Promoting Nutrition Standards

Evidence Based Approaches to Preventing Chronic Disease: Action Plans and Implementation
Syracuse February 4, 2014

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www.cspinet.org/nutritionpolicy
Overview of Nutrition Standards

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Why Promote Nutrition Standards?

• Low-cost
• “Walk-the-walk”
• Workplace environment and individual health
• Potential cost saver
  – Health care costs
  – Absenteeism
  – Productivity
• Benefits to people with disabilities
Why Promote Nutrition Standards?

• Model and support healthy eating
• Help shape social norms
• Impact food manufacturers
Why Promote Nutrition Standards?

• More and more people are interested in healthier snacks
  – 74% of consumers are trying to eat healthier
  – 65% eating specific foods to lose weight
  – Sales growth of healthier snacks are outpacing traditional snack foods by 4:1
Growing Movement

- American Heart Association Priority
- CDC Chronic Disease Funding
- CDC Local Sodium Reduction Funding
- State and Local Health Departments
New York City

• Executive Order 122
• September 2008
• Vending, cafeterias, institutional feeding
• Child care, corrections, after-school, senior centers, public hospitals, etc.
• Healthy Hospital Food Initiative
Massachusetts

- Executive Order 509
- January 2009
- Institutional feeding
- Child and family services, public hospitals, corrections, elder services
General Service Administration/Health and Human Services

• Started as Wellness Initiative
  – Executive Order 13514, October 2009
• Nutrition and Sustainability
• Vending and cafeterias
• Contract by contract
Washington

- Executive Order 13-06
- October 2013
- Bill to Executive Order
  - Internal and external work
- Vending, concessions, cafeterias, institutional feeding, meetings, and events
How to Secure Nutrition Standards

- Bill
- Executive Order
- Regulations from the Health Department
- Hospital/Organization Policy
- Writing Standards into Food Service RFPs and Contracts
Populations to Consider

Some populations suffer higher rates of diet-related chronic disease

- Low-income children and adults
- People of color
- Immigrants
- Older adults
- People with disabilities
Venues to Cover

- Agency Buildings
- Community-Based Organizations
- Worksites
Venues to Cover

• Parks
• Community Centers
• Recreational Facilities (city and non-profit)
• Childcare Facilities
Venues to Cover

• Hospitals
• Local Universities and Colleges
Venues to Cover

• Group Homes
• Residential and Day Rehabilitation Programs
• Homeless Shelters
• Soup Kitchens and Pantries
• Senior Centers
Types of Food to Cover

• Vending
• Concessions
• Cafeterias

• Institutional Feeding
• Meetings
• Events
Choosing Nutrition Standards

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Which Nutrients

• Nutrients to Reduce:
  – Calories
  – Saturated Fat
  – Trans Fat
  – Sodium
  – Added Sugars
Which Nutrients/Foods

- Nutrients and Foods to Increase:
  - Fruits
  - Vegetables
  - Whole Grains
  - Nutrients of Public Health Concern
What Percent Healthy?

- 100% Best
- Different political climates and restrictions
- Adopt the highest percent that is feasible
- Try a phased-in approach
Vending Nutrition Standards
# Vending Nutrition Standards

<table>
<thead>
<tr>
<th>Vending</th>
<th>GSA/HHS</th>
<th>NANA</th>
<th>AHA</th>
<th>Fit Pick Option 1</th>
<th>AHG/Fit Pick Op 2</th>
<th>USDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snacks</td>
<td>Most of the standards are for 25% of the products offered (other than sodium and trans fat)</td>
<td>100% (could phase in)</td>
<td>100%</td>
<td>Mention (but don’t clearly recommend) starting with 25-35%</td>
<td>No recommendation</td>
<td>100%. Exempt from all nutrition standards: fresh fruits and vegetables; canned/frozen fruit in water, 100% juice, light or extra light syrup; canned vegetables in water</td>
</tr>
<tr>
<td>Calories</td>
<td>≤ 200 cal, excludes nuts and seeds</td>
<td>≤200 cal</td>
<td>≤200 cal</td>
<td>No Standard</td>
<td>Middle school: ≤ 180 calories; High school: ≤ 200 calories</td>
<td>≤200 cal</td>
</tr>
<tr>
<td>Total Fat</td>
<td>No Standard</td>
<td>≤ 35% cal from fat and no more than 7 g, excludes nuts and seeds</td>
<td>Limit fried foods</td>
<td>≤ 35% cal from fat, excludes nuts and seeds</td>
<td>≤ 35% cal from fat, excludes nuts and seeds</td>
<td>≤ 35% cal from fat, excludes nuts, seeds, reduced fat cheese (including part-skim mozzarella), dried fruit with no nutritive sweeteners sold with nuts or seeds, seafood with no added fat</td>
</tr>
</tbody>
</table>
Typical Healthier Products

- Fresh fruit and vegetables
- Other fruit
- Yogurt
- Nuts and seeds
- Granola bars
- Whole grain cookies
- Baked chips
- Whole wheat crackers
- Popcorn

- Waters
- 100% juice
- Low and fat-free milk
- Fortified soy milk
- Diet juice drinks
- Diet and unsweetened teas or coffees
- Low-calorie sports drinks
- Diet soft drinks
Cafeterias

- Nutrient based v. food based
- Cooking Methods
- Additional requirements
- Percentage of options v. across the board
- Levels of certification
Cafeterias

- New York City Guidelines
- GSA/HHS Guidelines
- Washington State Guidelines
Institutional Feeding

• Captured audience
• Per meal, per day, per week requirements
Institutional Feeding

• New York City Guidelines
• Massachusetts State Guidelines
• Washington State Guidelines
• California State Guidelines
Meetings and Events

• New York State Guidelines
• National Alliance for Nutrition and Activity Healthy Meeting Toolkit
• University of MN, School of Public Health Guidelines
Other Provisions

• Update guidelines over time
• Pricing strategies
• Placement of healthy options
• Promotion and marketing
• Phase-In
• Inclusion for people with disabilities