

Bring Back Healthy Sideline Snacks

Minor Sport Project

During the spring/summer of 2016, 16 soccer teams participated in the Healthy Kids Community Challenge "Bring Back Healthy Sideline Snacks" Minor Sport Challenge! The children involved ranged in age from 4 to 10 years and included both boys and girls. The following associations were represented:

**Strathroy United FC, West Middlesex Youth Soccer League,
Lucan Soccer Association & Ilderton Minor Soccer.**

The goal of this challenge was to encourage parents and coaches to **lead the change** and "bring back healthy sideline snacks". Participating teams were challenged to provide only water and fruits or vegetables for team snacks throughout the season. This challenge was based on evidence that children who play sports are more likely to eat sugary foods & drinks than children who do not play sports. One of the factors is that team sideline snacks have become overrun with sugary and salty treats.

These are some highlights of the feedback from participating teams!

Top Reasons Teams Chose to Participate

1. Want to have their team enjoying healthier sideline snacks instead of sugary treats.
2. Already wanted to initiate the idea but were thankful for the extra support.
3. The challenge provided an incentive to get children and parents on board with providing healthy sideline snacks.

"We need to lead by example"- Coach

95%

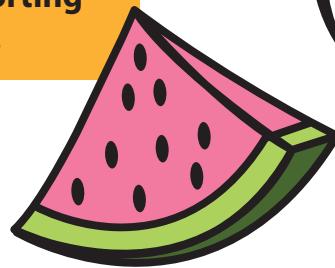
Reported a healthy sideline snack was provided every week or most weeks, with over 50% reporting every week!

Over 95%

reported children were satisfied with the snacks with over 70% reporting very satisfied!

Children reported their favourite snack was

Watermelon



87%

Of the participants thought that the challenge was a great idea when they first heard of it.

"Fantastic Program"- Coach

For those who had doubts, they were pleasantly surprised by the end of the season!

"The kids never complained once!"- Parent



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Most respondents reported minimal difficulty in participating!

In fact, **67%** reported no difficulty at all.

REPORTED BARRIERS:

1. **None!**
2. Time to prepare snacks
3. Thinking of new ideas for snacks
2. Cost of fruit and vegetables



87% of the participants stated they would be very willing to recommend this project to other teams!

"We had a very supportive team and everyone followed through with the healthy snacks...it actually was easier because in the past I found snack was becoming a competition with "who would bring the best snack" and the snack became bigger and less nutritious."

- Parent

"It was a great program and I already know I will be contacting our soccer association and encouraging them to enforce a healthy snack for every team!" - Parent

"I wasn't sure the parents or the kids would go for it, but I thought it was a good idea to try. They ALL went for it though!" - Coach

98% reported a willingness to continue in future seasons with over 80% reporting being "very willing".

Healthy kids start with healthy environments!

