Building a Culture of Health:
Improving the Food and Beverage Environment

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Culture of Health

A culture in which people live, work, learn, pray and play in environments that support healthy behaviors, timely quality care and overall well-being.

The healthy choice is the easy choice

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Objectives:

1. Identify promising practices that positively affect healthy food and beverage choices in worksites, public and community settings.
2. Identify the factors that influence food selection in the food environment (price, product, placement and promotion)
3. Compare nationally recognized procurement nutrition standards for vending, meetings, and cafeteria service.
4. Evaluate a food and beverage setting for PSE improvement opportunities.

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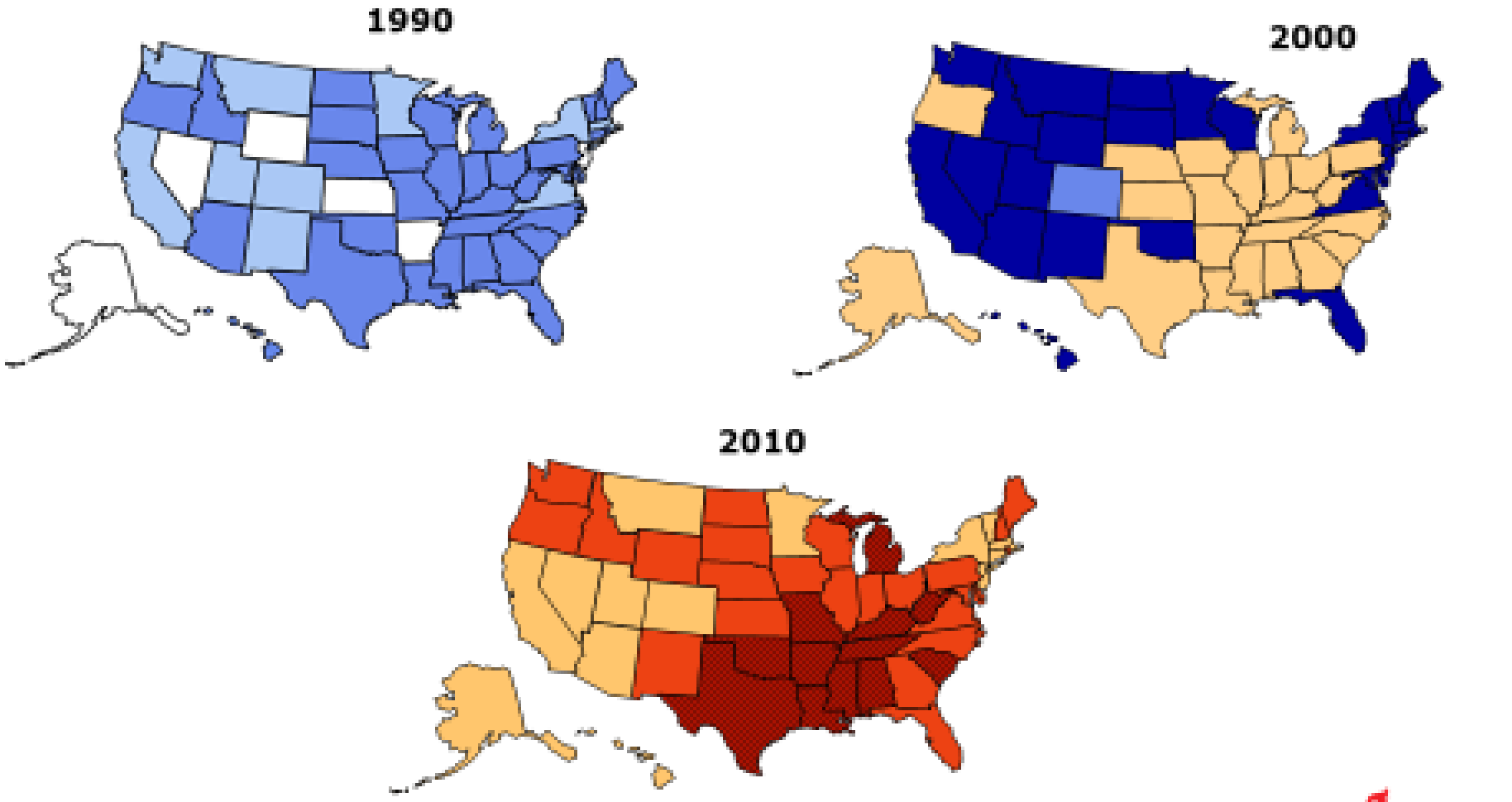
Obesity Trends* Among U.S. Adults

(*BMI ≥30, or about 30 lbs. overweight for 5'4" person)



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Traditional Dietitian's Role

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Workplace & Community PSE

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Why Policy, Systems, Environment changes?

Major health problems will not be solved solely by individual actions.

✓ Health problems are influenced by societal policies and environments that promote unhealthy behaviors or fail to foster healthier choices

✓ Chronic disease prevention requires an "upstream" approach that improves the environments where we live, work, learn, play, and receive health care

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Why?

More than 130 million individuals employed in the U.S.

Impacting individuals through health education is not sufficient on its own to see improvement in dietary changes.

Improving the food environment is a strategy gaining traction in the public health community.

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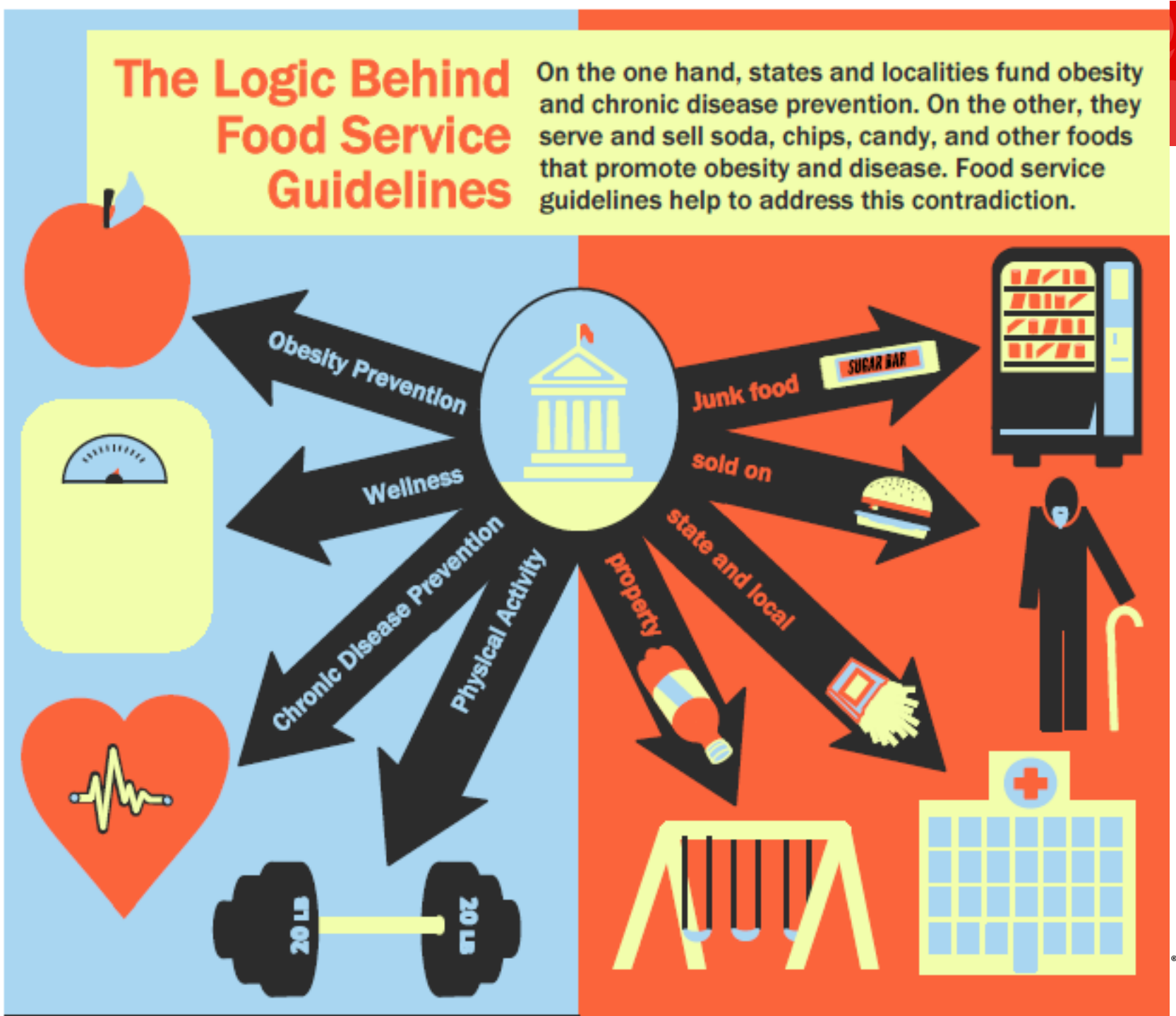
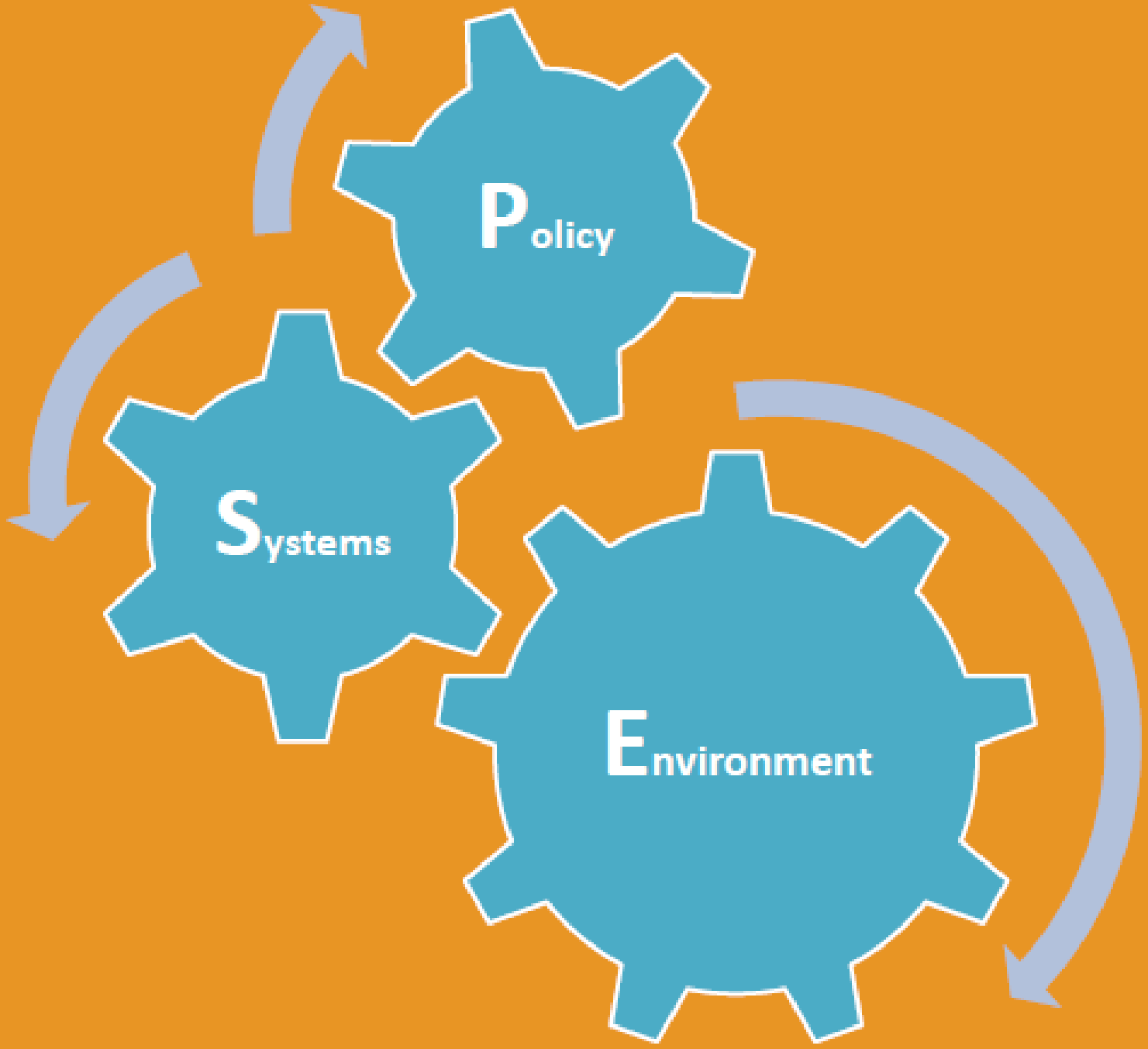

The Logic Behind Food Service Guidelines
On the one hand, states and localities fund obesity and chronic disease prevention. On the other, they serve and sell soda, chips, candy, and other foods that promote obesity and disease. Food service guidelines help to address this contradiction.
Obesity Prevention
Wellness
Chronic Disease Prevention
Physical Activity
Junk food
SUGAR BAR
sold on
property
state and local
20 LB
20 LB


Policy
Systems
Environment

POLICY:

Written statement of organizational position, decision or course of action. (Such as ordinances, resolutions, mandates, guidelines, or rules)

SYSTEMS:

Changes in organizational procedures (such as personnel, resource allocation, programs)

ENVIRONMENT:

Physical, observable changes in the built, economic, and/or social environment.

POLICY:

Policy requiring minimum percent of foods sold in vending machines on city property meet nutritional requirements.

SYSTEMS:

Work with existing or new vending machine operators to change product mix.

ENVIRONMENT:

Create marketing & educational materials to inform customers about the healthy changes.

The changes in eating and exercise behaviors that are driving the obesity epidemic are largely due to an environment that encourages the former and discourages the latter

(Hill Jo, Peters JC. 1998. Environmental contributions to the obesity epidemic. Science 280:12371-74)

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Unhealthy has become the default . .

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Worksite Wellness . . .

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Where is your organization today?

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Healthy Food and Beverage PSE

Improving the types of foods and beverages served and sold in workplaces positively affects employees' eating behaviors and can result in weight loss

Maintaining a healthy workforce can positively impact indirect costs by reducing absenteeism and increasing worker productivity

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What influences food selection?

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Make the healthy choice the easy choice . .

Price

Placement

Product

Promotion

Be Healthy!
Eat well, Live well.

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Make the healthy choice the easy choice . .

People

Portion

Preferences

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Increasing Affordable Healthy Food and Beverage Options

Meetings ▪ Catered Meals ▪ Snacks ▪ Vending

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Key Strategies

Increase the number of affordable healthy food and beverages options

AND

Promote consumption of healthy food and beverages

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Targets

1. Reduce sugar-sweetened beverages.
2. Offer more fruit and/or vegetable servings.
3. Offer non-fat and low-fat dairy products.
4. Provide access to free water.
5. Provide reasonable portion sizes.
6. Switch to whole-grain bread and bread products.
7. Limit serving sizes of traditional desserts.
8. Do not serve fried foods. Limit trans fats and saturated fats.
9. Reduce sodium levels in foods and beverages.
10. Price, Product, Placement, Promotion

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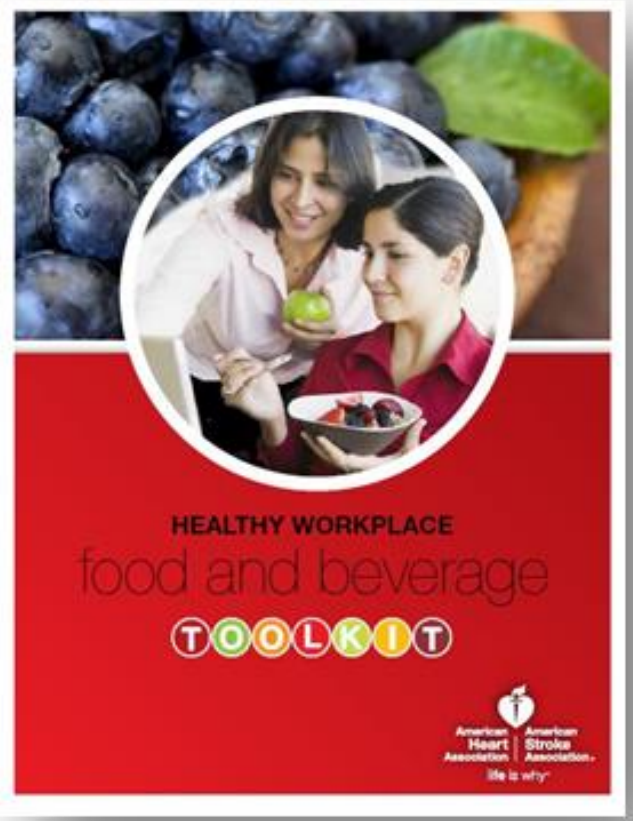
Healthy Workplace Food and Beverage Toolkit



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Implementation Steps

- Get leadership approval and engagement
- Gain internal support
- Assemble a team
- Baseline Data Collection
- Set Goals. Create action plan with timeline.
- Communicate to employees
- Implementation
- Monitor, evaluate and communicate results.

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Gain Internal Support

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Assemble a Team

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Baseline Data Collection

- Assess existing policies and vendor contracts.
- Assess your current food environment.
- Collect baseline data:
  - NEMS
  - CDC Healthy Hospital Food and Beverage Environment Scan
- Employee Survey (Optional)

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Set Goals. Create an Action Plan.

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Communication Plan

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Implementation

- Meeting Policy
  - On-site meals
  - Off-site events
- Vending
  - Beverage
  - Snack
- Cafeteria
  - Contract
  - Self-Op

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Promotion. Fun. Engaging.

- Promotion
  - Meal Deals/Drawings
  - Educate
    - Table tents
    - Communication
- Fun
  - New Products
- Engaging
  - Sampling

Monitor, Evaluate, Communicate.

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Benefits

- Helps build the culture of health, making the healthy choice the easy choice
- Meets people where they are and facilitates environmental change from within
- Educates employees about healthier choices and healthy eating patterns
- Helps drive demand for healthier choices from vendors

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Resources and Links

American Heart Association

heart.org/foodwhereur

U.S. Centers for Disease Control and Prevention (CDC)

cdc.gov

NEMS

Vending: nems-v.com/index.html

Restaurant: med.upenn.edu/nems/measures.shtml#

Resources & Links Handout

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Comparison of Procurement Standards

AHA Procurement Standards	GSA/HHS Health and Sustainability Guidelines	National Alliance for Nutrition and Activity (NANA) Model Vending Guidelines
Food		
Percent Healthy		
100% of food products must meet the nutrition guidelines.	100% of products must meet the sodium and trans fat standards. 25% of products must meet the calorie, saturated fat, and sugar standards.	100% of products must meet the nutrition guidelines.
Calories		
<200 calories per label serving (except plain nuts and nut/fruit mixes).	≤200 calories per item (excluding nuts and seeds without added fats, oils, or caloric sweeteners).	≤200 calories per package.
Sodium		
<240 mg per label serving (preferably no more than 140mg per label serving).	≤230 mg sodium per serving.	≤200 mg of sodium per package.
***Trans* Fats**		
Zero grams *trans* fat per label serving and no products containing partially hydrogenated oils.	Zero grams *trans* fat.	Zero grams *trans* fat.
Saturated Fats		
≤1g saturated fat per serving.	Limit total calories from saturated fat to ≤10% (excluding nuts and seeds without added fats or oils).	≤10% calories from saturated fat (which would be no more than 2 grams of saturated fat for a 200 calorie snack, for example) with the exception of packages that contain 100% nuts or seeds; snack mixes that contain components other than nuts and seeds must have no more than 10% of calories from saturated fat.
Total Fat		
No regular chips (baked chips and pretzels are OK).	N/A	≤35% calories from fat (which would be no more than 7 grams of fat for a 200 calorie snack, for example) with the exception of packages that contain 100% nuts or seeds; snack mixes that contain components other than nuts and seeds must have no more than 35% of calories from fat.

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Vending – Baseline

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NEMS-V: Beverage Criteria

Green

- Water without flavoring, additives, or carbonation
- < 12 oz. 100% fruit juice or low-sodium (<230 mg/8 oz.) vegetable juice
- < 12 oz. 2%, 1%, and non-fat milk (unsweetened) Lactose-free and soy beverages are included if per 8 oz. serving:

Yellow

- 100% juice fruit or vegetable juice with between 230 and 400 mg sodium per 8 oz. serving;
- > 12 oz. fat free, 1% or 2 % unsweetened milk
- Low-fat flavored milk with < 3 gm sat fat per 8 oz. , < 38% calories from fat and > 13 gm sugar per 8 oz. serving
- Any other caloric or non-caloric sweetened beverage with < 40 calories and between 230 and 400 mg sodium per 8 oz. serving

www.nems-v.com

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Vending – Baseline

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Healthier Vending Machine – Goals

- A good start is to make at least 50% of the available selections in vending (snack and beverages) the healthier options.
- Select the smallest package sizes available.
- Healthier items prominently placed at eye level or in most visible location
- Healthier items priced competitively or discounted, if possible

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Healthier Vending Machine – Next steps

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Take the next step to building a culture of health in your worksite or community setting by improving the food and beverage environment.

Thank you.

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