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

Healthy eating and physical activity

Environment
- Ethics
- Policy
- Economics
- Legislation
- Business practices
- Access
- Affordable Advertising
- Sustainable

Social structures, cultural norms, values
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

- Office of Sustainability
- Leadership
- Staff, Customers
- Go Green Get Healthy
- Management Analysis, Service Operations

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

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1 Bureau of Labor Statistics
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

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
City of Chicago’s Blueprint for Establishing Healthy Vending

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

Jennifer A. Herd, MHLP
Senior Health Policy Analyst
Chicago Department of Public Health
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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

- 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
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

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#### Higher in:
- Calories
- Fat
- Saturated Fat
- Sodium

#### VS
- 34% less calories
- Half the amount of total fat and saturated fat
• 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.
• 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*

• 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!
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.
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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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!!!