FSG Implementation
Challenges & Solutions

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Show-Me State

Stubborn

• Abundance of common sense

• Strong sense of self-preservation
Challenge:
Some Missourians’ attitude toward policy

- Force
- Infringe on freedom
Solution:
Build trust - ask what park personnel value and think

2012 Survey of Missouri Park and Recreation Association Members

Most important motivating factor for serving healthy food

- Customer Demand: 34%
- Improved health for consumers: 29%
- Affordable purchasing: 17%
- Convenience: 8%
- Marketing support: 6%
- Public perception: 2%
- Supporting local economy: 2%
- Policy or contract change: 2%
Challenge:
Customer demand determined by concession sales
Solution:
Customer surveys
Solution:
Taste tests with survey
Challenge: Social norms

- Baseball/softball = hot dogs
- State parks = vacation
## Solutions:

| Baseball/softball = hot dogs | • Add appealing healthy choices  
|                            | • Pricing  
|                            | • Promotion  

| State parks = vacation | • Focus on municipal parks  
|                       | • NASPD Healthy Park recognition with Arkansas  |
Challenge:
Park food service capacity
Solutions:
• Environmental/procurement/procedure assessment

• Base food and beverage recommendations on:
  o Food service capacity/equipment
  o Local food safety regulations
  o Staff capacity
  o Results of customer surveys
  o Food and beverage vendors
Challenges:

- Food distribution system
- Unpredictable park attendance
- Concern about profit margins and losses
- Perishable nature of healthy options
- Use of highly processed, high fat, high sodium foods
# Solutions:

| Perishable nature of healthy options | • Purchase smaller quantities  
|                                      | • Purchase items that can be repurposed (grapes)  
|                                      | • Promote with photos  
|                                      | • Bundle before spoilage  
| Food distribution system             | • Partner with local grocer  
|                                      | • Try convenience store suppliers  

Challenges:
Staff turnover

Solutions: