Sodium Savvy:
Salient Public Health Solutions

March 21, 2013

Featured Speakers

- Julie M. Tucker, RD, CDN, SNS
  - Registered Dietitian
  - Broome Tioga BOCES, Binghamton, NY
    - Food Services
- June Schuldt, RN, BSN
  - Public Health Nurse
  - Schenectady County Public Health Services

Disclosure Statements

The planners and presenters do not have any financial arrangements or affiliations with any commercial entities whose products, research or services may be discussed in this activity.

No commercial funding has been accepted for this activity.

Evaluations

Nursing Contact Hours, CME and CHES credits are available.
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Thank you!

Thank You to Our Sponsors:

- University at Albany School of Public Health
- NYS Department of Health
  - Division of Chronic Disease Prevention
  - With support from the Centers for Disease Control and Prevention
Lowering Sodium in the School Food Environment is Elementary: Successful Strategies From The Broome County Sodium Reduction in Communities School Project

- Population 195,000
- Mean household income $41,520
- 13.8% individuals living below poverty level
- 23% children living below poverty level
- 91% White
- 3.3% African American

Broome County, New York

- Adult Hypertension 30.9%
- Significant racial health disparities
- High premature death rates from all cardiovascular diseases

Broome County Sodium Reduction in Communities Project

- Sectors / locations:
  - Community: Grocery Stores & Senior Meal Nutrition Sites
  - Schools: Elementary Schools

Specific Elementary School Goal:

- Reduce sodium content in school lunch meals

Broome County Sodium Reduction in Communities Project

- 3-year Sodium Reduction in Communities Program funded by the Centers for Disease Control and Prevention (CDC)
  - One of 5 funded communities
- Coordinated by the New York State Department of Health
- Currently in Year 3

Broome County Sodium Reduction in Communities Project

To learn more about this program, visit the CDC website:
http://www.cdc.gov/dhdsp/programs/sodium_reduction.htm
BT-BOCES Food Services

- Includes rural, suburban, and urban areas
- 15 School districts: 12 school districts in Broome County & 3 school districts in Tioga County
- ~45 elementary schools
- Range in size from 640 to 6,000 students
- Serve approximately 20,000 lunches & 8,000 breakfasts across all grade levels daily
- School districts range from 17% to 70% in free/reduced meals

Broome & Tioga Counties Approach

The Rock on Cafe™

- Menus
- Bids
- Nutrition Education
- Recipe Development
- Promotion
- Community Involvement

15 School Districts

Involvement of Every Director

Intervention Activities – YR 01

- September
- October
- November
- December
- January
- February
- March
- April
- May
- June
- July
- August

- Recipe group meeting
- Taste testing in schools (food recipes)
- CDC Site visit
- Taste testing in schools
- Recipe group meeting
- State audits
- Recipe group meeting
- Director meeting
- NYSSA Conference & Expo (Food show)
- State meetings
- Food show in West
- Recipe group meeting
- National Conference (Food show)
- SRC Public Health
- SRC Partners
- Centers for Disease Control and Prevention (CDC)
- National Sodium Reduction Initiative (NSRI)

Stakeholders

- Administrators
- School Boards
- Food Services
- Directors
- Managers
- Staff
- Parents
- Students
- Teachers
- School Site
Key Elements

- Nutrition Baseline
- Procurement System
- Vendor Shows
- Menu Planning
- Recipe Development
- Taste Testing
- In-Services for Staff

Nutrition Analysis

- **Nutrikids® software** [http://www.nutrikids.com/]
  - Enter ingredients (some nutrition information in database; some entered manually)
  - Create recipe
  - Create monthly menu for recipes
  - Analyze data by day with estimated projections for menu items selected by students
  - Calculate monthly average for sodium content per lunch meal

Key Strategies in Action

- **Reformulation**: 760 mg → 440 mg per serving
  - Individual Round Pizza: Reformulate crust
- **Substitution**: 1167 mg → 688 mg per serving
  - Grilled Cheese Sandwich: Substitute low sodium for regular cheese
- **Reduce Portion Size**: 960 mg → 480 mg per serving
  - Tomato Soup: Reduce serving size from 8 oz to 4 oz
- **Offer More Fresh**: 71 mg → 0.5 mg per serving
  - Green Beans: Use fresh or frozen instead of canned
- **Remove From Menu**: 1161 mg → 367 mg per serving
  - Ham & Cheese on a Pretzel Roll: Now serving munchables

Procurement

- Procurement will be made on an item by item basis and consideration of award will be given to specifications, pricing, efficiency, nutritional considerations and overall performance with a focus on the health of the students.
Menu Planning

School Lunch Meal Costs

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Costs</td>
<td>$1.28</td>
</tr>
<tr>
<td>Supplies</td>
<td></td>
</tr>
<tr>
<td>Labor &amp; Benefits</td>
<td></td>
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</tbody>
</table>

Average Total Cost = $2.89

Recipe Development

- Recipe Team
- Current Focus
  - Low Sodium Items
  - Dark Green Vegetables
  - Orange Vegetables
  - Legumes
  - Whole Grains
- Kid Test Tasted!

In-services for Administrators and School Food Service Staff

- Provided in-service for Broome County School Administrators on Broome County’s Sodium Reduction targets for schools.
- Provided an in-service for food service directors and food service staff Broome County’s Sodium Reduction Campaign and sodium reduction targets for schools.
### New Items Selected

- Reduced Fat/Reduced Sodium Taco Meat
- Reduced Fat/Reduced Sodium Cheese
  - Grilled Cheese & Deli Sandwiches
- Fruit and Yogurt Munchable
- Yogurt Meal
- Fruit & Yogurt Parfait

### New Items Selected

- Beef Burger Patty
- Pizza products
- Spaghetti Sauce
  - Low sodium mixed with regular
- 8 pc Roasted Chicken

### Unacceptable Products To Date

- Unbreaded Chicken Breasts
- Low Sodium Tomato Soup
- Reduced Fat/Low Sodium Mac and Cheese
- Lower Sodium Pizzas
- Low Sodium Spaghetti Sauce
- Asian Chicken

### Barriers

- Higher Cost of Lower Sodium Products
  - Tomato Soup
    - 6oz Reg 12¢ → 6oz LS 42¢
    - 6oz LS Mixed 27¢
  - Grilled Cheese Sandwich
    - Reg 37¢ → LS RF 56¢

  This is a 51% increase in cost!
- Lack of Lower Sodium Products
- Student Acceptability
- Naturally Occurring Sodium
  - Skim Milk
    - 125mg per 8 oz serving

### Achieving Sustainability

<table>
<thead>
<tr>
<th>Organizational routines</th>
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</thead>
<tbody>
<tr>
<td>• Organizational memory</td>
</tr>
<tr>
<td>• Flexibility &amp; adaptability</td>
</tr>
<tr>
<td>• Values and rules</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Institutionalized systems</th>
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</thead>
<tbody>
<tr>
<td>• Standardized menus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Processes specific to sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Centralized resources for purchasing, planning, analyzing</td>
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</table>

### Keys to Success

- Commitment to larger goal of providing nutritious food items and quality
- Soliciting support from school districts at all levels and engaging key stakeholders from schools and community
- Capitalizing on existing programs

### We’ve Cut Over a Ton of Salt!

YEAR 01
- 1500 → 1350 mg

YEAR 02
- 1350 → 1200 mg

TO DATE
- Total → 300 mg

300 mg per meal per day
× 20,000 meals
× 180 days
→ Convert mg to lbs
= **2381 pounds in 2 years**
Questions

Broome County Sodium Reduction in Communities Project

Julie Tucker jtucker@btboces.org

Decreasing Sodium for Seniors

• Overall Project Goal: Reduce sodium in meals for seniors
• Rationale: Seniors are at increased risk for high blood pressure
• Approach: Work the senior meal programs and with independent restaurants that seniors frequent

Goals

• Increase by 15% the availability of lower sodium menu items in restaurants that seniors frequent
• Reduce by 30% the sodium content of senior meal program meals

Venues

• Independent restaurants in Schenectady County
• Schenectady County Nursing Home

Restaurant Recruitment

• Environmental Health Department

✓ Established relationships with restaurants
✓ Identified potential restaurants
✓ Introduction
✓ Provided a comfort level for both parties

First Steps with Restaurants

• 5 Pilot restaurants
• Developed sodium reduction strategies as partners
• Targeted key constituent ingredients
• Maximized visits with restaurants
• Developed a tool to facilitate visit
Strategy Categories

- Menu/items served
- Cooking Techniques
- Products purchased

Menu

- Always serve salad dressing on the side
- Offer a variety of fresh or frozen fruits and vegetables as side dishes
- Decrease the amount of entrées that come with bacon and/or cheese automatically
- Offer several entrées in a smaller portion

Cooking Techniques

- Cook from scratch
- Measure salt or soup base
- Reduce or eliminate salt or soup base
- Combine a lower sodium product or regular product
- Prepare vegetables without added salt or butter products containing salt

Products

- Purchase fresh, frozen or raw products
- Ask the food distributor or purchasing group about the lower sodium products
- NSRI Targets
  (National Sodium Reduction Initiative)

Restaurant and Food Services

- Sodium reduction strategies are the same
- Category of success differs
- Restaurants: Menu and Cooking Techniques
- Food Service: Product changes
- Purchasing power

Questions

- Schenectady County Public Health Services
- June Schuldtt
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*Thank you!*