

Guide to understanding the Healthy Venue Award criteria

Silver Award



Overview



In order to be approved for the Healthy Venues Silver Award, you will need to:

- Meet all of the criteria outlined in this document
- Meet all of the criteria required for the Bronze award
- Commit to the general principles of the Award scheme, including:
 - Promoting all of your work as a Healthy Venue Champion to event planners
 - Committing to a healthy ethos, striving to go above and beyond the requirements specified in the criteria and continually seek to improve your activities
 - Actively seeking to evaluate your actions using customer feedback forms and sales data and providing annual or bi-annual updates
- You will have been provided with a selection of documents to help you through the process. Please read each of these carefully.
 - The information pack contains background and summary information to the award scheme
 - 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 (this document) 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
- When you are ready to apply, please send the required documents (the application form and the assessment form) to Hannah Brinsden hbrinsden@worldobesity.org

Definitions



- Event planner – your client
- Delegate – event attendees
- Silver criteria – Criteria outlined in this document, required to be achieved to become a silver venue (in addition to the bronze criteria)
- “we” - World Obesity Federation
- “you” – venue manager
- A ‘Set menu’ refers to any menu selection where choice is minimal or not offered
- A ‘menu’ refers to a wider selection of items available for event planners to choose from, ‘a la carte’ style
- Unless otherwise stated these criteria refer to catering options available to event planners rather than onsite cafes and restaurants
- Where catering is controlled externally, evidence must be provided that steps have been taken to conform to these criteria as much as possible and that efforts have been taken to confirm and to shift product availability accordingly

1. Establishing catering guidelines



There is no additional criteria for establishing catering guidelines as part of the silver award



Please refer to the bronze criteria for this

2. Cooking, preparation and recipe formulation



B2.1 Ensure that no more than 25% of meat-based menu items use processed meat



Rationale

Processed meat is a key risk factor for certain types of cancer, as well as other health conditions. Processed meat often contains higher levels of salt and saturated fat compared to unprocessed meat and also contains chemicals which can harm health. Dietary guidelines typically recommend that consumption of processed meat is limited. Offering less processed meat in favour of unprocessed and lean meat and fish on your menus is a positive step that you can take to help promote healthier eating.

What we expect

Steps should be taken to ensure that no more than a quarter of meat-based products available on your menus use processed meats. Processed meats should also not be promoted or included as default items for set menus.

Guidance

- Refer to toolkit for examples of healthier meat options
- As general practice you should
 - Limit the use and availability of processed meats such as salami, chorizo, ham, sausages, bacon, breaded meat products, battered meat products, sausage rolls
 - You should also endeavour to use more lean meat and fish, such as chicken, turkey, pork, white fish and seafood, as well as lean cuts of beef and lamb and trim off visible fat before cooking

Evidence required

- A copy of the menu
- A written statement of actions taken to achieve these criteria

B2.2 Ensure that at least half of the vegetarian options on each menu are made without cheese or dairy



Rationale

Providing vegetarian options on menus has now become standard practice. However, these options often contain a lot of cheese and other dairy products which make them high in saturated fat. By ensuring that you offer products without cheese or dairy you can ensure that the vegetarian options you offer are healthy too.

What we expect

At least half of the items on your menus which are vegetarian should be made without cheese or dairy. This refers to all main menu items, sandwiches and canapes.

Guidance

See the toolkit for ideas of non-dairy vegetarian menu items. Good alternatives included pulses, lentils and tofu.

Assessment

- A copy of the menu and/or recipes used

B2.3 Provide the option for smaller portions of desserts, biscuits and snacks to be made available



Rationale

Eating a healthy diet doesn't mean people have to avoid all desserts, biscuits and snacks. Reducing the portion size of these menu items can be a good way to serve these items but with lower levels of saturate fat, sugar and salt.

What we expect

Event planners should be clearly provided with the option to select smaller portions of desserts, biscuits and snacks for their delegates.

Guidance

- See the toolkit for some ideas of novel ways to provide smaller portions and some guidance on what a small portion is
- General principles include
 - Smaller portions should be available at a lower cost
 - Serving less – don't simply provide more portions at a small size
 - Consider serving smaller portions in pots, with small plates and small cutlery
 - Serve fruit with desserts balance out the smaller portions
 - Desserts should still follow the healthy guidelines shown in the toolkit

Assessment

- A copy of the menu / evidence that smaller portions are offered
- Photographs of how smaller portions are presented
- Information on frequency of this option being taken up by event planners

3. Providing healthier choices and default options



B3.1 Ensure that least 50% of menu items on offer are 'healthier'



Rationale

While the ultimate decision on the food that is served to delegates lies with the event planner, you can increase the availability of healthy options to increase the likelihood that the menus served are healthy and contribute to a healthy balanced diet.

What we expect

At least half of items available on each a la carte menu, or half of the set menus on offer for any one meal, should be healthier options.

Guidance

- Refer to the toolkit for the requirements for healthier options, examples of healthier food and recommended cut offs for salt, sugar and fat content per 100g of food
- As a general guide, a healthy menu item could be promoted in your national food-based dietary guideline and is lower in saturated fat, added sugar and salt and may also have a high content of fruit, vegetables, fibre and/or wholegrain
- Gluten-free, wheat-free, dairy-free, meat-free items are only healthier options when they are also low in saturated fat, added sugar and salt

Evidence required

- A copy of the menus, indicating which products meet the 'healthier' criteria
- A written statement on some of the steps taken to achieve this target
- A written statement on any measures taken to specifically promote these healthier food options to event planners
- Example nutritional content of menu items (if possible)

B3.2 Ensure that at least 50% of all drinks on offer are low-sugar or no-sugar



Rationale

Drinks can be a hidden source of calories and sugar in people's diets. Making sure that there are always low-sugar options available will help people to control their calorie intake and therefore maintain a healthy weight.

What we expect

Wherever drinks are on offer, at least half should be low- or no-sugar options.

Guidance

- Refer to toolkit for examples of healthier drink ideas
- Low-sugar drinks include water/sparkling water, diet soft drinks and herbal teas
- Low/no sugar non-alcohol alternatives should always be served where alcohol is served

Assessment

- A copy of the menus, indicating what low-calorie options you offer
- Photographs of a drink stand showing the range of drinks on offer
- If this is a new practice, an estimate of how sales of certain drink products have shifted

B3.3 Ensure that healthy options are available at the equivalent price of less healthy options



Rationale

Although prices vary across menus, it is important to make sure that healthy options are accessible to all event planners, no matter what their catering budgets. By ensuring that there are healthy options available at all price points and as options on all set menus, event planners are more likely to choose healthy options as part of their catering plans.

What we expect

Steps should be taken to ensure that there are always healthy options offered at equivalent price points to alternatives across the menus. Flexibility on set menus to allow substitutions for healthier options should be offered.

Guidance

Healthier options should be included in the menu selection as standard. However, if healthier options are not always offered as standard, a statement on the menu saying 'please ask to discuss healthier options we have available'. These should be available at the same price.

Assessment

- A copy of the menu with prices attached
- Evidence that event planners are made aware of the fact that healthier options can be arranged

B3.4 Provide the option to replace any starchy carbohydrates to be replaced with their wholegrain form



Rationale

Wholegrain foods are high in fibre which is recommended as part of a healthy diet. White bread, pasta and rice contain a lot less fibre than wholemeal/wholegrain equivalents. Providing event planners with the option for all bread, rice and pasta dishes to be made with wholegrain/ wholewheat versions helps event planners who are looking to provide nutritional menus but does not restrict your general menus.

What we expect

Steps should be taken to ensure that all starchy carbohydrate dishes (bread, rice and pasta dishes) can be provided using the wholegrain/wholewheat versions and this option should be clearly promoted on menus and offered at no additional cost.

Guidance

- Refer to toolkit for a list of wholegrain/wholemeal options
- Starchy carbohydrates include bread, rice and pasta. As well as the wholemeal alternative to these, you may also consider serving bulghar wheat and/or quinoa which are also high in fibre
- Potato is also a starchy carbohydrate. Make sure you offer these baked or boiled rather than fried, and consider switching to sweet potato or other root vegetables

Assessment

- A copy of menu showing how the wholegrain/wholemeal alternatives are promoted to event planners
- An estimate of the uptake of this option

B3.5 Position salad and vegetables first in buffet lines as standard



Rationale

Fruit and vegetables are a key component of a healthy diet, however very few people consume enough. Not only do fruits and vegetables contain large amounts of beneficial nutrients, they also contain no/very low levels of saturated fat, added sugar and salt. By providing salad and vegetables in your menus you can nudge delegates to consume vegetables and smaller portions of other food as they have less space available on their plate.

What we expect

Salads and vegetables should be offered first in buffet lines as standard.

Guidance

- Position salads and vegetables first in buffet lines, or if multiple courses are available the first of each section
- This should be standard practice, but you can allow event planners to opt-out of this if they wish and would prefer a different set up for their delegates
- Main course salads should also be offered as an alternative to other menu items

Evidence required

- Photographs of a buffet line
- Information on opt-in/opt-out

B3.6 Provide dressings and condiments separately to the dishes



Rationale

Dressings and condiments can often be high in fat, sugar and/or salt and can contribute a significant amount of calories to a meal. By providing dressings, dips and condiments separately delegates have more flexibility over how much they add based on personal preference.

What we expect

Provide dressings, dips and condiments separately to the dishes that they go with.

Guidance

Provide dressings, dips and condiments separately to the dishes that they go with (e.g. salads, vegetables, snacks) rather than ready-dressed/seasoned.

Assessment

- Photographs showing this in practice
- A written statement of how this is implemented

B3.7 List healthy options before less healthy options on menus



Rationale

Listing healthier options first in menus can raise their prominence on menus and help to promote healthier options and healthier menus to event planners. This in turn may increase the likelihood that healthier options are selected and therefore that visitors to your venue are eating healthier food.

What we expect

Healthier options should be listed first on menus.

Guidance

List healthier options first on menus. This includes both healthier menu items as well healthier set menus.

Assessment

- A copy of the menu

B3.8 Make low sugar / low fat dairy the default option



Rationale

Dairy is an important part of a healthy diet but can contain high amounts of saturated fat. Some products such as yogurt and flavoured milk can also contain high levels of added sugar. Offering lower fat and low-sugar options can help people to be healthier while still consuming dairy.

What we expect

When dairy items are provided to visitors, lower fat and sugar versions should be the standard available.

Guidance

- Refer to toolkit for examples of dairy swaps and things to watch out for
- As a general principle
 - Use skimmed milk as standard at coffee breaks
 - Provide plain yogurts without added sugar as snack/dessert options
 - Use soft cheese such as cottage cheese, mozzarella and ricotta rather than hard cheese such as cheddar for sandwiches and salads

Assessment

- An estimate of how sales/purchases of milk, yogurt and other dairy items have changed as a result of meeting this criteria
- Indication of nutritional content of the yogurts provided (if possible)

B3.9 Include at least one vegetable or salad side dish with all set menus



Rationale

Fruit and vegetables are key a component of a healthy diet, however very few people consume enough. No only do fruits and vegetables contain large amounts of beneficial nutrients, they also contain no/very low levels of saturated fat, added sugar and salt. By providing more vegetables in your menus you can help delegates to consume more and also consume smaller portions of other food.

What we expect

At least one vegetable or salad side dish should be included in all set menus, or more depending on the menu type/size.

Guidance

- For guidance on increasing fruit and vegetables on your menu and for a portion guide, see the toolkit.
- Vegetable side dishes should be steamed, sautéed or boiled and should not come ready dressed, in sauces or cooked in butter/oil. Salads should not be ready dressed
- You might also consider offering main course salads as alternatives to hot dishes and sandwiches
- As a general principle
 - The number of portions should be appropriate for the menu type/size
 - For 2 or 3 course set menus, at least two portions of fruit, vegetables or salad per person should be provided
 - For 1 or 2 course sandwich menus, at least one portion of fruit, vegetables or salad per person should be provided

Assessment

- A copy of the menu

B3.10 Offer small serving sizes and/or low-alcohol options when alcohol is served



Rationale

Alcohol consumption is known to increase the risk of cancer and other health conditions. It is also a source of 'empty' calories and thus can contribute to weight gain. Taking steps to promote alternatives to alcohol can help reduce consumption and break the cultural expectation that alcohol is always served and drunk.

What we expect

Event planners should be given the option for wine to be served in small servings and low-alcohol versions should be made available.

Guidance

- At on-site bars, offer 125ml servings of wine, bottles of beer (250-330ml) and single serves of spirits as standard (25ml)
- Serve two different measures of wine, with a minimum split of 75% standard size (175ml) and 25% small size (125ml)
- Provide non-alcoholic drinks wherever alcohol is served
- Include low-alcohol beer and wine as options on your menus

Assessment

- A copy of the menu
- Sales information of the different alcohol types

4. Raising awareness and labelling



A4.1 Signpost healthier items on the menus



Rationale

As a venue you have a unique opportunity to promote healthy eating to event planners when you engage with them. By signposting healthier options on your menu you can make it easier for them to put together healthier menus for their delegates

What we expect

Menu items that meet the healthier criteria described in the toolkit should include a logo or mark alerting event planners to them being a healthier option.

Guidance

- Refer to the toolkit for the requirements for healthier options
- As a general principle
 - Highlight the healthy menu items to event planners
 - Include a description of the healthy items and why they are a good option
 - Tell event planners about the healthy venues initiative and what you are doing as part of this

Assessment

- A copy of the menu

A4.2 Signpost healthier items available in buffet lines



Rationale

As a venue you have a unique opportunity to promote healthy eating to event planners when you engage with them. By signposting healthier options on your menu you can make it easier for them to put together healthier menus for their delegates

What we expect

Buffet items that meet the healthier criteria described in the toolkit should include some kind of mark alerting event planners to them being a healthier option.

Guidance

- Refer to the toolkit for the requirements for healthier options
- Consider using the Healthy Venues logo
- As a general principle
 - Highlight the healthy menu items to event planners
 - Include a description of the healthy items and why they are a good option
 - Tell event planners about the healthy venues initiative and what you are doing as part of this

Assessment

- A statement of how implemented
- Photographs of signposting in action

A4.3 Actively promote your healthy menus/options



Rationale

As a venue you have a unique opportunity to promote healthy eating to event planners when you engage with them. Promoting healthy eating also gives you an opportunity to promote the work you are doing to improve the healthiness of your menus. By working with event planners you can increase the likelihood that the healthy menu items you have are selected by event planners

What we expect

You should take steps to promote healthy eating and your healthy menu items to event planners and encourage them to include these in their meal selection

Guidance

- See the toolkit for an information leaflet on healthy eating for you to give to event planners
- As a general principle
 - Promote healthy eating to event planners through your information pack
 - Tell event planners about the healthy venues initiative and what you are doing as part of this
 - Highlight the healthy menu items to event planners
- Include at least one evaluation question about the menu, making specific reference to the healthy items

Assessment

- A copy of the information provided to event planners
- Indication of sales of healthy items as a proportion of total menu choices
- A copy of evaluation showing the question (s) asked related to healthy eating
- A copy of evaluation asking if they were told about healthy eating/ survey answers

5. Marketing, promotion and sponsorship



B5.1 Provide water and fruit as default items in meal deals or lunch boxes available at onsite canteens, cafes and restaurants



Rationale

Nudging people towards healthier choices and decisions is one way to help and support people in having healthier lifestyles. One way that nudges can be used in a catering environment is by changing the default option so that people have to opt-out of the healthiest option, should they wish, rather than opt-in. By providing healthy components to meal deals, such as water and fruit, you can help visitors to your venue to eat and drink more healthily.

What we expect

If you have any onsite canteens, cafes or restaurants which have meal deals or lunchboxes, these should include water and fruit instead as the default drink and side/dessert.

Guidance

- This criteria is relevant to any on-site restaurants, cafes or shops which you have control over, as well as to your catering menus
- The default drink in meal deals should be water, although you may permit substitutions upon request
- A piece of fruit (or side salad) should be included in all meal deals. Chocolate, crisps, desserts and highly sweetened yogurts should be avoided, although low-fat, low-sugar options are permitted in addition to the piece of fruit.

Assessment

- Example menus and details of the items included

B5.2 Always offer a healthier option to planners which is the same (or lower) price as the alternative



Rationale

In a recent survey of event planners carried out by the World Obesity Federation, more than half (53%) of the respondents said price is a major barrier to providing healthy catering at their events. Two-thirds (66%) of respondents also said that a lack of healthy options in set menus is a barrier. By ensuring that healthy options are available to all not matter what the budget, you can have a big impact on the healthiness of the meetings held at your venue.

What we expect

Healthy options should be available to all and as such healthy options or substitutions should be available at all menu price levels.

Guidance

- All menu types, including set menus, should include healthy options at the same or lower price as alternatives
- The healthy options should be suitable substitutions
- Where possible, event planners should also be able to adapt set menus to include healthier options at no additional cost

Evidence required

- A copy of the menu with prices

B5.3 Ensure that promotions include a minimum of 50% healthier items



Rationale

In a recent survey of event planners carried out by the World Obesity Federation, two-thirds (66%) of respondents said that a lack of healthy options in set menus is a barrier to providing healthy catering at their events. Furthermore, nudging people towards healthier choices and decisions is one way to help and support people in having healthier lifestyles. One way that nudges can be used in a catering environment is by ensuring that any promotions include healthier items.

What we expect

Any items which have a promotion or meal deal associated with them on site should include, as a minimum, healthy items in a equal proportion to unhealthy.

Guidance

- This criteria is relevant to any on-site restaurants, cafes or shops which you have control over
- See the toolkit for examples of healthy items
- Healthy items included in the promotions should be more prominent than less healthy options available
- Unhealthy options should not be promoted at the point of purchase.

Evidence required

- Example menus and details of the items included

6. Vending



B6.1 Work with vending machine providers to ensure that at least 50% of products available are healthier



Rationale

Vending machines typically contain a range of snacks and drinks which are high in fat, sugar and salt and not recommended in food-based dietary guidelines. By offering more healthier items in these machines you can help to shift people's behaviour towards healthy choices.

What we expect

We understand that the content of vending machines is often not in your direct control. However, providers of vending machines often have a range of products available for vending and typically can provide healthier alternatives to the standard products. By working with vending machine providers you should ensure that at least 50% of the items in the vending machine are healthier.

Guidance

- Refer to toolkit for examples of healthier vending ideas
- You might consider asking your supplier to ensure the branding on the machine is for a low/diet product
- You might consider changing to a vending machine provider which specialises in healthier vending

Assessment

- Photos of vending machine with healthier options
- A list of items on offer in the vending machine
- A written statement of how you have engaged with the vending machine company on this issue

7. Active Travel



B7.1 Provide ample and secure bike racks at the venue



Rationale

Promoting cycling to and from your venue can help promote activity, reduce car usage and congestion around your city and also provide people with an opportunity to see the sites of your city. Many cities now have bike hire schemes with bikes available throughout the city free of charge. Making sure your venue has the facilities for people to cycle is an important step as part of your efforts to promote active travel and cycling.

What we expect

Bike racks should be available at your site in a safe and secure location.

Guidance

Bike spaces should be for personal bikes as well as city bikes if you have a scheme in your city.

Evidence required

- Details of the bike racks, where they are in proximity to the venue and how many spaces there are

8. Reducing sedentary behaviour



B8.1: Provide signage promoting the benefits of reducing sedentary behaviour



Rationale

Informing visitors to your venue can be a good way for you to promote the benefits of reducing sedentary behaviour. Understanding the benefits of this may help people to consider steps they can take in their normal work environment to reduce inactivity. Breaking up long periods of sitting with periods of meetings has been shown to help maintain health and also to improve concentration.

What we expect

Provide signs around the venue on the benefits of reducing / breaking up long periods of sedentary behaviour.

Guidance

- Information should be displayed around the venue, particularly in areas where people congregate such as in foyers, on the concourse, outside bathrooms and near to catering
- Signs could be plaques, 'bus stop' signs or on screens around the venues

Evidence required

- Photos or details of where signage is in the venue

B8.2 Provide signage promoting standing applause, hourly stretching breaks and standing space in meeting rooms



Rationale

What we expect

Provide signs around the venue promoting active sessions as a way to reduce / break up long periods of sedentary behaviour.

Guidance

Information should be displayed around the venue, particularly in areas where people congregate such as in foyers, on the concourse, outside bathrooms and near to catering. Signs could be plaques, 'bus stop' signs or on screens around the venues. Active meetings should also be promoted to event planners using the healthy meeting checklist.

Evidence required

- Photos or details of where signage is in the venue
- Details on how this is communicated to event planners

B8.3 Provide clear signage for stairs and promote their use



Rationale

Making it easy for people to find their way around your venue using the stairs rather than escalators and lifts is a simple way that you can promote activity amongst your visitors. Breaking up long periods of sitting with periods of meetings has been shown to help maintain health and also to improve concentration.

What we expect

Provide clear walking directions within the venue for getting between the different rooms and exhibition spaces without the need for lifts or escalators.

Guidance

Walking directions should be clearly signposted around the venue, particularly between rooms, exhibition spaces and catering areas. *Please note that lifts and escalators should still be available to accommodate people with reduced mobility.*

Evidence required

- Photos of signage or maps directing people around the venue

B8.4 Promote outside areas for guests to take breaks



Rationale

Prolonged periods of sitting have been shown to contribute to a person's risk of disease.

Long conference days and lack of fitness facilities at hotels can often make it difficult for delegates to get the activity time that they want or need. By promoting outside areas you can encourage people to be active in breaks and stretch their legs.

What we expect

Promote outside areas for guests to take breaks and actively promote their use throughout the venue using signage and/or leaflets

Guidance

- Signs alerting delegates to outside areas should be displayed around the venue, particularly in areas where people congregate such as in foyers, on the concourse, outside bathrooms and near to catering
- Signs could be plaques, 'bus stop' signs or on screens around the venues (if there is outside space). Outside space could also be communicated to event planners and at information stands
- If outdoor areas are obvious and signage is not required, a photo as evidence of this will be sufficient

Evidence required

- Photographs of the signs / outdoor space
- Information about how the outside space is promoted to event planners and delegates

9. Promoting physical activity



B9.1 Promote the location of community recreation facilities



Rationale

Attending conferences, particularly multi-day conferences, can disrupt people's normal fitness and social routines. Being in an unfamiliar area can also make it harder to locate local gyms, parks, swimming pools and other recreation areas. Providing maps of the local facilities to delegates to help them maintain as much of their normal routine.

What we expect

Provide maps which identify community recreation facilities, sports parks, swimming pools, gyms and similar to event planners.

Guidance

- You should create maps which locate local recreation and fitness facilities in the vicinity of your venue
- This should then be given to event planners to share with their delegates and should also be available at the venue information desk

Evidence required

- A copy of the map and details of how it is shared

B9.2 Provide route maps for running/jogging/walking



Rationale

Attending conferences, particularly multi-day conferences, can disrupt people's normal fitness and social routines. Being in an unfamiliar area can also make it difficult to locate routes for running, jogging and walking around the town and surrounding areas. Providing maps to can help delegates to maintain some of their normal routine while doing some sight seeing at the same time!

What we expect

A selection of maps to be made available to delegates, including for a 3k/5k/10k run or jog, and a walk around the venue block for break times.

Guidance

- You can either develop your own maps or work with the local convention bureau, tourist organisation or local community groups. See the toolkit for some example online tools for developing a map
- Information can be provided in a range of ways
 - Direct to delegates via information at the Venue information desk
 - To delegates via the event planner for inclusion in delegate packs
 - Via the conference website, App or programme (as appropriate)

Evidence required

- A copy of the maps
- Details of how this is communicated to event planners and delegates

10. Promoting healthier meetings



B10.1 Work with event planners to include physical activity as part of their programme



Rationale

Conferences typically involve prolonged periods of sitting with little opportunity for activity throughout the day. There are a wide range of ways that event planners can encourage more activity within their programmes, however this can sometimes be challenging for event planners who do not have local contacts or know the local area. Healthy Venues can therefore support event planners in incorporating physical activity into their meeting programme.

What we expect

You should promote the inclusion of physical activity in meeting and conference programmes to event planners. You should also highlight how you can help support these actions.

Guidance

- See the physical activity toolkit for ideas of ways you can work with event planners to incorporate physical activity into programmes
- Work with event planners and local destination bureaus
- The simple actions that you can promote include for instance morning or lunchtime walks around the venues, fun runs, yoga sessions, walking tours of the town

Evidence required

- Evidence of how this is promoted to event planners, examples (description or photos) of how you have supported the inclusion of activity into programs

B10.2 Offer the event planners the option to shut down escalators or elevators between specific times



Rationale

Promoting the use of stairs rather than escalators and lifts to those who are physical able is a simple way that you can promote activity amongst your visitors. Breaking up long periods of sitting with periods of activity has been shown to help maintain good health and also help to improve concentration. By shutting down escalators at specific times you can promote the use of stairs. Clearly signposting why this has been done may also make delegates think about their activity and consider using the stairs at other opportunities throughout the conference and also when back at home.

What we expect

Offer event planners the opportunity to shut down escalators or elevators between specific times (while ensuring access for disabled guests) and promote the reason for doing this.

Guidance

Depending on the set up at your venue, the locality of stairs and escalators to each other and the number of delegates at the time, there are two main ways you can consider shutting down escalators

- Temporarily shutting down all escalators so everyone uses the stairs, or
- switching all escalators to the same direction so that people have to walk the stairs in the opposite direction
- You should make some standard signs that explain why this has been done should be put up near to the escalators.

Note: this should only be done when alternative options are available (e.g. lifts) for people with mobility restrictions and when it does not conflict with disability laws.

Evidence required

- Details of how this is offered; photograph in practice

11. Sponsorship



There is no criteria related to sponsorship as part of the silver award



12. Employee health & wellness

B12.1 Arrange health and wellness days for staff to promote the benefits of healthy eating and physical activity



Rationale

People spend a significant proportion of their time at work, often sat in meetings or at computers, working long hours and towards challenging deadlines. All of this can contribute to poor health and in particular mental health. Healthier eating, regular stretching breaks and physical activity have all been shown to reduce stress and improve concentration.

What we expect

Hold at least two health and wellness days and events for staff and contractors throughout the year.

Guidance

- Wellness days may involve, for instance:
 - Education activities, including talks and workshops
 - Cooking lessons in the kitchen
 - Team sports/activity days
 - Challenges and competitions, such as who can walk the most steps

Evidence required

- Details of the activities undertaken, including photos or written materials

B12.2 Encourage staff to take regular active breaks



Rationale

People spend a significant proportion of their time at work, often sat in meetings or at computers, working long hours and towards challenging deadlines. All of this can contribute to poor health and in particular mental health. Healthier eating, regular stretching breaks and physical activity have all been shown to reduce stress and improve concentration.

What we expect

Encourage and provide opportunities for employees and staff to take regular 'fresh air' and activity breaks throughout the working day.

Guidance

- See the toolkit for examples of workplace health policies, including the World Health Organization guidance
- Staff should be encouraged to take regular 'mini-breaks' throughout the day involving getting up and walking around and/or stretching

Evidence required

- A statement/written evidence of how this is promoted and implemented

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