

Session Title: Building a Culture of Health: Improving the Food & Beverage Environment

Date: February 17, 2016

Objectives:

After attending this webinar, nutrition professionals should be better able to:

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. Describe the science basis for the American Heart Association's Food and Beverage toolkit
5. Evaluate a food and beverage setting for PSE improvement opportunities.

Presentation Summary

Confronting the national epidemic of chronic diseases requires bringing community resources together and changing the places, organizations and systems that touch people's lives every day. The use of policy, systems and environmental (PSE) change approaches can influence healthy food and beverage choices with an expanded reach.

This webinar will delve into the key strategies and promising practices to improve the food environment and individual selection in cafeterias, vending and worksites. Tools and resources from national organizations will be shared along with a step-by-step approach to creating an environment where the healthy choice is the default or easy choice. The session will conclude with hands on activities to evaluate food and beverage settings for P.S.E. interventions.

Presenter:

Joan Enderle, MBA, RD, LRD

Regional Campaign Manager – Team Lead

American Heart Association – ANCHOR Program

1005 12th Ave SE, Jamestown, ND 58401

Joan.enderle@heart.org

Course Information:

This course is intended for dietitians, food service directors, worksite wellness coaches, and health educators. This is a level 2 course.

Course Outline:

1. Introduction
 - a. Chronic disease – role of nutrition and individual choices people make each day
 - b. Historically - Dietitians role to educate, engage, individuals to make healthier choices
 - c. Population based/environment/system/policy changes to impact chronic disease
2. Role of PSE in the food environment
 - a. Promising practices that positively affect healthy food and beverage choices in worksites, public and community settings.
 - b. Findings from literature
3. Factors that influence food selection in the food environment (price, product, placement, promotion, social norms, etc.)
 - a. Introduce using a fictional person in a worksite that a wellness committee, does employee screenings. This employee has been screened with high blood pressure and high cholesterol. Educated on dietary changes but worksite meetings, vending, and food environment provide minimal healthy choices. How successful will this person be?
 - b. Compare to a worksite with healthy food and beverage policy and healthy choices in vending.
 - c. Review with photos and examples: Price, product, placement, promotion, social norms, etc.
4. What is Healthy?
 - a. National organization procurement nutrition standards: (AHA, GSA/HHS, NANA)
 - i. Vending
 - ii. Snacks
 - iii. Beverages
 - iv. Cafeteria
 - b. Resources and links to nutrition standards
5. Step by step approach
 - a. Gain internal support
 - b. Assemble a team
 - c. Baseline Data Collection
 - i. NEMS
 - ii. CDC
 - d. Set Goals, timeline, action plan
 - e. Implementation
 - i. Policy
 - ii. Contracts (ex. Vending)
 - iii. Communication
 - iv. Engagement (ideas, strategies)
 - v. Check points
 - f. Evaluate /Reassess/ Adjust goals and action plan
 - g. Ongoing process
6. Putting it all together – evaluate a food and beverage setting for PSE improvement opportunities
 - a. Case Study - use photos from cafeteria and vending worksite
 - b. Share links to tools resources (AHA, CDC, NEMS,)