



HEALTHY VENUES AWARD

Information Pack



“Healthy venues are those that promote healthy eating and physical activity to their visitors and employees to transform conferences into a healthy and enjoyable experience.”





/ Message from World Obesity Federation Executive Director

“Becoming a Healthy Venue demonstrates to clients that you are progressive and at the forefront of industry trend. Delivering a healthy meeting is becoming more and more important to planners, with Healthy Venue accreditation you can stand up and be counted – win that business and fulfil your CSR requirements all in one neat little package.”

Chris Trimmer



/ What is the Healthy Venues Award?

The Healthy Venues Award is about encouraging venues all around the world to support their visitors and staff in making healthier choices and to help minimise the negative health impacts of conference-going, using the opportunity of people stepping outside their routine to nudge them towards healthier choices.

The award focuses on steps that venues can take to support healthy eating and to encourage more activity. It promotes working in partnership, looking holistically at the attendee experience, from healthy snacks in vending machines through to encouraging people to use the stairs rather than lifts.



/ Background

Around the world efforts are underway to overcome obesity and reduce the health risks posed by poor diets and inactivity.

Amongst these have been some efforts to improve the healthiness of locations within communities where people spend a lot of their time, such as schools, workplaces and sporting venues.

Improving access to and the availability of healthy food while also promoting opportunities for activity helps people to live healthier lives and create healthier social norms and behaviours.

As well as reducing health risks and supporting weight management, healthier diets and increased activity can improve concentration, productivity, and energy levels.

/ Supporting healthy eating

Unhealthy diets are one of the leading causes of poor health. Eating too much food high in saturated fat, sugar and salt/sodium increases the risk of diseases such as obesity, heart disease, stroke, cancer, diabetes and dental caries.

A balanced diet is an important part of a healthy lifestyle and can help with weight management, while also reducing the risk of these diseases. A healthy diet includes a range of fruits, vegetables, legumes (e.g. lentils, beans), nuts and whole grains (e.g. wholemeal bread, wholegrain breakfast cereal, oats, whole wheat pasta, quinoa, barley, bulgur wheat, brown rice)¹.

Our food environments make it difficult to eat a healthy diet as we are often exposed to a lot of highly accessible, processed, ready-to-eat foods which are high in saturated fat, sugar and salt/sodium. Sadly, this usually holds true whether you are walking down your local high street, in a shopping centre, at a school or visiting a venue such as conference centre or sports stadium.

/ Promoting physical activity

Adults are recommended to undertake 150 minutes of moderate physical activity every week, the equivalent of 30 minutes of brisk walking 5 days a week¹, globally however 1 in 4 adults are not sufficiently active.

Being physically active provides a wide range of health benefits, including weight management and a reduced risk of a number of chronic diseases, as well as promoting alertness and the feeling of good health.

Modern lifestyles and environments make it seem increasingly difficult for people to undertake as much activity as they would like, not only because of increasing car use, but because of long working hours and built environments which make outdoor activity unappealing.



/ Why Healthy Venues?

We believe that there is a gap in the market for promoting health at conference venues.

It has been estimated that in over average lifetime a 25 - 60 year old spends around 87,562 days at work and a large percentage of this time is spent in meetings.

In America alone there are an estimated 225 million visitors to conventions, conferences, congresses, trade shows and exhibitions, incentive events and corporate/business meetings every year.

Catering facilities and arrangements often making it difficult for people to eat a balanced and healthy diet and long programs and unfamiliar surroundings make it difficult for people to undertake as much physical activity as they would like.

As such, we believe that conference venues and their catering teams have a role to play in promoting the health and well-being of their clients, visitors and employees.





/ The Healthy Venues Award

The Healthy Venues Award has been developed by the World Obesity Federation, a membership organisation representing professional members of the scientific, medical and research communities from over 50 regional and national obesity associations. Through our membership we create a global community of organisations dedicated to solving the problems of obesity.

The Healthy Venues Award forms part of World Obesity's Action Initiative, a mechanism for stimulating action to help reduce obesity across a wide range of industries, in particular those that are not usually involved with health. For more information see <http://www.worldobesity.org>

The Healthy Venues Award is based on the following principles:

- Improving the nutritional value of the food and beverage choices available at venues by offering a wide variety of food types, including plenty of fresh fruit and vegetables and making it easier and more affordable for delegates to choose the healthiest options
- Helping delegates to be more active when attending conferences by promoting active travel and providing opportunities for movement and physical activity in and around the venue



/ Why should you become a healthy venue?

As a venue you have unique access to large numbers of people every week. By becoming a Healthy Venue and promoting healthy eating and increased physical activity you can be sure that you are not only providing the best facilities for your clients and visitors, but that you are also helping to transform the entire conference into a healthy and enjoyable experience.

There are a range of actions that venues can undertake to promote activity and healthy eating to their visitors. Many of these you will already do, or will only require small amendments to current practice, while others may require some changes to the way you work or promote your venue.

Joining the global movement to improve health and wellness in all aspects of life highlights your commitment to health and can help you distinguish yourselves from other venues.

Becoming a Healthy Venue will help you and your venue to:

- ✓ Support and promote the health of your staff, event organisers and their delegates
- ✓ Help you to develop good relations and a positive business reputation with your community
- ✓ Develop a more meaningful partnership with event organisers
- ✓ Engage with conference and exhibition organisers on an additional level and to provide a sustainable competitive advantage
- ✓ Harness a new marketing opportunity when promoting your venue
- ✓ Support your wider Social Responsibility commitments
- ✓ Enable you to call yourself a Healthy Venue
- ✓ Use the Healthy Venue Logo in your marketing which will reflect the award level that you have reached



/ What's involved in becoming a Healthy Venue?

To become a Healthy Venue you must commit to and provide evidence that you fulfil a set of criteria. These criteria have been developed through a review process with health professionals and academics with an interest and expertise in health, public health and nutrition.

The Healthy Venue Award is awarded at three levels – bronze, silver and gold – with corresponding criteria for each.

The elements of the Healthy Venue Award are broken down into three components – healthy catering, promoting activity and workplace health.

/ Working through the awards levels

There are a range of actions that venues can undertake to promote activity and healthy eating to their visitors. Many of these you will already do, or will only require small amendments to current practice, while others may require some changes to the way you work or promote your venue

Becoming a Healthy Venue Champion is more than just a tick box exercise; it is about adopting a healthy ethos and approach to your venue.

It is therefore expected that Healthy Venue Champions, even those who have reached Gold award level, undertake ongoing work to promote health within their venues, building on what you have already achieved and developing and expanding your healthy offerings



To become a Bronze healthy venue...

- ✓ Meet all bronze level catering, activity and workplace health criteria
- ✓ Commit to becoming a silver healthy venue within 18 months of entering the scheme

To become a Silver healthy venue...

- ✓ Meet all bronze and silver level catering, activity and workplace health criteria
- ✓ Commit to working towards becoming a gold healthy venue

To become a gold healthy venue...

- ✓ Meet all bronze and silver level catering, activity and workplace health criteria
- ✓ Meet at least 10 of the gold catering criteria
- ✓ Meet at least 3 of the gold workplace health criteria
- ✓ Take 5 actions of your choice to promote activity (to be negotiated – see gold criteria for suggestions)

/ How much does it cost?

	Payment type	Amount (GBP)	What's involved
Initial entry payment (one-off)	Bronze award entry	£1500	When you first join the Healthy Venues Award you are required to demonstrate that you meet all of the bronze criteria and are committed to meeting all of the silver criteria within 18 months.
	Direct Silver award entry	£1900	If you already meet the criteria for the Bronze award and Silver award when you want to join the Healthy Venues Award you may apply for direct entry to silver award.
	Direct Gold award entry	£2300	If you already meet the requirements for Bronze, Silver and Gold award when you want to join the Healthy Venues Award you may apply for direct entry to Gold award.
Transfer fee	When moving from Bronze to Silver or Silver to Gold	£500	When you are ready to move between the awards you can submit your evidence for assessment. This fee is to be paid upon submitting your evidence and is non-refundable, regardless of whether or not you are approved for transfer.
Annual fee	All levels	£500	Each year you will have to submit an evidence update for review so that we can ensure you are continuing to meet the requirements for your eligible award. Review assessments will be shorter and simpler than applications to move up through the award levels.

/ We're interested, what's the next step?

In order to become a healthy venue champion you will need to fill in the application form which can be downloaded at www.worldobesity.org.

Upon entry to the Healthy Venues Award you will receive a toolkit which provides information and advice to help you work through the award levels.

Once you have demonstrated that you meet the required criteria you will receive a copy of the Healthy Venue logo for your award level which you can use on your website and in other promotional material.



/ What support is available?

To help take you through your journey to becoming a Healthy Venue, we have produced a number of documents to help you with the process.

/ The toolkit provides information which will help with the implementation of the criteria. It covers all areas of the award but is of most relevance to the catering team as it provides the definitions and guidelines for healthier menus

/ The criteria overview summarises the criteria on one page

/ The criteria guidance takes you through each individual criteria point and provide further details about the specific criteria – why it is included, what we expect from you, some tips on achieving it and the evidence required

/ The Application form needs to be completed and returned to me at this email address

/ The Assessment form needs to be completed to provide details of how you are meeting the criteria

When you are ready to apply, please send the required documents (the application form and the assessment form) to Hannah Brinsden hbrinsden@worldobesity.org



/ Step 1

Contact World Obesity to register your interest in the Award

/ Step 2

Consult the Award criteria and decide which level you are going to enter at

/ Step 3

Establish what you need to do to be able to meet the desired Award level

/ Step 4

Complete the self-assessment form, providing the required evidence of action

/ Step 5

Submit the form, along with the appropriate fees

/ Step 6

Once approved, you can use the Healthy Venue logo in marketing materials.

/ Bronze Award criteria

Meet all criteria and commit to silver within 18 months

/ Promoting healthy eating...

- A1.1 Establish catering practices that support national dietary guidelines
- A2.1 Adopt cooking practices that reduce the amount of salt in food
- A2.2 Adopt cooking practices that reduce the amount of added sugar in food
- A2.3 Adopt cooking practices that reduce the amount of saturated fat in food
- A2.4 Ensure that at least half of all bread served is wholemeal/ wholegrain
- A3.1 Ensure that at least 25% of menu items on offer are 'healthier'
- A3.2 Always offer a choice of low-sugar or no-sugar drinks where drinks are served
- A3.3 Provide free drinking water on site
- A3.4 Make salt cellars or sachets available by request only as standard practice
- A3.5 Always provide a low sugar / low fat option when dairy is served
- A4.1 Promote healthy eating alongside catering information given to event planners
- A5.1 Provide event planners with the option to request removal of certain 'unhealthy' products from catering specifically for their event
- A5.2 Provide only "standard" size packs of confectionary and snack items (when sold on site)
- A6.1 Work with vending machine providers to ensure that at least 25% of products available are healthier

/ Promoting physical activity...

- A7.1 Promote active travel to and from your venue
- A8.1 Provide clear walking directions within the venue
- A8.2 Offer facilities conducive for standing conferences and meetings
- A8.3 Offer facilities for walking receptions
- A8.4 Make space available for organisers to hold fitness and relaxation sessions
- A9.1 Promote community recreation facilities
- A10.1 Promote active meetings to event planners

/ Workplace health...

- A12.1 Implement a written policy to promote physical activity and healthy eating in the workplace

/ Silver Award criteria

Meet all bronze and silver criteria and commit to working towards gold.

/ Promoting healthy eating...

- B2.1 Ensure that no more than 25% of meat-based menu items use processed meat
- B2.2 Ensure that at least half of the vegetarian options on each menu are made without cheese or dairy
- B2.3 Provide the option for smaller portions of desserts, biscuits and snacks to be made available
- B3.1 Ensure that least 50% of menu items on offer are 'healthier'
- B3.2 Ensure that at least 50% of all drinks on offer are low-sugar or no-sugar
- B3.3 Ensure that healthy options are available at the equivalent price of less healthy options
- B3.4 Provide the option for any starchy carbohydrates to be replaced with their wholegrain form
- B3.5 Position salad and vegetables first in buffet lines as standard
- B3.6 Provide dressings and condiments separately to the dishes
- B3.7 List healthy options before less healthy options on menus
- B3.8 Make low sugar / low fat dairy the default option
- B3.9 Include at least one vegetable or salad side dish with all set menus
- B3.10 Offer small serving sizes and/or low-alcohol options when alcohol is served
- B4.1 Signpost healthier items on menus
- B4.2 Signpost healthier items available in buffet lines
- B4.3 Actively promote your healthy menus/options
- B5.1 Provide water and fruit as default items in meal deals or lunch boxes available at onsite canteens, cafes and restaurants
- B5.2 Always offer a healthier option to planners which is the same (or lower) price as the alternative
- B5.3 Ensure that promotions include a minimum of 50% healthier items
- B6.1 Work with vending machine providers to ensure that at least 50% of products

/ Promoting physical activity...

- B7.1 Provide ample and secure bike racks at the venue
- B8.1 Provide signage promoting the benefits of reducing sedentary behaviour
- B8.2 Provide signage promoting standing applause, hourly stretching breaks and standing space in meeting rooms
- B8.3 Provide clear signage for stairs and promote their use
- B8.4 Promote outside areas for guests to take breaks
- B9.1 Promote the location of community recreation facilities
- B9.2 Provide route maps for running/jogging/walking
- B10.1 Work with event planners to include physical activity as part of their program
- B10.2 Offer the event planners the option to shut down escalators or elevators between specific times

/ Workplace health...

- B12.1 Arrange health and wellness days for staff to promote the benefits of healthy eating and physical activity
- B12.2 Encourage staff to take regular active breaks

/ Gold Award criteria

Meet at least 10 food criteria, 3 workplace criteria and take 5 actions (to be negotiated) to promote physical activity/reduce sedentary behaviour.

/ Promoting healthy eating...

- C2.1 Avoid using processed meat products
- C2.2 Offer smaller portions of desserts, biscuits and snacks as standard on menus
- C2.3 Half of starchy carbohydrates in their wholegrain/ wholemeal form (75% of bread)
- C3.1 At least 75% of menu items should be healthier
- C3.2 Provide small plates used in buffet lines
- C3.3 Lunch boxes should have fruit as default dessert option
- C3.4 Provide portions of fruit, vegetables or salad with all set menus
- C4.1 Signpost healthier items in canteens, cafes
- C4.2 Have nutritional information available for all menu items, available on request.
- C4.3 Provide calorie (and fat, sugar, salt content) information of food served in buffet lines
- C4.4 Establish an awareness program based around food facts and healthy options
- C5.1 Provide conference organisers with an option to request that there is no promotional marketing of unhealthy food
- C5.2 Avoid sponsorship deals with multinational food & beverage manufacturers
- C5.3 Do not undertake promotional marketing of unhealthy food or food brands anywhere on site
- C6.1 Work with vending machine providers to ensure that at least 75% of products

/ Promoting physical activity...

- C8.1 Provide shower and/or changing facilities for use by delegates
- C8.2 Negotiate access to bike hire for delegates
- C9.1 Negotiate free, or reduced price, access to local fitness facilities
- C9.2 Provide city walking tours for delegates
- C9.3 Develop an App available to promote activity around the town
- C9.4 Work with the local community to provide activity opportunities for delegates
- C10.1 Provide a stretching toolkit to event planners
- C10.2 Provide forms to delegates to track their minutes of physical activity
- C11.1 Explore sponsorship opportunities from exercise equipment manufacturers and have them available on site for delegates to try out

/ Workplace health...

- C12.1 Hold health and wellness days and events for staff and contractors
- C12.2 Offer staff health insurance
- C12.3. Provide staff with gym passes or discounts for fitness activities
- C12.4 Provide travel loans to staff
- C12.5 Provide staff with pedometers
- C12.6 Take part in corporate fitness events
- C12.7 Provide staff discounts for healthy food options on site
- C12.8 Offer flexible lunch breaks
- C12.9 Provide shower/changing facilities for staff
- C12.10 Cooking classes for staff



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