Welcome!

- Today you will hear a presentation and have the opportunity to ask questions via the chat box.
- Find resources and materials at nyspreventschronicdisease.com
- Today’s session is being recorded

Webinar Guidelines

- Please designate one person at the computer
- Adobe Features you will use today:
  - Chat Box
  - Polls
Evaluations

Nursing Contact Hours, CME and CHES credits are available

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• University at Albany, School of Public Health, Center for Public Health Continuing Education

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No commercial funding has been accepted for this activity.

Objectives

• List at least two strategies for engaging organizations in food standards work.
• Identify different food settings that could be covered by standards.
• Describe at least one in-house resource that can be used to implement food standards.
Today’s Speakers

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NYC Department of Health & Mental Hygiene
Bureau of Chronic Disease Prevention & Tobacco Control
Healthy Eating and Active Living Unit

In New York City...

Preventable chronic disease:

- 56% of adults are overweight or obese
- 1 in 10 adult residents has diabetes
- 16,730 CVD deaths in 2012

Poor diet is a key risk factor

Creating Healthy Procurement Policies

Opportunity to:

- Decrease morbidity and mortality related to obesity, diabetes, and cardiovascular disease
- Increase healthy food and beverage options and limit calorically dense, nutrient poor items
- Reinforce public health messages and model healthy eating
- Create sustainable improvements in the nutritional quality of food
NYC Food Standards: Overview

- Development and implementation of NYC Food Standards at City agencies
- Outreach to private sector

New York City Food Standards:

- MEALS/SNACKS PURCHASED AND SERVED
  - Established Sept 2008; revised Oct 2011
  - In place at 11 City agencies and impact 260+ million meals/snacks served annually
  - Standards include:
    - Section I: Standards for Purchased Food
    - Section II: Standards for Meals and Snacks Served
    - Section III: Agency and Population-Specific Standards and Exceptions
    - Section IV: Sustainability Recommendations
  - Coordinated meetings, trainings, site visits and material development for agencies implementing Standards

Task Force Chair:
Food Policy Coordinator

Technical Advisor:
Department of Health and Mental Hygiene

Agencies represented:
- Administration for Children’s Services
  - Division of Early Care and Education (500+ child care centers)
  - Division of Youth and Family Justice (16 facilities)
- Department for the Aging (270 senior centers)
- Department of Correction (11 facilities)
- Department of Education (1600+ schools)
- Department of Health and Mental Hygiene (80+ programs)
- Department of Homeless Services (60+ shelters)
- Department of Parks and Recreation (32 programs)
- Department of Youth and Community Development (500+ programs)
- Health and Hospitals Corporation (15 facilities)
- Department of Citywide Administrative Services (purchase food only)
- Human Resources Administration (purchase food only)
Technical Assistance to City Agencies

The Health Department provides technical assistance support to City agencies

• Provide trainings for agencies/programs and answer questions
• Meet with agencies to review progress and discuss challenges and next steps
• Provide site visits
• Conduct menu review and analysis
• Develop implementation tools and resources

NYC Keys to Success

• Agency workgroup
  – Establishes main point of contact at each agency
  – Fosters agency commitment to Standards
  – Opportunity for agencies to learn from one another
• Integration of Standards into agency contracts
  – Standards and boilerplate language are included in all new contracts for food and food services.

NYC Keys to Success

• Agency monitoring systems
  – Opportunity for agency to monitor and enforce compliance at their programs
  – Use existing or develop new systems
  – Food Metric Report
• Uniform Standards
  – Consistent message to vendors and marketplace
Why Vending Standards Are Needed

Improve the food environment:
- Snacks and beverages in vending machines are often high in calories, fat, sodium, and sugar

Dietary impact:
- Sugary drinks are a large contributor to the obesity epidemic
- Snacks contribute 24% of daily calories on average

Standards Overview:
- Reduces availability of sugar-sweetened beverages
- Promotes water
- Includes Standards for:
  - Products stocked
  - Product placement
  - Portion size
  - Promotional space
  - Calorie Labeling

Compliant Machine Example

Promotional space advertises a healthy beverage choice

Water:
- At least 2 slots are stocked with water
- Water is stocked in the highest position
- Other beverages are 25 calories or less per 8 oz

High Calorie Beverages:
- No more than 2 slots are stocked with these beverages
- Beverages are stocked in the lowest selling position
- Beverages are in 12 oz containers or smaller

Standards Overview:

- Require all items in machine meet nutrition requirements

- Address portion size by making requirements per package, rather than per serving

- Includes Standards for:
  - Nutrients (calories, fat, saturated fat, trans fat, sodium, sugar, fiber)
  - Calorie labeling
  - Grain-based foods

NYC Keys to Success

- Held meetings to present Standards to agencies

- Contract language
  - Helps to ensure contracts with vendors include standards and require compliance
  - There is limited agency staff involvement, so contract important

- Staff available for technical assistance
  - Check in with agencies regularly to assess progress
  - Site visits help agency ensure accurate implementation
  - Develop materials (e.g. plan-o-grams, product lists) to assist agencies and vendors
Health Department and Hospital Collaboration

- Adopt the NYC Food Standards
- Comprehensively promotes healthy food and beverage options
  - Food Vending
  - Beverage Vending
  - Patient Meals
  - Cafeteria
- Complements mission and current work
- Provides framework and technical assistance to set and carry out ambitious goals

Outreach

- Successes in public hospitals
- Pilot in private hospitals
- Relationships with hospital associations and healthcare workers union
- Letters and Toolkits
  - August 2011
  - October 2013

Healthy Hospital Food Initiative toolkits are given to participating hospitals to help them implement the NYC Food Standards.
• Integrates promotion, placement, and product mix to make the healthy choice the easy choice
• Promotes:
  ✓ Fresh fruits, vegetables, and whole grains
  ✓ Water
  ✓ Calorie labeling
• Limits:
  ✓ Portion sizes
  ✓ Sodium
  ✓ Fried foods and sugar sweetened beverages

HEALTHY HOSPITAL FOOD INITIATIVE

Health Department provides technical assistance to partner hospitals
Examples:
  – Menu review
  – Nutrition analysis
  – Site visits and assessments
  – Product research
  – Action Plans
  – Implementation tools

Implementation Tools
HHFI Symposium

- Forum for hospital and City agency partners to share best practices, lessons learned and implementation tips
- Topics covered included
  - Healthful procurement
  - Menu planning strategies
  - Tips for working with vendors
  - Communication plans

NYC Keys to Success

- Outreach
  - Building off existing relationships
  - Targeting organizations with similar interests
- Tailoring to the needs of the target population
- Technical assistance
- “Friendly” Competition

Resources

- Healthy Heart Program Hospital Toolkit
- Healthy Heart Program Workplace Toolkit
- NYC Agency Food Standards Initiatives
Thank You!

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