

Nutrition Standards: A Tool to Improve Food Environments

Oregon Public Health Association

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Here's what we are going to do today

Introduction: Why nutrition standards?

Panel Discussion:

- Public Health Division – worksites (Rebecca Pawlak)
- Multnomah County- guidelines, how the process has occurred (Amber Hansen)
- State Unit on Aging- standards for seniors (Kim La Croix)

Discussion and sharing



Junk Food is EVERYWHERE



PEPSI-COLA STORE

WELCOME to the Pepsi-Cola Store! Your official site for Pepsi and Mountain Dew merchandise. Come on in and check out our great deals on cool Pepsi and Mountain Dew Gear.



**Nutrition Policy Advocates say
Make the Healthy Choice the Easy
Choice....Where people live, work,
learn and play
Create a world where
the default choice is
the healthy choice**



Defining terms

Standards

How much of this and that, what attributes are you looking at

Guidelines

Suggestions for goals and strategies

Policies (Organizational)

Written commitments an institution adheres to-- reflects values

Nutrition Standards

Because how else would you know what is a better choice?

A set of criteria to determine what is “in” or what is “out”

A way to determine which chip is better than another chip

Better for you or actually good for you?

- Some nutrient standards include positive nutrients that contribute towards health, some just eliminate the worst offenders



Sample Nutrition Standards

- **Snacks**

- Less than 200 calories
- <35%fat
- <10%sat fat
- <35%sugar
- 0 trans fat
- <280mg Sodium

- **Beverages**

- <12 ounces total
- No added sugar
- Low calorie beverages <40 calories per container

Nutrition Standards in place

- Schools in Oregon since 2007, now in Federal law
- Vending in Parks and Recreation sites
 - Portland
- A few counties and cities around the country
 - Iowa
 - King County in Washington, Los Angeles County, New York City
- Hospitals and institutions

Nutrition Standards for Vending Machines in Public Buildings

- Two big questions:
 - Do all items have to meet the standards or a certain percentage?
 - Do the customers have to be “ready for the change” and/or asking for the change?

Healthy Meetings Policies

Nutrition Standards

- Establish a culture of wellness
- A way to create a new norm
- Meetings, conferences, banquets, business lunches
- High end and low end- we all need healthy choices



It doesn't have to be that way!

ONPA healthy meeting guidelines

- Provide tap water, no sugar drinks
- Offer fruit or veggie option
- Serve salad or fruit instead of chips
- Sandwiches on whole grains
- Condiments on the side
- Cut pastries in half



Challenges for nutrition standards

- Clarifying the vision
- Defining the nutrition standards
- “Buy in” or mandate?
- Gradual or change the whole thing?
- Leadership
- Suppliers/vending companies
- Making it a policy not a “pet project”

How does change happen?

- Not “all or nothing”- small changes count!
- Low hanging fruit
- Policy vs. practice
- Readiness vs. educational campaigns
- Fearlessness- the world isn't always ready for new ideas.

Food for Thought



90% of (state) employees are trying to lose or maintain weight

- What is your workplace food environment like?
 - Kitchen? Front desk? Shared food? Parties?
- Does your workplace food environment help you achieve your personal wellness goals?
 - Do you feel confident you can follow your plan today?



Thank you!

Contact information:

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Using Nutrition Standards as a Tool to Create a Culture of Health

Rebecca Pawlak, MPH
Center for Prevention and Health Promotion
Oregon Public Health Division

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What do we mean when we say a Culture of Health?

Tobacco Example:



What do we mean by a Supportive Workplace?

- Workplace that values health and well being
- Workplace that helps employees achieve their individual goals



See Food – Eat Food

- At the movie theater, those given stale popcorn in boxes 2x the normal size complained about the taste, but still ate 34% more than those given normal size boxes.



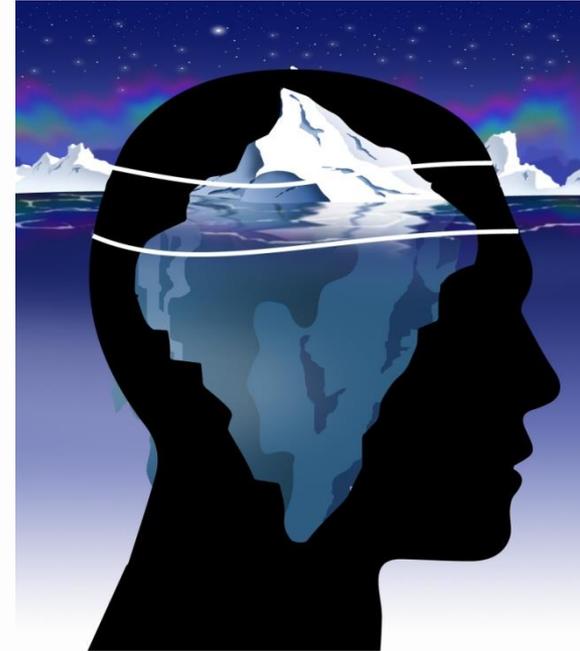
- Office workers ate 3X more chocolate kisses when candy was in transparent jars than when in opaque jars

- Bottomless tomato soup study – students ate 73% more soup when their bowls were unknowingly refilled.



Eating is an Automatic Behavior

- Occurs without awareness, initiated without intention, continues efficiently without effort
- Requires conscious effort to control
- Environmental cues influence the frequency and quantity of what people eat, and people do not recognize that influence



The Food Environment

Nutrition Standards – where to apply?

- **Priority Settings**
 - Public worksites
 - Hospitals
 - Schools
 - Early Care and Education Centers
 - Community Organizations
 - Faith-based organizations
 - Private worksites
 - Senior centers
 - Parks and recreation



The Food Environment

Nutrition Standards – how to apply?

- **Big “P” POLICY**

- Adopted by an elected or appointed body
- Applies to jurisdictions of elected or appointed body
- Examples
 - Massachusetts Executive Order
 - New York City Executive Order

- **Little ‘p’ policy**

- Adopted by an administrative body
- Applies to its own organization
- Examples
 - Public Health Division – Healthy Meetings and Events Policy
 - University of Michigan Hospital & Health System – No Sugary Drinks Policy



The Food Environment

Nutrition Standards – what to apply to?

- Food available for purchase
 - Cafeterias
 - Vending machines
 - Coffee carts/concession stands
- Food purchased with public dollars
 - Meetings and events
 - Institutionalized populations (e.g. prisons)
- Distributive meals
- Food for sharing
 - Candy jars/break rooms
 - Potlucks



Jim Gaffigan @JimGaffigan
Me: Anyone want a donut?

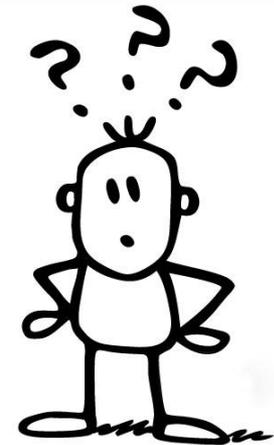
Bobby: I'm not hungry.

Me: What does that have to do with it?



Challenges

- Unique features among settings (e.g. child care vs. prison)
- Complexity of current food service arrangements
 - Multiple players and stakeholders
- Policy change is hard!
- Culture change is hard!
 - Social norms, skills/knowledge, attitudes



Food for Thought



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A stylized graphic of a landscape. It features two green mountain peaks on the left side. Below the mountains is a dark green wavy band representing a field or forest. At the bottom is a blue wavy band representing water. The text is overlaid on the white background of the slide.

Healthy Food and Beverage Guidelines

Multnomah County
Health Department

Multnomah County

- ~4,500 County Employees
- ~1,400 Health Department Employees
- 94% of respondents to the Employee Wellness Survey agreed with the statement **“I would eat fruit or vegetables if available at staff meetings, receptions, or other events.”**



Creating a Healthy Food Environment

“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change”.

- Institute of Medicine



PHOTO ILLUSTRATION/SHUTTERSTOCK



Background

- Followed national models
- Individualized to fit the readiness and needs of our organization
- Vetted by a variety of stakeholders and revised to be inclusive, nutritionally sound, evidence-based, and realistic to implement



Multnomah County Healthy Food & Beverage Guidelines

- Set of voluntary guidelines
- Apply to food and beverages purchased with County funds for meetings, trainings, and events
 - Examples: Community Advisory Board meetings, day-long staff trainings, Multnomah Food Summit



Multnomah County Healthy Food & Beverage Guidelines

1. If beverages are being offered, offer tap water.
2. If beverages are being offered, do not offer sugar-sweetened beverages.
3. If food is being offered, offer a fruit and/or vegetable option.
4. Provide calorie information when available.



Challenges



The Nanny

You only thought you lived in the land of the free.



Bye Bye Venti
Nanny Bloomberg has taken his strange obsession with what you eat one step further. He now wants to make it illegal to serve "sugary drinks" bigger than 16 oz. What's next? Limits on the width of a pizza slice, size of a hamburger or amount of cream cheese on your bagel?



New Yorkers need a Mayor, not a Nanny.

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Framing Messages to Employees

- **Convenience makes a difference.**
When people have easy access to healthful options, they are more likely to choose them.
- **We all have health and wellness goals.** Having healthy options for foods and beverages can help County employees, and the public we serve, meet personal health and wellness goals.
- **Multnomah County has a responsibility** to use public funds wisely and support a healthy community.



Campaign for a Healthy,
Active Multnomah County



Getting Buy-in

- Importance
- Available tools
 - Equity & Empowerment Lens
- Outcome
 - Identified change agents and champions



Where are we now?

- Health Department Pilot
- Technical assistance
- Ripple effects
 - Healthy vending
 - Employee CSA
- Next Steps
 - County-wide policy



Thank you!

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“first they ignore you,
 then they laugh at you,
 then they fight you,
 then you win.”

-mahatma gandhi

Questions and Discussion

- What is your workplace food environment like?
 - Kitchen? Front desk? Shared food? Parties?
- Does your workplace food environment help you achieve your personal wellness goals?
 - Do you feel confident you can follow your personal wellness plans?
- Have you worked with nutrition standards? Your experience?
- Have you worked with sustainability purchasing policies? Your experience?
- What can you do with this information and what do you need to get started?