

# Refueling Station



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## Healthy Foods at School Sporting Events

### Why offer healthier foods at school sporting events?

- ▶ It can make a profit
- ▶ It tastes good
- ▶ To help kids and families feel their best
- ▶ To promote optimal performance
- ▶ To put classroom lessons about healthy eating into practice
- ▶ To connect healthy activity with healthy food

### What are some healthy foods that kids and families will eat?

- Raw veggie cups with dip
- Apples, oranges and bananas
- Easy wraps and sandwiches
- Smoothies
- Tuna and cracker packages
- Yogurt and fruit
- Chili or soup and a biscuit

### What are some tips for success?

- Advertise the new healthy menu
- Price healthy items lower than less healthy items to make them more appealing
- Put healthier items up front and centre
- Offer healthy items as 'specials' or part of 'meal deals'
- Give healthy menu items catchy names
- Provide free taste samples of the healthy items
- Use positive food descriptors (e.g. energy boosting, power meals, tasty, crunchy, fresh)
- Market healthy choices as the popular choice (e.g. basketball team favourite)