



Harry Jerome to Become a “Healthy Choices Facility”

The North Vancouver Recreation Commission is pleased to announce that Harry Jerome Community Recreation Centre is successful recipient of the provincial Healthy Food and Beverage Sales (HFBS) Phase 3 Grant. The HFBS Program, termed the “Stay Active Eat Healthy” Program, is an initiative co-lead by the BC Recreation & Parks Association (BCRPA) and the Union of BC Municipalities (UBCM), to promote the sale of healthy food/beverage options in community recreation facilities and local government buildings. The program supports the first of four Healthy Eating Strategy Initiatives under the BC Healthy Living Alliance, to promote healthy food and beverage sales at school, work and play.

In June of 2009, a committee consisting of community members and recreation staff was formed to oversee the implementation of the project at Harry Jerome, which has been named the Play Well Eat Well Project. The committee is currently working towards offering healthier choices in all areas of the Community Recreation Centre where food and beverages are provided or sold including vending machines, concessions, sports programs, facility hosted birthday parties, fundraisers, and staff meetings.

The Play Well Eat Well committee’s goal for September 2009 is to have all food and beverages offered at Harry Jerome meet the Nutritional Guidelines for Vending Machines in BC Public Buildings (May 2007) adopted from the ActNow BC Guidelines for BC Schools. (Visit www.brandnamefoodlist.ca for the complete set of guidelines and guideline approved products). The vending machines will offer a larger selection of healthy choices such as milk, bottled water, diet pop, 100% fruit juices, baked chips, trail mix, and granola bars. The Incredible Muffin Company concession at Harry Jerome which is operated by North Shore ConneXions has also begun to offer more choices in accordance with the guidelines. They will continue to sell healthy beverages such as coffee, tea, water, 100% fruit juices, and hot chocolate prepared with milk. Their new and improved menu will provide lunch items that are high in nutrients, and low in fat, sodium, and added sugars.

The Recreation Commission is committed to building healthy individuals, families and communities and sees the Play Well Eat Well project as a great way support its mission. Harry Jerome Community Recreation Centre is the Commission’s largest facility and a good location to pilot the project after which plans will be developed for rolling it out to other facilities.

To celebrate the project and its partners, the Community Living BC (CLBC) delivers support and services to people with developmental disabilities, children with special needs and their families on the North Shore. CLBC and the Recreation Commission will host a special event **BBQ at Harry Jerome on Thursday, August 27th from 5:30pm to 7:30pm** . The public are welcome to attend. Please come out to support the project & CLBC with community members, facility patrons, and staff. The event will also provide an opportunity to taste test some of the new options, learn more about healthy eating, and offer suggestions for healthy products you would like to have available at the facility. **Please call 987-PLAY to register for food quote Bar Code: 231350**

For questions or comments regarding the project please contact:

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For more information regarding the “Stay Active Eat Healthy” Program lead by BCRPA and UBCM, visit <http://www.stayactiveeathealthy.ca/>.