



## MEDIA RELEASE

For immediate release

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### Northvanrec wins first provincial healthy choices award

**North Vancouver** – North Vancouver Recreation Commission has won the first ever Healthy Choices Award from the BC Recreation and Parks Association (BCRPA). The award was presented to the Commission for its *Play Well Eat Well Healthy Eating Project* in recognition of its commitment to significantly improve the food environment in recreation and community settings by offering healthy choices in vending and food services, as well as implementing policy changes.

The *Play Well Eat Well Healthy Eating Project* was started in 2009 as a pilot at the Harry Jerome Community Recreation Centre. It began with a \$7,500 grant from the Union of BC Municipalities (UBCM) and British Columbia Recreation & Parks Association offered through the Healthy Food & Beverage Sales in Recreation Facilities and Local Government Buildings Grant Program. The project involved collaboration with a number of community and vending partners including Vancouver Coastal Health Authority, North Shore Connexions, Community Living BC, and Lewis Vending.

Through research and engagement with customers, staff and community partners, the *Play Well Eat Well Healthy Eating Project* succeeded in:

- Increasing the percentage of healthy snacks and beverages in vending machines in all Recreation Commission facilities to almost 100% healthy choices from previous levels of 25% of snacks and 75% of drinks that met the provincial guidelines.
- Changing concession offerings at Harry Jerome Community Recreation Centre to 100% healthy choices from 25% of food and 56% of drinks that met the provincial guidelines and providing nutritional information for customers
- Strengthening the Commission's commitment and strategies for healthy eating practices and initiatives
- Changing organizational practices for food purchases for recreation programs, training and meetings
- Promoting the benefits of healthy eating
- Building and strengthening community partnerships

Kathy Romses, a Community Dietitian with Vancouver Coastal Health Authority worked on the project said, "As a community member who uses the North Vancouver Recreation Commission facilities for some of my recreation needs, I am grateful for the changes they have made to the food and beverage choices they offer. I am also impressed with their innovative approach to working with vulnerable community members to operate their concession stands. This is a model that I hope other recreation centres will consider to use in their facilities."

Recreation Commission staff received the Healthy Choices Award award at the BCRPA's annual provincial conference in Richmond BC on May 13, 2011. This is the third year in a row that the Recreation Commission has won a BCRPA award (2009 – Program Excellence: North Shore Walks; 2010 – Program Excellence: Health & Wellness for Newcomers)

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See the full awards booklet  
at: [http://www.bcrpa.bc.ca/service\\_member\\_benefits/pdf/2011AwardsBrochure\\_WEB.pdf](http://www.bcrpa.bc.ca/service_member_benefits/pdf/2011AwardsBrochure_WEB.pdf).

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