

Canada's  
food guide

# Creating Healthy Food Environments with Canada's Food Guide

MAKING HEALTHY CHOICES  
EASIER IN SETTINGS WHERE  
CANADIANS LIVE, WORK, LEARN  
AND PLAY

Have plenty of  
vegetables and fruits

Eat protein foods

Make water  
your drink  
of choice



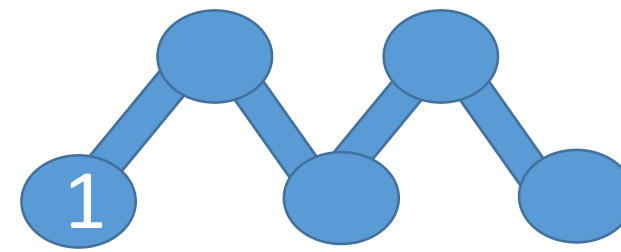
Choose  
whole grain  
foods

Office of Nutrition Policy and Promotion presentation to  
School Health Coordinators Committee, March 2021

# Agenda: Creating Healthy Food Environments with Canada's Food Guide

- 1 Current State
- 2 Vision
- 3 An Opportunity For Leadership
- 4 What Will It Look Like?
- 5 Discussion

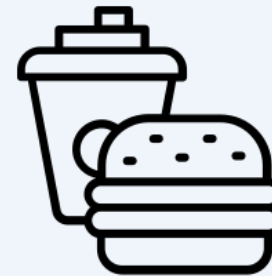
# Current State



Issue: Consumers are constantly exposed to unhealthy food and beverage options wherever they go



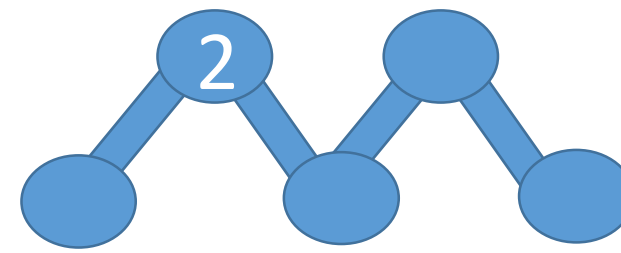
Food guide-recommended choices are hard to find in many settings (e.g., workplaces, schools, campuses and recreation centres/arenas)



Salty snacks, sugary confections and beverages, and deep fried items are standard

**Unhealthy food options are presented and marketed as the easy choice, and sometimes are the only available choice**

# Vision



People are more likely to follow food guide recommendations if the food environment (i.e., the conditions in the settings where people eat) supports healthy choices. This initiative will bring to life these recommendations by leveraging the food guide brand to create:



a recognition program to galvanize action and extend the trusted food guide brand to strengthen community action



resources to support these changes to create supportive environments

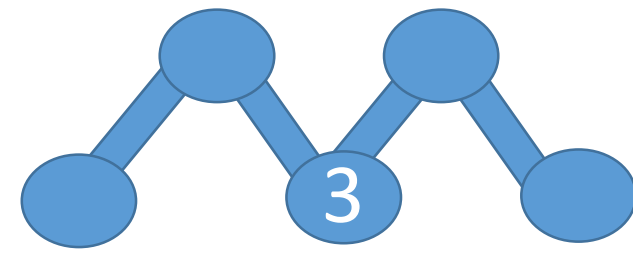


criteria for different settings to help build healthy public policy



**Healthy choices will be more accessible and available in participating settings**

# Opportunity For Leadership



There is an opportunity for Health Canada to take a national leadership role by leveraging our networks and the food guide brand to:



## Lead by Example

Starting with Health Canada workplaces



## Inspire and Recognize

Celebrating organizations taking action and motivating others to do the same

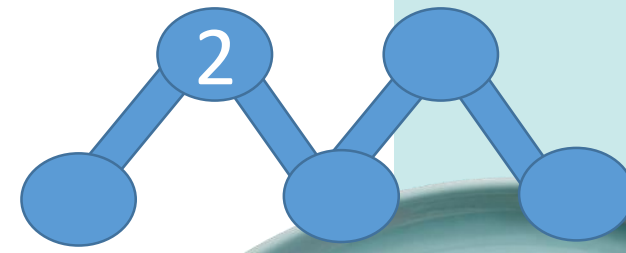


## Collaborate

To develop setting-specific criteria and resources that will help other organizations



# What Will It Look Like?



A two-year action plan that seeks to:



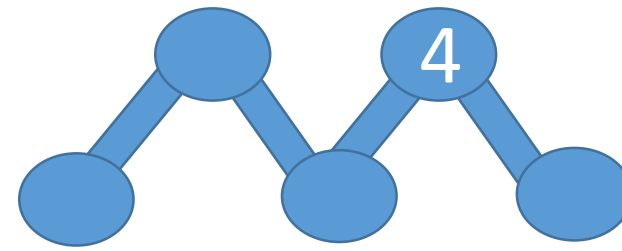
1. Drive change at the Health Canada workplace



2. Support change in other institutions, with a focus on organizations serving children and youth



# What Will It Look Like at Health Canada?



## Action

Drive change at the Health Canada workplace

## Objective

Make it easier for Health Canada employees to eat healthily at work

## Outcome

In Health Canada and other federal buildings more healthy options and fewer unhealthy options are available

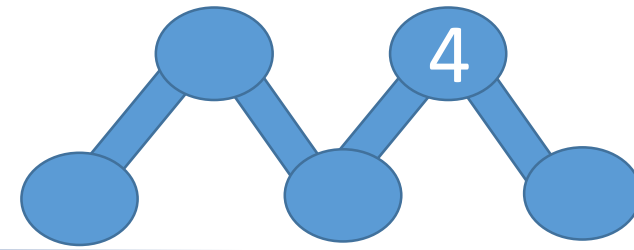
## Key Deliverables

Finalizing Health Canada's:

- Healthy Eating Policy
  - Meeting and Event Directive
  - Vending Machine Directive

Promote uptake across the federal public service

# What Will It Look Like In Other Settings?



## Action

Support changes in organizations across Canada with a focus children and youth

## Objective

- Stimulate and support organizations to implement the food guide recommendations.
- Support varying PT priorities and circumstances, and complement initiatives already underway.

## Key Activities

- Recognition program to authorize use of brand for actions that align with food guide recommendations
- Resources to support implementation
- Criteria to assess eligibility for brand usage/recognition

## Outcomes

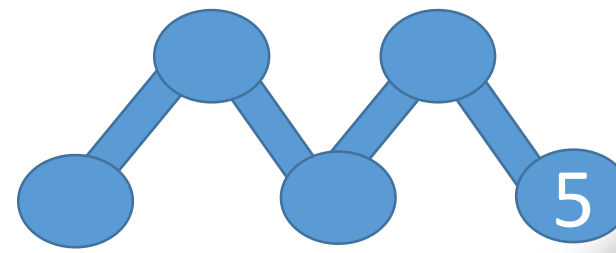
Healthy foods are readily available in participating settings, making it easier for Canadians to eat healthily over the course of the day

## Where to Act?

Assessing readiness in various settings, and seeking partners for collaboration



# Discussion Questions



- Are there opportunities for alignment with the work plan of the Joint Consortium for School Health (JCSH)?
- Are there specific [Food Guide recommendations](#) that are of interest to JCSH members collectively or as individual P/Ts (see Appendix 1)?
- Are there potential opportunities to collaborate within your province or territory?

Please contact [krista.burns@canada.ca](mailto:krista.burns@canada.ca) with questions, comments, or potential collaboration opportunities.



# Healthy Eating Recommendations

**Healthy eating is more than the foods you eat. It is also about where, when, why and how you eat**

## **Be mindful of your eating habits**

- Take time to eat
- Notice when you are hungry and when you are full

## **Cook more often**

- Plan what you eat
- Involve others in planning and preparing meals

## **Enjoy your food**

- Culture and food traditions can be a part of healthy eating

## **Eat meals with others**

**Make it a habit to eat a variety of healthy foods each day.**

**Eat plenty of vegetables and fruits, whole grain foods and protein foods. Choose protein foods that come from plants more often.**

- Choose foods with healthy fats instead of saturated fat

**Limit highly processed foods. If you choose these foods, eat them less often and in small amounts.**

- Prepare meals and snacks using ingredients that have little to no added sodium, sugars or saturated fat

## **Make water your drink of choice**

- Replace sugary drinks with water Use food labels

## **Use food labels**

**Be aware that food marketing can influence your choices**