



Beyond Recruitment: Engaging Hospitals and Other Venues in Food Standards



*NYS Prevention Agenda Webinar
Series*

August 14th 2014



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

Please visit nyspreventschronicdisease.com to fill out your evaluation and complete the post-test.



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- New York State Department of Health
- NYC Department of Health
- 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



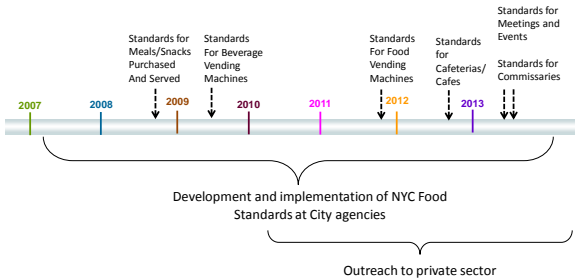
Creating Healthy Procurement Policies

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



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

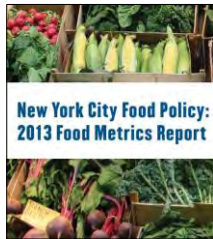
The Health Department provides technical assistance support to City agencies

- 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



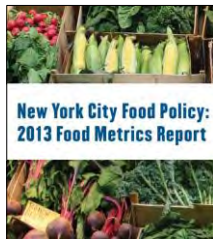
NYC Keys to Success

- 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



Source: Parnas, C. and Popkin, B.M. Snacking increased among U.S. adults between 1977 and 2006. J Nutr 2010; 140: 325-332.

New York City Food Standards | BEVERAGE VENDING MACHINES

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



New York City Food Standards: **FOOD VENDING MACHINES**

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

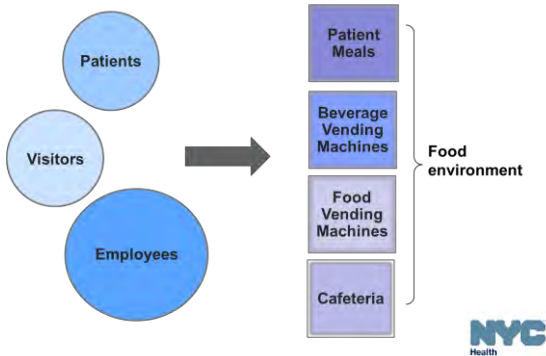


NYC Keys to Success

- 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



New York City **HEALTHY HOSPITAL FOOD INITIATIVE**



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



New York City | HEALTHY HOSPITAL FOOD INITIATIVE

Healthy Hospital Food Initiative toolkits are given to participating hospitals to help them implement the NYC Food Standards.



New York City Food Standards | **CAFETERIAS**

- 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



New York City | **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



New York City HEALTHY HOSPITAL FOOD INITIATIVE



Vending Machine Decals



Cafeteria Shelf Talkers

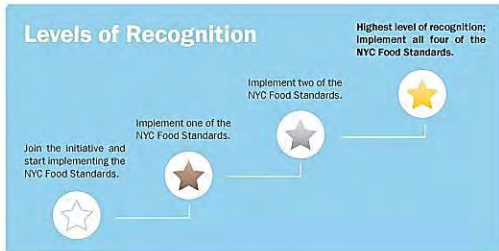


Cafeteria Table Tents & Posters

Healthy Value Meal Signs



New York City HEALTHY HOSPITAL FOOD INITIATIVE



New York City HEALTHY HOSPITAL FOOD INITIATIVE



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
http://www.health.ny.gov/diseases/cardiovascular/heart_disease/toolkits/hospital/
- Healthy Heart Program Workplace Toolkit
http://www.health.ny.gov/diseases/cardiovascular/heart_disease/toolkits/workplace/
- NYC Agency Food Standards Initiatives
<http://www.nyc.gov/html/doh/html/living/agency-food-standards.shtml>

Thank You!



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