



Healthy, Fun Choices

www.FindTheFunNow.com

Fun Bites Initiative

Introduction

What is Fun Bites?

The Fun Bites Initiative was developed to provide healthier options at concession stands, snack bars, vending machines, and/or events. The goal is to make the healthy choice the easy choice by increasing healthy and affordable foods & beverages in public places.

What is a Fun Bites snack?

Fun Bites are snacks that are lower in calories, fat, sugar, and salt. They tend to be nutrient rich snacks containing one or more of the following: calcium, protein, fiber, vitamins. Consuming healthy snacks can contribute to improved health outcomes; lead to weight loss or avoiding weight gain; and increase energy levels.

Why target concession stands, snack bars, vending machines, and/or events?

Traditional snacks offered at these locations are generally high in calories, fat, sugar, and salt. Recreational facilities and sporting events encourage physical activity and healthy living. However, by only offering unhealthy snacks it limits a person's ability to make healthy choices. This sends a contradictory message.

Who can use the Fun Bites Logo?

In order to participate in this initiative, the Concession/Vending Operator must agree to implement the following four interventions:

- **Product:** Offer at least 5 (or minimum of 25%) snacks and beverages that meet the Fun Bites Nutritional Standards
- **Promotion:** Promote healthy options by displaying, Fun Bites promotional material as well as other signage promoting healthy choices
- **Pricing:** Make the healthier options more affordable than the unhealthy options (at least 1 healthy snack and/or 1 healthy beverage must be priced competitively)
- **Placement:** Place healthier items at the top of menu's (if applicable) or in closer proximity/reach of the consumer

Fun Bites: A great way to keep the fun going!

How can you implement Fun Bites?

Contact Megan Carmichael at Megan.Carmichael@flhealth.gov or Rocio "Rosy" Bailey at Rocio.Bailey@flhealth.gov