



Model Food Service:
How to Achieve LMCTC Goal IV
Webinar
March 27, 2013

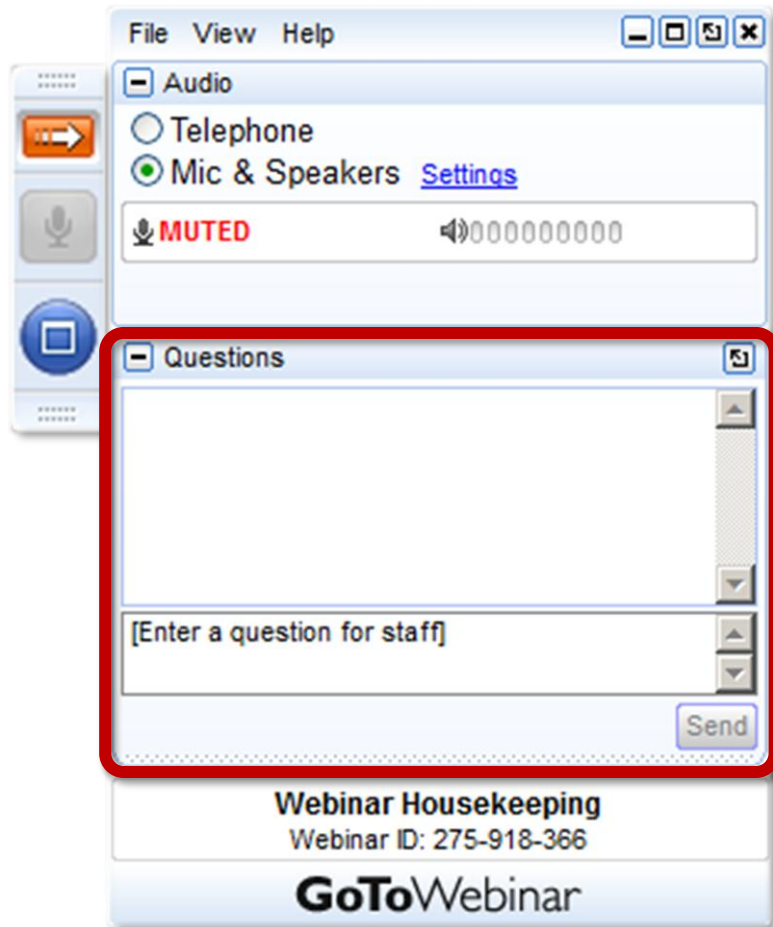
Today's Presenters

- Joel Kimmons, PhD, Nutrition Scientist and Epidemiologist, Division of Nutrition, Physical Activity and Obesity, Centers for Disease Control and Prevention
- Jennifer Herd, Senior Health Policy Analyst Chicago Department of Public Health, Chicago, Illinois

Goal IV Basics

- GOAL IV: To improve access to healthy, affordable foods, local elected officials commit to implementing healthy and sustainable food service guidelines that are aligned with the *Dietary Guidelines for Americans* in all municipally- or county-owned or operated venues that serve food.
- Tour of Goal IV on www.HealthyCommunitiesHealthyFuture.org

Send Us Your Questions Throughout



Your Participation

- Please submit your text questions and comments using the Questions Panel
- Note: Today's presentation is being recorded. Slides and recording will be sent within 48 hours.

Subject Matter Expert:

CDC

Joel Kimmons, PhD

Operationalizing Food Service Guidelines to Create a Healthier Food Environment

***Let's Move!* Cities, Towns & Counties**
March 27, 2013

Joel Kimmons, Ph.D.
Centers for Disease Control and Prevention
Division of Nutrition, Physical Activity and Obesity

*The conclusions in this presentation are those of the
author and do not necessarily represent the views of the
Centers for Disease Control and Prevention.*

Food Service Guidelines

Purpose

Construct a food environment where the norm is

- Healthy dietary choices
- Environmentally sustainable and ethical methods
- Equity throughout

Definition

Food, beverage, and operations standards for institutional food service

- Sourcing
- Purchasing
- Preparing
- Presenting
- Serving
- Selling

Making Healthy Choices...

Default, Convenient, Easy, Immediate

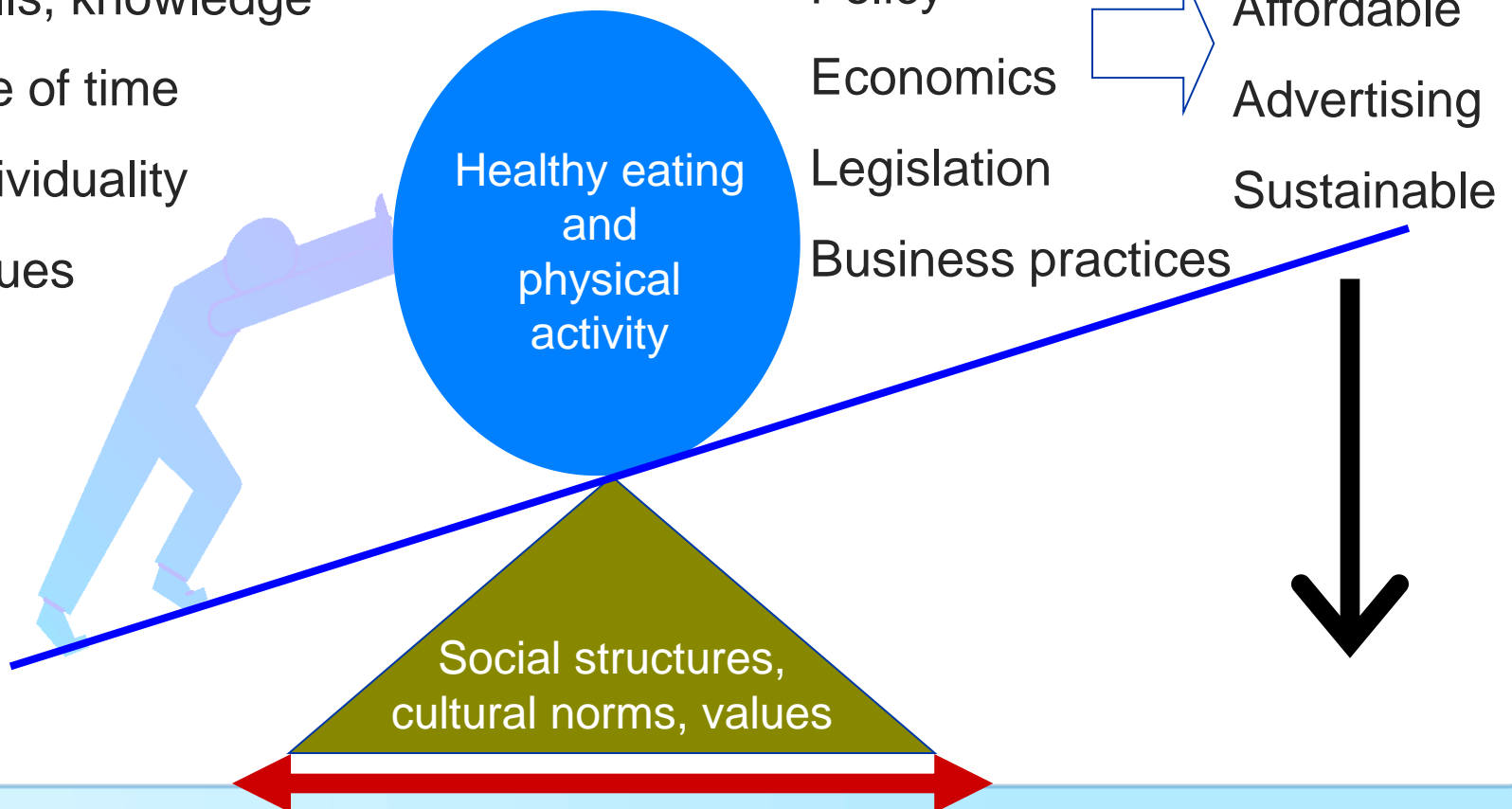
Individual and Family

Exposure, norms
Skills, knowledge
Use of time
Individuality
Values

Environment

Ethics
Policy
Economics
Legislation
Business practices

Access
Affordable
Advertising
Sustainable



Health and Sustainability

- Atmosphere
- Architecture
- Cleaning
- Cooking methods
- Foods offered
- Pricing, serving size
- Placement, promotion

- Building design and facilities
- Energy use
- Waste
- Cleaning materials
- Serving ware
- Packaging
- Sourcing of foods

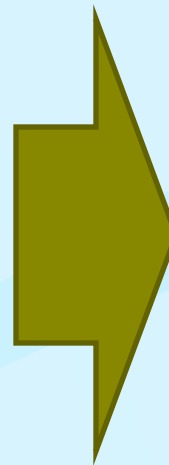
A sustainable food system—

- ✓ Integrates production, processing, distribution, and consumption
- ✓ Regenerates rather than degrades natural resources
- ✓ Is socially just and accessible
- ✓ Supports the development of local communities

Apply Where Food is Sold, Served, or Consumed

Settings

Federal, state, local governments
School systems
Worksites
Hospitals
Institutionalized populations
Assisted-living communities
Colleges and universities
Community-based organizations
(including faith-based)
Day care centers



Targets

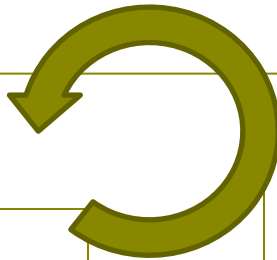
Cafeterias
Snack bars
Vending
Lunch rooms
Meetings
Conferences

Operational Stages

- ❑ **Goals**
- ❑ **Assessment**
- ❑ **Setting**
- ❑ **Scale and level of use**
- ❑ **Authority**
- ❑ **Stakeholders**
- ❑ **Partners**
- ❑ **Assemble a core team**
- ❑ **Reassess goals and outline a plan**
- ❑ **Timeframe and milestones**
- ❑ **Contracts, permits**
- ❑ **Operationalize**
- ❑ **Monitor and provide feedback**

Operationalizing Food Service Guidelines

Stakeholders—producers, suppliers, managers, contracting officers, vendors, dietitians, employees, and consumers



- Size
- Culture
- Nature
- Management structure

- The health case
- The business case
- Economic situations
- Societal needs
- Cultural acceptability
- Environmental issues
- Overall sustainability

Implementing HHS/GSA Guidelines and CDC

Connecting the
right people



Health and Sustainability Guidelines for Institutional Food Service

Direct

- Influence individuals by changing the food environment
- Adults spend considerable time at work as do children in school
- More than 100 million Americans eat at work daily^{1,2}

Indirect

- Influence family behavior and community norms

System

- Couple the production and demand of healthy foods
- Develop social structures and cultural norms and values

¹ Bureau of Labor Statistics

² Linnan L, Bowling M, Childress J, et al. Results of the 2004 National Worksite Health Promotion Survey. *Am J Public Health*. 2008;98(8):1503-9.

Resources

HHS and GSA Health and Sustainability Guidelines for Federal Concessions and Vending Operations

<http://www.cdc.gov/chronicdisease/resources/guidelines/food-service-guidelines.htm>

Healthier Vending Machine Initiatives in State Facilities

http://www.cdc.gov/obesity/stateprograms/pdf/Healthy_Vending_Machine_Initiatives_in_State_Facilities.pdf

GSA: Concessions and Cafeterias: Healthy Food in the Federal Workplace

<http://www.gsa.gov/portal/content/104429>

Dietary Guidelines for Americans

www.health.gov/dietaryguidelines

www.nutrition.gov



LMCTC Community Spotlight:

Chicago, Illinois

Jennifer Herd



HEALTHY
CHICAGO

**City of Chicago's
Blueprint for Establishing Healthy Vending**

Let's Move Cities, Towns & Counties
March 27, 2013

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City of Chicago
Mayor Rahm Emanuel

Chicago Department of Public Health
Bechara Choucair, M.D., Commissioner



PRESENTATION OUTLINE

1. Background
2. Nuts and Bolts
3. Examples of New Health Measures
4. Blueprint for Healthier Vending
5. The Chicago Park District Leads the Way

NUTS AND BOLTS OF PROCESS

- Work with City Agency Partners
 - Develop strategy on percentage before approaching lead vending agency
- Complete Due Diligence on Best Practices
 - Defining “Healthy” and the 4 P(s): Product Placement, Pricing, Posting and Promotion



SELECTING NEW GUIDELINES



Alliance
for a
**Healthier
Generation**

- Guidelines align with the American Heart Association nutritional recommendations
- Followed Alliance for a Healthier Generation
- Added additional guidelines for dietary needs, i.e. gluten, peanut allergy, etc
- Involve Registered Dietitian and other expert community partners

LIMITING FAT

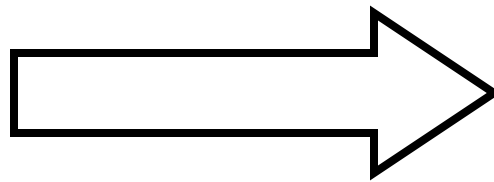
< 35% calories from fat

<10% of calories from saturated fat

– Seeds, nuts, and dried fruits exempt from these guidelines



10g Fat



2g Fat

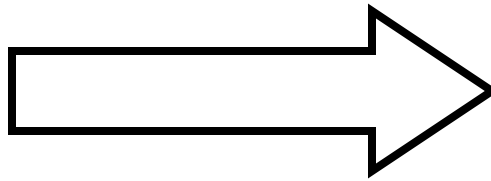
LIMITING SUGAR

≤ 35% sugar by weight

≤ 42 grams of added sweetener per 20 oz. serving



24g Sugar



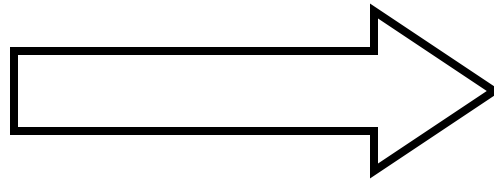
15g Sugar

LIMITING SODIUM

- <400 mg sodium per serving and at least five items
≤ 250 mg of sodium
- Offer at least one peanut and gluten free choice



660mg sodium



250mg sodium

BEFORE & AFTER



Nutrition Facts	
Serving Size 1 oz.	
Amount Per Serving	
Calories 170	Calories from Fat 100
% Daily Value*	
Total Fat 11g	17%
Saturated Fat 1.5g	7%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 250mg	10%
Total Carbohydrate 15g	5%
Dietary Fiber less than 1g	2%
Sugars 0g	
Protein 2g	



Nutrition Facts	
Serving Size 1 oz.	
Amount Per Serving	
Calories 130	Calories from Fat 45
% Daily Value*	
Total Fat 5g	8%
Saturated Fat 0.5g	3%
Polyunsaturated Fat 2.5g	
Monounsaturated Fat 1.5g	
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carbohydrate 19g	6%
Dietary Fiber less than 1g	2%
Sugars less than 1g	
Protein 3g	

Higher in:

VS

- Calories
- Fat
- Saturated Fat
- Sodium

- 34% less calories
- Half the amount of total fat and saturated fat



BEVERAGES

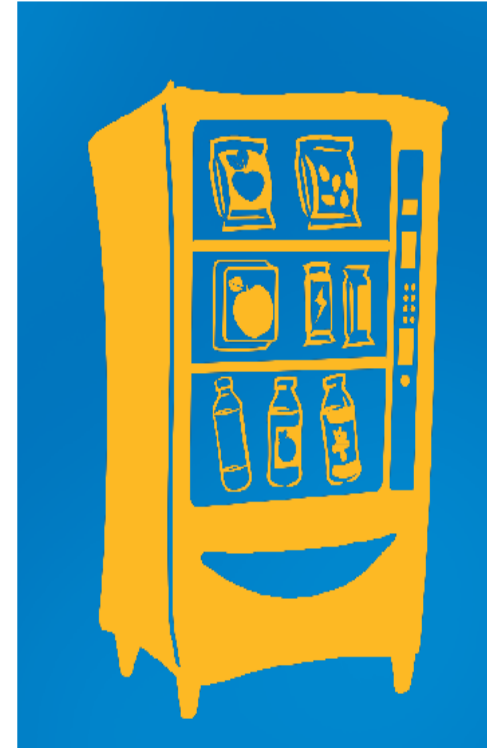
- Drinking water must account for 25 percent of the machine's product options.
- All remaining beverage options must contain less than or equal to 25 calories per eight ounces.
- All beverages, with the exception of water and seltzer, are limited to 12 ounces.
- Unsweetened water and drinking water must be at least 12 ounces.
- Portion sizes smaller than 12 ounces are encouraged for high-calorie beverages.

A BLUEPRINT FOR HEALTHIER VENDING

- Due Diligence/Planning
- Select Vendor
- Roll-out of new machines
- Staff Education
- Consideration to Expand Outreach to larger Community by encouraging other employers to adopt healthy vending

*Chicago's Healthy
Vending Challenge*

<http://www.cityofchicago.org/content/dam/city/depts/cdph/CDPH/BlueprintHealthierVending2013.pdf>



CHICAGO PARK DISTRICT LEADS THE WAY



- In Chicago it was actually the Park District that developed the first healthier snack vending **and** with **100% healthier snacks**
- The DATA speaks volumes....
- Currently, in process of developing 100% healthy beverage policy too!
- Report available at <http://www.clocc.net/news/VendingWhitePaper2012.pdf>



HEALTHY
CHICAGO



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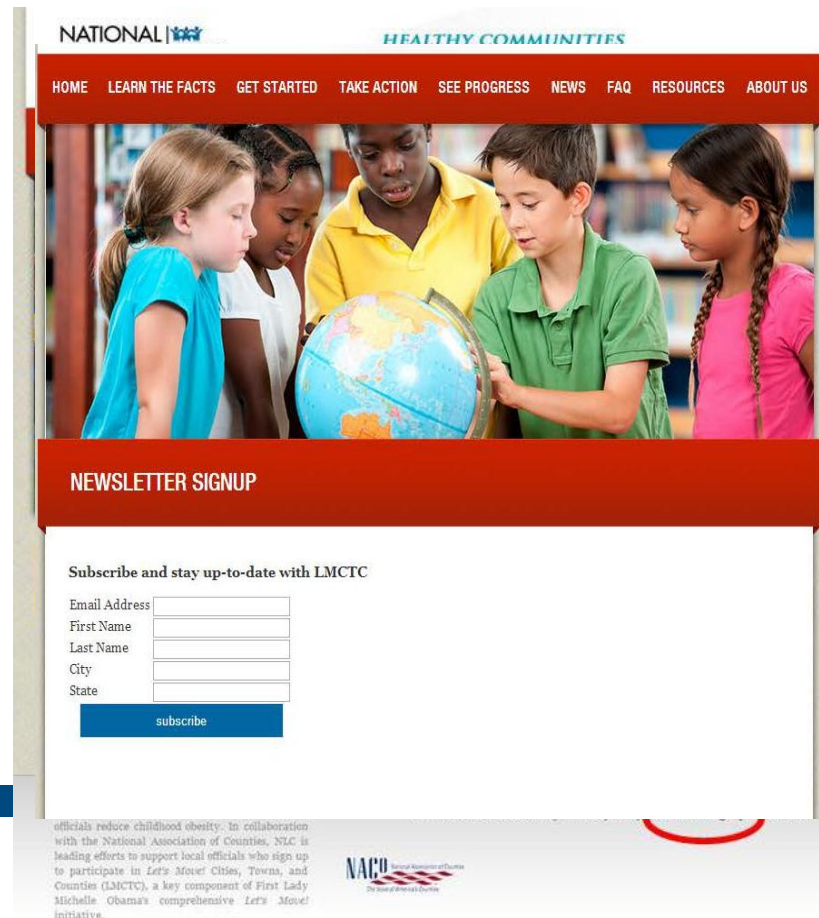


Additional Goal IV Resources - ChangeLab Solutions


- Sample resources include:
 - A Guide to Healthier Vending for Municipalities
 - Guide to Understanding Healthy Procurement
 - Developing a Healthy Beverage Vending Agreement
- All of these resources featured on the “Goal IV Resources” tab of www.HealthyCommunitiesHealthyFuture.org
- Contact: Quang “Q” Dang, Program Director and Senior Staff Attorney at ChangeLab Solutions to learn more: qdang@changelabsolutions.org

Want More Information on LMCTC?

- Visit:
www.HealthyCommunitiesHealthyFuture.org
- Sign up for the LMCTC newsletter: go to homepage, click on Newsletter signup in the footer, fill out information in box.



The screenshot shows the homepage of the Healthy Communities Healthy Future website. At the top, there is a navigation bar with the following links: HOME, LEARN THE FACTS, GET STARTED, TAKE ACTION, SEE PROGRESS, NEWS, FAQ, RESOURCES, and ABOUT US. Below the navigation bar is a large image of five diverse children (three girls and two boys) looking at a globe. Below the image is a red banner with the text "NEWSLETTER SIGNUP". Underneath the banner is a form titled "Subscribe and stay up-to-date with LMCTC". The form contains the following fields: Email Address, First Name, Last Name, City, and State. Below these fields is a blue button labeled "subscribe". At the bottom of the page, there is a small text block that reads: "officials reduce childhood obesity. In collaboration with the National Association of Counties, NACo is leading efforts to support local officials who sign up to participate in Let's Move! Cities, Towns, and Counties (LMCTC), a key component of First Lady Michelle Obama's comprehensive Let's Move! initiative." To the right of this text is the NACo logo, which includes the text "NACo" and "The National Association of Counties".

NATIONAL  HEALTHY COMMUNITIES

HOME LEARN THE FACTS GET STARTED TAKE ACTION SEE PROGRESS NEWS FAQ RESOURCES ABOUT US

NEWSLETTER SIGNUP

Subscribe and stay up-to-date with LMCTC

Email Address


First Name

Last Name

City

State

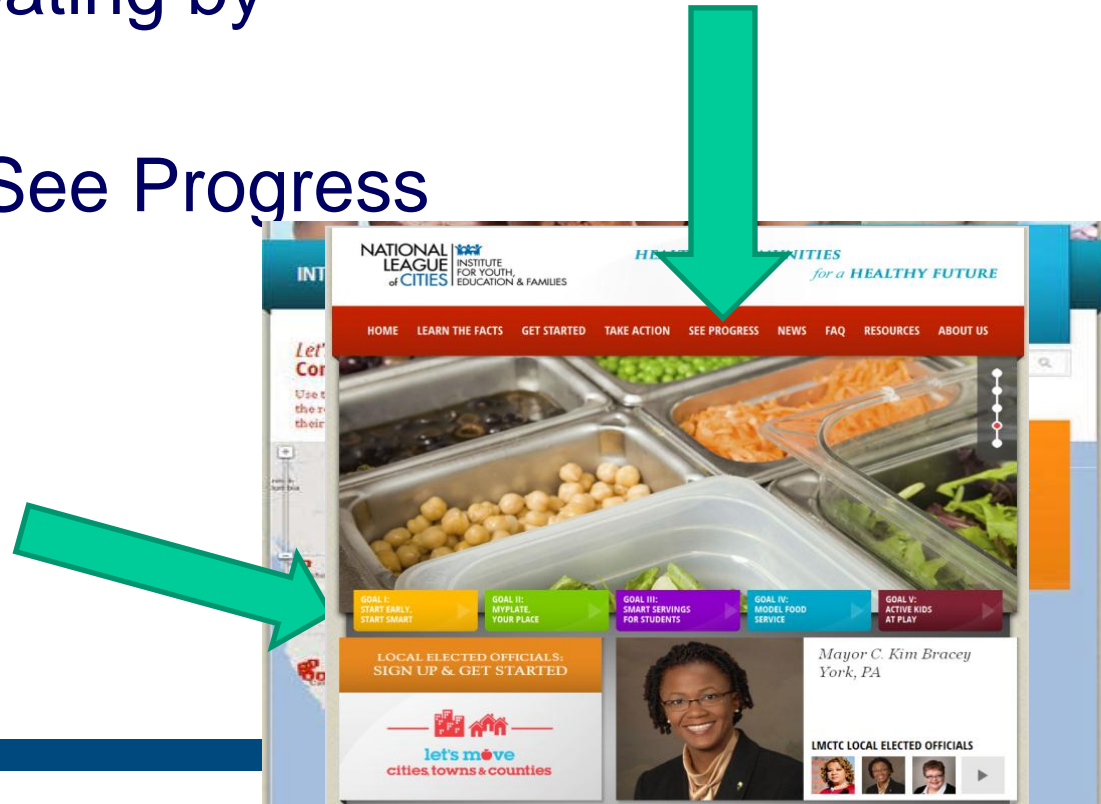
officials reduce childhood obesity. In collaboration with the National Association of Counties, NACo is leading efforts to support local officials who sign up to participate in Let's Move! Cities, Towns, and Counties (LMCTC), a key component of First Lady Michelle Obama's comprehensive Let's Move! initiative.

 NACo
The National Association of Counties

Is Your Local Elected Official Committed to the 5 Goals?

- See if your city, town or county's local elected official is participating by going here:

Home page -> See Progress



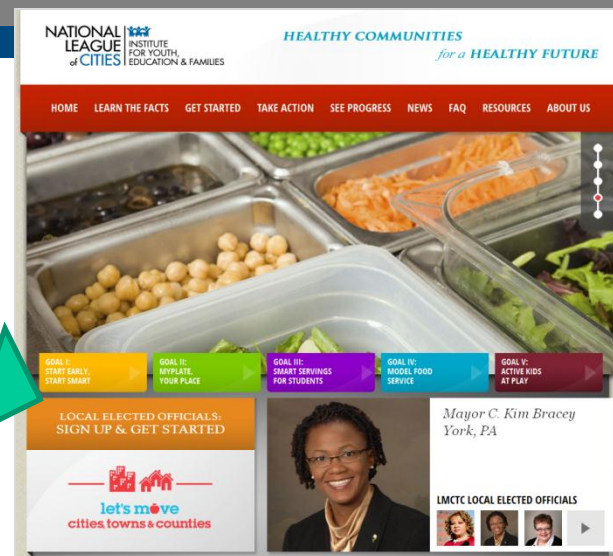
Additional Information

- Local elected officials or their designees can sign up to LMCTC by clicking here on the home page

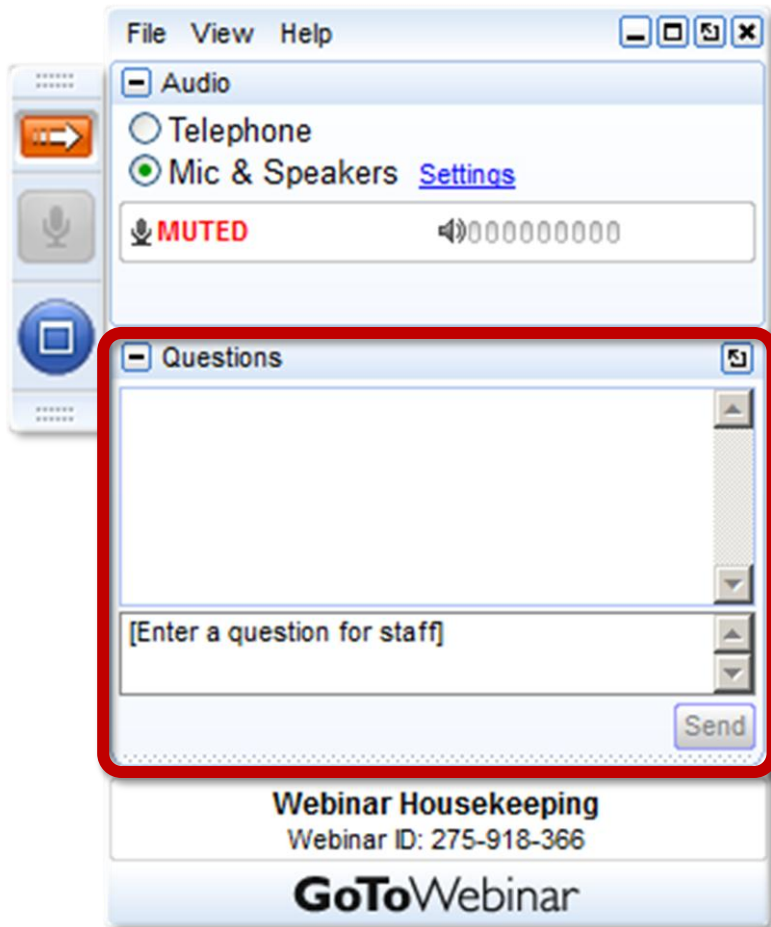
- For more info on committing to the goals,

News -> Webinar Archive -> Aug 15, 2012 webinar

- Not a local elected official? Connect with your local elected official about what support you can help them in their LMCTC participation, or encourage them to participate



Questions and Answers



Your Participation

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Next 2 Webinars (April and May): Goal V

Active Kids at Play: Mapping local playspaces, completing a needs assessment, developing an action plan, and launching a minimum of three proven policies, programs or initiatives aimed at increasing access to play.

First Webinar: April 23, 2013 at 3pm ET featuring KaBOOM!, CDC and Amory, MS.

Second Webinar: Early May featuring ChangeLab Solutions and Knoxville, TN.

THANK YOU!!!

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www.HealthyCommunitiesHealthyFuture.org