



Healthy, Fun Choices
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Why should we act?

- Today's children are likely to be the 1st generation to have a **shorter lifespan** than their parents
- In the past 30 years childhood **obesity** has more than **tripled**
- 30% of Pinellas High School teens are either **overweight** or **obese**
- 66% of Pinellas Adults are either **overweight** or **obese**
- 88% of Pinellas Adults drink one or more sugar sweetened drink per day
- 40% of Pinellas Adults consume the recommended amount of fruits and vegetables





Is your concessions...

- Contradicting your message for living a healthy lifestyle
- Adding to the problem of obesity
- Limiting a persons ability to make healthy choices



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Can your concessions...

Create social support for healthy lifestyles by offering healthy food and beverage?

AND

Turn a profit?



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Success Story : City of Largo

Highland Aquatic Center: Splash's Snack Bar

- Started with a concerned citizen's letter
- Had no room to add inventory
- Had limited refrigerator space
- Purchased majority of products through retail warehouse club
- Concerned about losing profits



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Success Story : City of Largo

Highland Aquatic Center: Splash's Snack Bar

Implemented the 4 P's of Marketing

- Product
- Price
- Placement
- Promotion



SPLASH'S SNACK BAR

Fun Bites Healthy, Fun Choices

COMBO MEALS

Need Photo 1 Chicken Nuggets, Baked Chips & Drink **\$5.00**

Need Photo 2 All Beef Hot Dog, Baked Chips & Drink **\$4.00**

Need Photo 3 Pizza Slice, Baked Chips & Drink **\$4.50**

Need Photo 4 **Chick-fil-A** THE ORIGINAL CHICKEN SANDWICH Baked Chips & Drink **\$6.00**

PIZZA



Whole 14" Cheese Pizza \$10.00

Whole 14" Pepperoni Pizza\$12.00

INDIVIDUAL PRICING

Chicken Nuggets 6 or 8 ... \$3/3.50

All Beef Hot Dog & Bun \$2.00

Cheese Pizza Slice \$2.50

Pepperoni Pizza Slice \$2.75

Pizza Stick \$1.50

Chick-fil-A THE ORIGINAL CHICKEN SANDWICH \$4.00

SNACKS

Smart Pop Popcorn \$1.00

Baked Chips \$1.00

Frozen Chiller \$1.00

Dippin' Dots Yodots \$3.50

Nachos & Cheese \$2.50

Pretzel..... \$2.00



DRINKS

Gatorade - G2\$2.25

Bottled Water\$1.50

Fruit Juice 100%\$1.00

Bottled Drinks\$2.00

Slushie.....\$2.00

Coffee\$2.00

OTHER

Big Squirt Water Toy\$7.00 (various colors)

Swim Diapers (vinyl reusable) \$3.00

➤ Product

➤ Price

➤ Placement

➤ Promotion



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Success Story : City of Largo

Highland Aquatic Center: Splash's Snack Bar

- Very well received by the community
- **Revenue increased by 40% from 2013 to 2014 at the Splash's Snack Bar**
- Largo is looking to expand the Fun Bites program to other concessions, vending and at community events



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Next Steps

- Make a resolution to offer healthier choices at your concessions and/or vending machines!
- Contact the FL-DOH Pinellas PICH personnel for technical assistance to implement *Fun Bites*.
- Attend the Healthy Pinellas Consortium meetings to see how others are collaborating to increase healthy food access and safe physical activity.



QUESTIONS??

For more information please contact:

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