

## **Consumer Acceptance of Healthier Concessions at Vermont State Parks**

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There is no question that the built environment has influenced the rise in obesity throughout the United States. Access to calorically dense foods has become far too easy and sedentary lifestyles have become far too common. State parks provide a model environment for access to available space for physical activity; however, little attention is paid to the food being sold in the parks. The aim of this study was to better understand the attitudes and behaviors of state park visitors toward healthier options available at the concession stands. Additionally, the investigators sought to determine if point of purchase information designating items as a healthy choice influenced their sales. Two state parks participated in this study during the summer of 2012. One park displayed a sign informing visitors of the healthier options available; the other did not. During the two intervention days a survey was given to visitors who purchased any items from the concession stand. The survey, based on the Theory of Planned Behavior, asked questions about consumers' attitudes toward food availability and purchasing behaviors at state parks. Survey results and sales data are pending. Investigators hope to determine if availability of healthier options is important to state park visitors.