HEALTHY CONCESSIONS SURVEY

Support and Promote the *Michigan Nutrition Standards*

Many Michigan schools operate concession stands where food and drinks are sold in conjunction with sporting events. Profits from concession stand sales are a revenue source for school athletic departments. The Michigan Nutrition Standards recommend that schools offer minimally processed, nutrient-rich food in all venues.

What are you selling at your school's concession stands? Do the food and drinks sold meet the Michigan Nutrition Standards?

Schools and athletic booster groups should make an effort to find out what kinds of healthy food and drinks parents and community members would be willing to purchase at concession stands, and make them available.

You won't know if you don't ask. Conduct a survey to improve your school's or district's concession stand offerings.

CONDUCT A SUCCESSFUL SURVEY

Using surveys can help you target your efforts and will increase your likelihood of making positive sustainable changes.

Fuel Up to Play 60, contains sample polls on following topics. Check them out:

- Breakfast anytime!
- Drink milk & recycle
- In-class activity poll
- Out-of-school activity poll
- Walk it club poll

Making changes so that foods and drinks sold at concession stands meet the standards should be a well-planned and well thought-out process. Create and distribute a survey that focuses on improving school concession stands.

FOLLOW THESE STEPS:

STEP 1: Choose your audience. This might be students, school staff members, students, parents, community members or two or more of these groups combined.

STEP 2: Distribute your survey. This could be a simple face-to-face poll, an interview, a paper/pencil survey, a phone survey, or a web-based survey. Decide what will work best for your audience. (A *Healthy Concessions* paper/pencil survey follows.)

STEP 3: Interpret your survey results. Use this information to make decisions and prioritize the changes you want and are able to make, and it what order.

STEP 4: Set achievable implementation goals based on your survey or poll results.

HEALTHY CONCESSIONS SURVEY

1. Do you think the food and drinks sold at our concession stands are healthy?

a. Yes

b. No

2. Do you buy food or drinks from the concession stands?

a. Yes

b. No

If you answered "Yes" what do you buy most often? _____

3. When are you most likely to buy something from the concession stand? (Circle all that apply.)

a. when I'm hungry

b. when I'm thirsty

c. when I just want something small

d. when I am cold or hot

e. to replace dinner or another meal

f. when my kids ask for money to buy something

4. What would you be willing to pay for one item from the concession stand?

a. $0.75-$1.50

b. $1.50-$2.00

c. It depends on what the snack/drink is

5. If these healthy foods were available at the concession stand circle the ones you would be most likely to purchase.

- Apples and peanut butter
- Fresh fruit
- Fruit cups
- Chocolate or strawberry low-fat milk
- Veggies and dip
- Granola bars, protein bars
- String cheese
- 100% juice
- Fruit leather or fruit roll ups
- Veggie burger or veggie hot dog
- Bean burrito
- Soup
- Baked potato
- Trail mix
- Healthy sub or sandwich
- Healthy cookie
- Frozen banana
- Raisins or other dried fruit
- Healthy brownie
- Hot peanuts or other nuts
- Whole grain crackers
- Healthy chips
- Frozen yogurt
- Hard-boiled egg
- Yogurt in tubes (portable, no spoon needed)
- Pudding
- Bottled water
- Yogurt
- Pizza (whole grain crust)