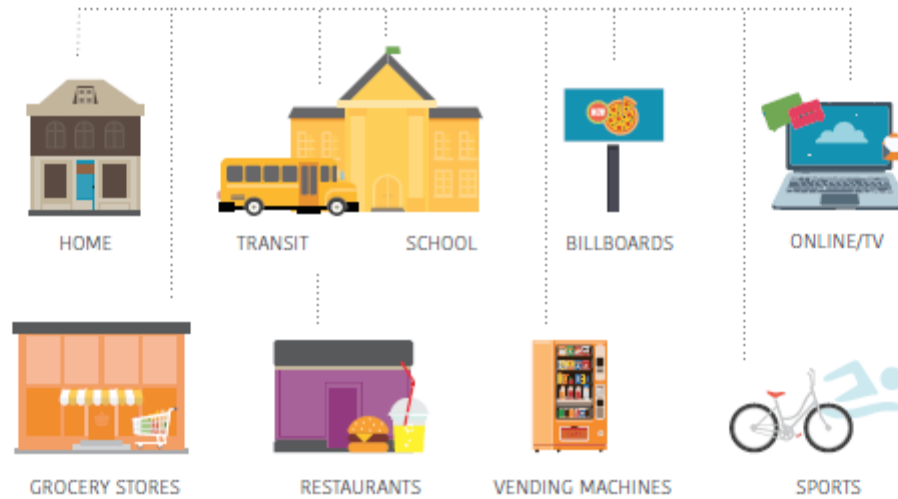
## RESTRICTIONS ON MARKETING UNHEALTHY FOODS TO CHILDREN

**Benchmark:** All forms of marketing unhealthy foods to children are prohibited.

Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
Not at all	Yes	Voluntary	D



## KIDS ARE TARGETED BY MARKETING EVERYWHERE



When Bill S-228 comes into force, it will impact local advertising, billboards, etc. within municipalities. However, the federal government is unlikely to have the resources to monitor local settings. Taking a stance to ensure no marketing of unhealthy foods and beverages exists in public buildings, close to schools, and in daycares is a proactive local way to ensure that your community is providing a safe, commercial-free setting for children. Be a trailblazer!



INDICATOR

14

## FOOD SKILLS EDUCATION PROVIDED TO CHILDREN IN SCHOOLS

Benchmark: Food skills are a required component of the curriculum at the junior high level.

Was the benchmark met?	Is there a policy or program in place?	Is it mandatory, voluntary, or neither?	Final grade
Somewhat	No	---	D







Home / Advocacy services / Programs & Initiatives / Municipal Resource Hub for Healthy Food Policies

## Municipal Resource Hub for Healthy Food Policies

### Supporting Healthy Eating in Your Municipality

Promoting good food and nutrition is essential to the health and wellbeing of our youngest residents. Healthy eating promotes child growth and development, as well as the prevention of chronic disease.

Once upon a time, we thought healthy eating meant making "good" food choices. However, research has shown that it is not that simple. Our eating habits are also influenced by the settings where we live, play and grow.

Municipalities have the ability to foster environments that provide and encourage healthy food choices, thereby protecting and promoting child and youth health. AUMA, the Alberta Policy Coalition for Chronic Disease Prevention (APCCP) and the Benchmarking Food Environments Project at the University of Alberta School of Public Health have partnered to develop a healthy eating information hub for municipalities. The webpages in this hub provide information, tools, and resources to assist municipalities in supporting healthy eating in their communities.

#### Tools & Resources

Supplementary tools and resources to assist your municipality in promoting healthy eating

[Read More](#)

#### The Role of Municipalities in Healthy Eating

Information on how municipalities can foster healthy eating environments

[Read More](#)

#### Alberta's Nutrition Report Card

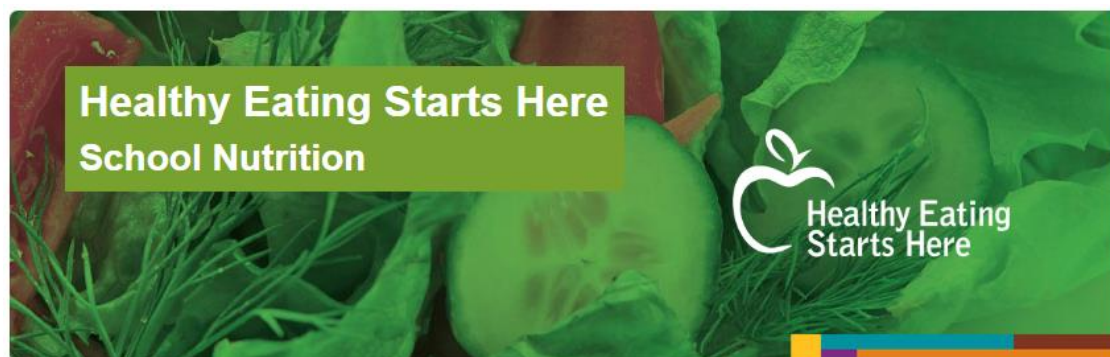
Information on Alberta's 2018 Nutrition Report Card: Municipal Focus

[Read More](#)

<https://auma.ca/advocacy-services/programs-initiatives/municipal-resource-hub-healthy-food-policies>



# Alberta Health Services School Nutrition Hub



Healthy eating at schools supports healthy food environments and provides resources for school teachers, child educators, parents and health professionals working in schools and recreation facilities. Healthy eating environments teach and encourage young Albertans to make healthy food choices and live a healthy lifestyle.

## [Creating Healthy Eating Environments in Schools](#)

- Tools and resources to support healthy food environments in schools and promote the implementation of the [Alberta Nutrition Guidelines for Children and Youth](#).



## Resources

- [Healthy eating](#)
- [Nutrition guidelines](#)
- [Manual and toolkits](#)
- [Creating Healthy Eating Environments in Schools](#)
- [Curriculum Based Lesson Plans](#)
- [Nutrition Bites](#)
- [School Nutrition Education Resource List](#)
- [Ressources éducatives scolaires sur la nutrition](#)

# School Menu Checklist

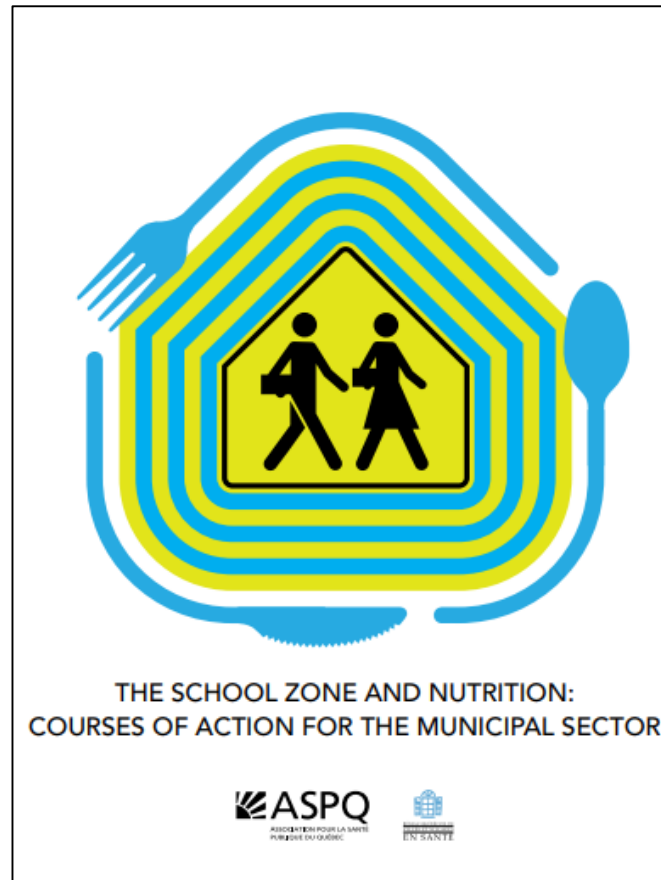


Nutrition Services  
March 2018

Recommendations	Our school meets the recommendation:			Comments
	Usually	Some -times	Not at all	
<b>Meals and snacks:</b>				
Meals – Aim to include foods from each of the four food groups from CFG.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Snacks – Aim to include two food groups from CFG; if offering one food group choose a Vegetable or Fruit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Food Groups and Beverages:</b>	Usually	Some -times	Not at All	Comments
Vegetables & Fruit – use a variety of fresh, frozen and canned vegetables and fruit. Offer vegetables or fruit instead of juice. If offering juice, limit to ½ cup (125mL) per day. • Aim for 1 serving from CFG*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Grain products – make at least half of the grain products whole grain such as whole wheat bread, buns, bagels, tortillas, pita bread, noodles and rice. Starchy vegetables such as potatoes, yams, or corn can be offered instead of a grain product at meals. • Aim for 1 serving from CFG*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



# The School Zone and Nutrition Toolkit



# FARE: Food Action in Recreation Environments

Get inspired! Read about stories of policy change from across Canada.





## The City of Hamilton's Corporate Food and Beverage Policy

.....  
*POWER UP! Policy Stories*

[www.powerupforhealth.ca](http://www.powerupforhealth.ca)





# Healthy Vending Toolkit



Developed by Registered Dietitians



# Quick Wins: Vending Machines

- ✓ Move *'Choose Most Often'* items to line of sight in vending machine (e.g. water, granola bars)
- ✓ Find “healthy” alternatives to popular *'Choose Least Often'* items
- ✓ Ask vending suppliers to support your goals



MODEL  
RESOLUTION  
FOR  
MUNICIPALITIES

Model resolution

RESOLUTION # \_\_\_\_\_

**ENERGY DRINKS AND PUBLIC BUILDINGS**

WHEREAS health habits are heavily influenced by the supply of food in different settings and municipalities have a predominant role to play in the development of healthy food environments;

WHEREAS the rate of obesity is of serious concern and this condition affects the health, quality of life, and well-being of the population, in addition to generating significant social costs;

WHEREAS the Government of Quebec alone cannot stop the obesity epidemic and must count on the contribution of municipalities;

WHEREAS the municipality wishes to take an active role in promoting health and well-being by helping citizens adopt a healthy lifestyle;

WHEREAS numerous municipal buildings, including sports and recreation facilities, are heavily frequented by children and adolescents;

WHEREAS the consumption of energy drinks can carry health risks for some groups in the population, including children and adolescents;

WHEREAS, like many public health organizations, the municipality is concerned with the growing consumption of energy drinks by young people;

WHEREAS the consumption of energy drinks when practising a sport can carry health risks and, consequently, the sale of such beverages is irrational in places for physical activity;

It is moved by \_\_\_\_\_,  
seconded by \_\_\_\_\_, and

(unanimously resolved OR resolved by majority vote) that:

The sale of energy drinks be banned in the public buildings of the municipality of (name of municipality).

**Banning the sale of energy drinks in public buildings**

A tool to achieve it.

# Ontario Healthy Menu Choices Act

**extra value meals**

include medium fries and soft drink

Large fries and soft drink +, add 120-230 Cal.



A 2,000 calorie daily diet is used as the basis for general nutrition advice; however, individual calorie needs may vary. Additional nutritional information available upon request.



**1 Big Mac<sup>®</sup>**

0.00  
0.00 meal

550 Cal.  
930-1170 Cal.



**2 Quarter Pounder<sup>™</sup> with cheese**

0.00  
0.00 meal

520 Cal.  
900-1140 Cal.



**3 Double Quarter Pounder<sup>™</sup> with cheese**

0.00  
0.00 meal

750 Cal.  
1130-1370 Cal.



**8 Southern Style Chicken**

0.00  
0.00 meal

420 Cal.  
800-1040 Cal.



**9 Chicken Selects<sup>®</sup>**

0.00  
0.00 meal

380 Cal.  
760-1000 Cal.



**10 10 Pc. Chicken McNuggets<sup>®</sup>**

0.00  
0.00 meal

470 Cal.  
850-1090 Cal.

# Part 2

- November 27<sup>th</sup>, 1:30-3:00 pm
- Economic Environment
- Social Environment
- Political Environment



# Questions?



# Next Alberta Nutrition Report Card Webinar:

Tuesday, November 27

1:30 to 3:00 p.m.

Register at:

[www.auma.ca/events](http://www.auma.ca/events) or <http://rmaalberta.com/events-programs>

Municipal Resource Hub for Healthy Food Policies:

<https://auma.ca/advocacy-services/programs-initiatives/municipal-resource-hub-healthy-food-policies>