PREVIEW
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SMART SNACK CONCESSIONS TOOLKIT
making the healthy choice the easy choice

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This toolkit serves as a guide for advocating for policies to create variety and balance with healthier snack and beverage alternatives. The resources provided are a step-by-step plan, including modeling healthy behaviors, assembling key players, conducting a pre-assessment, establishing standards for concessions, identifying potential vendors, modifying product placement, framing media messaging, identifying fundraising resources, and finally measuring success.

Most importantly, the purpose of this toolkit is intended to link the North Carolina High School Athletic Association (NCHSAA) to their youth advocates. The NCHSAA promotes active lifestyles and healthy behaviors. The intersection between active living and healthy foods cannot be ignored. It is time to incorporate both components of the spectrum.
Position Statement

The intent of this statement is not to limit concessions, but to create variety and balance with healthier snack and beverage alternatives. It is the position of the North Carolina High School Athletic Association, Inc. that youth and adolescents participating in sports shall have access to healthy foods and beverages as part of pre-game, mid-game, and post-game meals and snacks, particularly when the sponsoring organization or school provides those foods and beverages. Healthy shall be defined as foods and beverages that align with the nutrition standards outlined in the Alliance for a Healthier Generation’s Competitive Foods Guidelines for K-12 Schools and School Beverage Guidelines.

It is the position of the North Carolina High School Athletic Association, Inc. that all spectators at any sporting event shall have access to a variety of healthy foods and beverages in concession stands. The healthy options shall be available, promoted, and priced competitively so as to encourage purchase and consumption. Healthy shall be defined as foods and beverages that align with the nutrition standards outlined in the Alliance for a Healthier Generation’s Competitive Foods Guidelines for K-12 Schools and School Beverage Guidelines.

It is the position of the North Carolina High School Athletic Association, Inc. that youth sports fundraising shall promote healthy alternatives such as non-foods, physical activities and/or healthy food and beverage sales as outlined in the Alliance for a Healthier Generation’s Alternative Fundraising Ideas guidelines.

Model Healthy Behaviors

The choice to be healthy is greatly influenced by the access of healthy foods and beverages available. Schools have a responsibility to intentionally model these healthy behaviors; make the healthy choice the easy choice for students, athletes, and their families. The behaviors and skills that one learns in high school often stick with the person throughout adulthood. Eating healthy foods increases test scores, improves attendance, and decreases behavioral issues. Students that eat healthier diets generally do better on standardized tests than those students who do not.

Specifically with athletes, eating healthy foods improves athletic performance. When there is healthy activity, there should be healthy snacks to complement the experience. In places where healthy concessions have been implemented, there has been an increase in sales and the students seem more satisfied. When people are exposed to healthy options, they are more likely to implement that behavior and decision-making in their daily lives. Studies show that eating a diet rich in vegetables and fruits as part of an overall healthy diet may protect against certain types of cancers, prompting the Centers for Disease Control and Prevention (CDC) to recommend diets high in fruits and vegetables. Eating a diet rich in vegetables and fruits as part of an overall healthy diet may also reduce risk for heart disease, including heart attack and stroke. Healthy eating in childhood and adolescence is important for proper growth and development and can prevent health problems such as obesity, dental caries, iron deficiency and osteoporosis.