



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 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




Broome County, New York




- 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

Sources: NYS Vital Records 2005-2007, Broome County CHA 2010, BRFSS Survey 2008-09, Broome County Steps YRBS 2007, New York State Prevention Quality Indicators 2011



Broome County, New York



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

Sources: NYS Vital Records 2005-2007, Broome County CHA 2010, BRFSS Survey 2008-09, Broome County Steps YRBS 2007, New York State Prevention Quality Indicators 2011


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



CENTERS FOR DISEASE CONTROL & PREVENTION
SODIUM REDUCTION IN COMMUNITIES PROGRAM

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



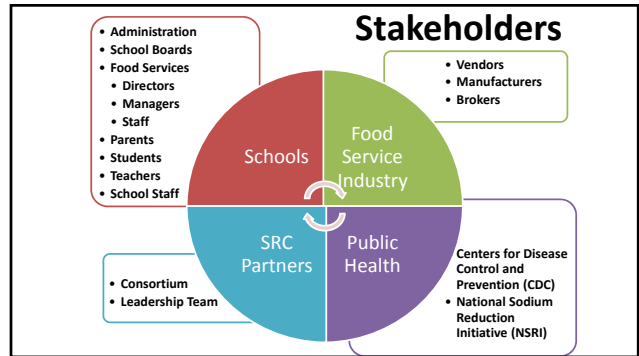
Sodium Content in Food Items

SANDWICH		SODIUM (mg)
	Chicken Spiedie Sub	1096
	Ham & Cheese	1054
	Turkey & Cheese	900
	Grilled Cheese	688
	Tuna	679
	Peanut Butter & Jelly	405

CONDIMENT		SODIUM (mg)
	Mustard	227
	Mayonnaise	118
	Ranch Dressing	161
	Italian Dressing	143

Top Sources of Sodium


- Breads & rolls
- Cold cuts & cured meats
- Pizza
- Poultry
- Soups
- Sandwiches
- Cheese
- Pasta dishes
- Meat dishes
- Snacks

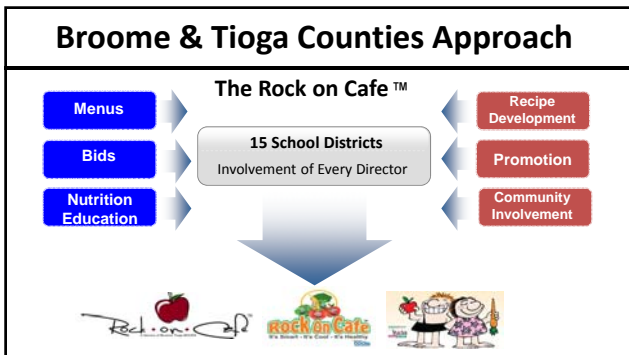
- ### BT-BOCES Food Services
- Includes rural, suburban, and urban areas
 - 15 School districts: 12 school districts in Broome County & 3 school districts in Tioga County
 - ~45 elementary schools
 - Range in size from 640 to 6,000 students
 - Serve approximately 20,000 lunches & 8,000 breakfasts across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

BT-BOCES Food Services

Central Administration:
1 Senior Food Service Director, 2 Food Service Directors, Special Projects Coordinator, Registered Dietitian



Local School Administrators:
15 managers, ~400 food service staff



Intervention Activities – YR 01

SEPT	OCT	NOV	DEC	JAN	FEB
• Recipe group meeting	• NYSNA Conference & Expo (food show)	• State audits	• Recipe group meeting	• Recipe group meeting • Manager's meeting • Food show in Vestal	• Recipe group meeting • Direct diversion meeting
MAR	APR	MAY	JUN	JUL	AUG
• Recipe group meeting • Taste testing in schools (two recipes)	• CDC Site visit • Taste testing in schools	• Recipe group meeting	• Director meeting	• SNA National Conference (food show)	• Recipe & promotion group meeting • Bakery visits • MGM Food show

Key Elements

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

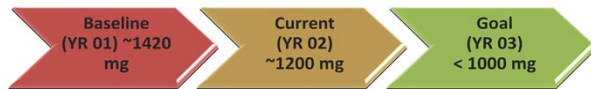


Nutrition Analysis



- 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

Nutrition Analysis



Nutrition Analysis

Sodium Content weighted based on estimated number of children who select item

Recipe Name	Portion Size	Reimburse	Ala Carte	CALS	mg Sodium	Tot Fat Grams	Tot Fat CAL5%
1 Pizza, Cheese WW Individual	1 Pizza	65	0	310	668	12.0	34.8%
2 Salad, Romaine	1 1/4 cup	75	0	10	10	0.2	15.9%
3 Chickpeas	1/4 cup	40	0	53	16	1.2	19.9%
4 FRUIT FRESH ASSORTED	1 Fruit	35	0	69	0	0.2	3.0%
5 Fruit Juice Mix - Spin Lcup	4 oz	60	0	64	0	0.0	0.7%
6 Yogurt Meal (soft pretzel)	Meal	25	0	315	287	7.1	20.3%
7 Peanut Butter and Jelly ROC	Sandwich	5	0	390	68	17.0	39.2%
8 Tuna Sandwich ROC	1 Sandwich	5	0	295	63	9.5	29.0%
9 Milk, Skim, Byrne Dairy	8oz carton	10	0	60	1	0.0	0.0%
10 Milk, 1%, Byrne Dairy	8oz carton	10	0	100	12	2.0	18.0%
11 Milk, FF Chocolate Byrne Dairy	8oz carton	80	0	130	20	0.0	0.0%
12 Magnonite, Light	5 oz	40	0	47	6	4.3	81.0%
13 Ranch, Lite, Ken's	5 oz	40	0	38	61	3.3	78.7%
14 Italian Dressing - Lite Ken's	5 oz	40	0	17	62	1.2	64.3%
15							
Total				550	871	15.3	24.6%

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

3 Award will be made on an item by item basis and consideration of award will be taken into consideration, pricing, acceptance, nutritional contribution and sodium comparison will be taken into consideration.

nutritional items will remain in force until replaced by revised items.

ADDENDUM


1. Awards will be made to the lowest responsible bidder, as will best promote the public interest.
2. Awards will be made within thirty (30) days after the date of the bid opening during which period bids may not be withdrawn unless the bidder expressly agrees to his bid and specifications thereof shall be made within a shorter specified time.
3. Unsuccessful bids will be returned to successful bidder at address given in the bid.
4. After award, it is the responsibility of the successful bidder to review necessary arrangements with the School Board Member or each district prior to any deliveries.
5. Award will be made on an item by item basis and consideration of award will be given to specifications, pricing, acceptance, nutritional contribution and sodium comparison will be taken into consideration.
6. An award shall be given to the lowest bidder after award based on specifications and price. Vendor agrees to honor the award for the full period.

Key American Requirement

National School Lunch & Breakfast Programs are required to use ingredients, national food service standards and other nutritional information to ensure the quality of the food served to students.

BC Specification Cooperative Group Bid

Food Vendor Shows



BROOME-BOGA boces
254 Johnson Street, Broome County, NY 13804
 Food Service Department
 (607) 799-3926 Fax: (607) 772-6132

Date: 11/20/12

To: School Food Service Directors

From: Mark Becher, Senior Director of Food Services & John Tucker, RD, CDEP

On August 11, 2012 Broome-Tioga BOCES Food Service will be holding a food show at Visual High. Lunch meetings from 11:30am-12:00pm. Each of the 11 school districts under the BOCES jurisdiction will be represented as well as staff from the schools. All items will be served. Each food vendor will have space to promote their items.

Broome-Tioga BOCES Food Service and Rack on Cafe™ is partnering with the Center for Disease Control (CDC) and the Broome County Health Department for the National Sodium Reduction Initiative (NSRI) to reduce sodium in school meals and snacks over the next three years. All items for this show must meet the following nutritional criteria:

- Entrée items must be less than 500mg of sodium
- Non-entrée items must be less than 300mg of sodium
- No trans fats
- Please keep in mind our menus must be 30% or less in fat and 10% or less in saturated fat
- Snack items must meet the HealthierUS Schools snack guidelines


If you are interested in being a part of this food show, please contact the office at 799-3926 or 772-6132. If you will have 250 or more items, please contact the office at 799-3926 or 772-6132.

Vendor Food Shows



Menu Planning

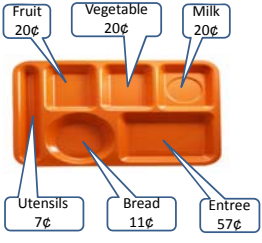
School Lunch Meal Costs



Average Total Cost = \$2.89

Category	\$ Rate *
Free/Reduced	2.94
Self Pay	2.50

* For School Districts with > 60% Free/Reduced



Recipe Development

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



Taste Testing



152 Yes
48 No

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 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

Organizational routines	Institutionalized standards	Processes specific to sustainability
<ul style="list-style-type: none"> • Organizational memory • Flexibility & adaptability • Values and rules 	<ul style="list-style-type: none"> • Standardized menus 	<ul style="list-style-type: none"> • Centralized resources for purchasing, planning, analyzing

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


x 20,000 meals

x 180 days


→ **Convert mg to lbs**

= 2381 pounds in 2 years





Questions



**BROOME COUNTY
SODIUM REDUCTION
IN COMMUNITIES PROJECT**




Julie Tucker jtucker@btbooces.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 Schuldt
- 386-2824
- June.schuldt@schenectadycounty.com

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Thank you!