NORTH

Dakota | Health

Be Legendary.™

Title V/Maternal and Child Health Success Story: October 1, 2018 – September 30, 2019

MCH Grantee *(check box)*:
- ☐ **Bismarck-Burleigh Public Health**
- X **Fargo Cass Public Health**
- ☐ **Grand Forks Public Health Department**
- ☐ **North Dakota State University**
- ☐ **South East Education Cooperative**

North Dakota Maternal and Child Health Priority Area *(check box)*:
- ☐ **Increase the rate of breastfeeding at 6 months**
- X **Reduce overweight and obesity in children**

In a sentence or two, describe the problem you were trying to solve or the reason why your intervention is needed.

Childhood obesity continues to be an issue throughout Cass County, ND. The food environment plays a role in shaping eating behaviors and influencing food choices. Creating environments that increase access to healthful food choices for children, i.e. concession stands at schools and parks, is a strategy that can have a positive impact on obesity prevention.

In a brief paragraph, please share what you implemented and how it made a difference.

Fargo Cass Public Health's Fast Fuel initiative aims to make it fast and easy for concession customers to select foods and beverages that provide the best "fuel" for athletes, families and fans. The program includes:
- -Tool kit containing resources, strategies and tools for creating a "Fast Fuel" concession stand
- -Website **www.fargocassfastfuel.com** for quick access to tips and resources
- -Recipe videos highlighting recipes that taste great, are profitable, and can easily be incorporated into concession stands
- -Tips from concession stand managers on what works and ideas to consider

Once the program was developed, FCPH worked with the Athletic Director, coach, and concession stand parent managers at Davies High School in the spring of 2019 to implement a concession stand makeover at track & field meets utilizing Fast Fuel tips and resources.

Are there any specific NUMBERS or OUTCOMES you can share as a result of your work?

Since the launch of the Fast Fuel website (May 15 – September 30), analytics provided by the City of Fargo show The Fast Fuel pages has a total of 152 sessions with 141 users. In addition, Youtube videos had 182 views during this timeframe.

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Davies concession stand makeover results: See attachment to the Quarter 3 Progress Report titled "Davies High School Boys and Girls home track & field meet."

Were there any "AHA" or "lightbulb" moments you can share?

When working to implement Fast Fuel in an agency's concession stand (school, parks, etc.), a "champion" within that agency is needed to move the work forward, try new ideas, implement changes, and institutionalize some of the strategies.

The term Fast Fuel is better received than "healthy concessions". Customers often relate the term "healthy" to a product that will not taste good and concession stand managers assume it won't sell.

When trying to make changes in a concession stand, place as much emphasis on the promotions, pricing and placement of healthful options as opposed to the actual food items. This is often an easier "sell" to concession stand mangers than suggesting a large number of food item changes.

Are there any "quotes" from anyone benefitting from this that you can share?

April 2019 from a Davies High School concession stand manager: *Thanks to all of you ladies for helping us set up. It was greatly appreciated. The apples and bananas were the biggest hit. Some did opt for the meal deal but I think since we ended up having some kids working the front we did not advertise as much as we could have for the healthier choices. We hope to push them more this Thursday and next Tuesday.*

Is there anything else you want to share?

Working with a communications company, such as AE2S, was key to the success of the Fast Fuel project. Perspective from people outside of the health department was advantageous in creating the content and messages. It was also helpful to work with communications experts on how to best display and promote the product.