



Support the Prevention Agenda by

Promoting Nutrition Standards For Healthy Food and Beverage Procurement

You can support the Prevention Agenda goal of **Reducing Obesity in Children and Adults** by encouraging public and private employers and service providers in your county to adopt standards for healthy food and beverage procurement.

AIM:

Increase the number of institutions with nutrition standards for healthy food and beverage procurement.

Why address nutrition standards for healthy food and beverage procurement in your county?

- Americans today are consuming significantly more calories, salt, fat, and sugar in their food than they did 30 years ago.^{i,ii} At the same time, the rate of diet-related chronic diseases, such as obesity, cardiovascular disease, and diabetes, has increased.ⁱ
- Diet-related chronic diseases are responsible for \$7.6 billion of health care costs in New York State each year.ⁱⁱⁱ
- Implementing nutrition standards at institutions can prevent costly diseases and increase employee productivity.ⁱ If local governments and other organizations buying large quantities of food used nutrition standards for their food and beverage procurements, over 1 million employees in New York State could be affected.^{iv}
- Using the purchasing power of municipal agencies and other organizations may also have the added benefit of increasing the demand for and availability of healthy foods. It also models a healthier food environment to other employers and the general population.ⁱⁱ
- Institutional nutrition standards can relieve health disparities—institutions often serve vulnerable populations, such as low income New Yorkers, older adults, and individuals with disabilities.^v

ACTION:

Help key institutions adopt nutrition standards.

Recommended Step	Brief Description
<p>Prioritize which populations to reach through procurement standards</p> <p>Some populations suffer higher rates of diet-related chronic disease than others.</p>	<p>Vulnerable populations with high obesity rate and/or poor access to healthy food choices may include:</p> <ul style="list-style-type: none"> • Low-income children and adults • People of color • Immigrants • Older adults • People with disabilities
<p>Identify local institutions that can reach the target population</p> <p>Consider institutions that serve meals, snacks, and beverages.</p>	<p>Where can you reach the target population?</p> <ul style="list-style-type: none"> • Child care centers • Community-based organizations • Group homes, residential and day rehabilitation programs • Municipal agencies • Recreational centers (city or non-profit) • Senior centers • Soup kitchens and food pantries • Worksites <p>Working with institutions:</p> <ul style="list-style-type: none"> • Target institutions located in communities and that serve or employ vulnerable populations • Note interest levels, barriers, and implementation rates among different types of institutions to help select target institutions. Are area employers talking about wellness? Have area food pantries already taken some steps?
<p>Help your target institutions engage the right stakeholders</p> <p>Assist institutions with connecting to the people who sell and consume the foods that will be subject to the standards. Their buy-in is key!</p>	<p>Possible stakeholders to involve include:</p> <ul style="list-style-type: none"> • Area farmers and farmers markets • Existing food and beverage contractors • Food service directors and staff • Institution leadership and employees • Insurers • Local chapter of the American Heart Association and other health coalitions • Local health department, hospitals, dietitians, and other health professionals • Residents, visitors, or customers • Disability service and advocacy organizations • Elected officials <p><i>Many of these stakeholders can be your partners in advocating for implementation of nutrition standards</i></p>

ACTION:

Help key institutions adopt nutrition standards.

Recommended Step	Brief Description
<p>Identify the current procurement practices and opportunities for improvement</p> <p>Work with the institutions to help them understand any existing policies. Help decision-makers understand possible improvements.</p>	<p>Assessing food and beverage procurement policies:</p> <ul style="list-style-type: none"> • Identify current policies and compare against model policies • Determine with stakeholders if the institution is ready for small changes (e.g., modifying beverages and/or on-site vending) or large changes (e.g., revising all menus) <p><i>Institutions with lowest bidder requirements can still adopt nutrition standards. The lowest bidder to meet the nutrition and other procurement guidelines of the institution will be selected.</i></p>
<p>Assist with overcoming barriers to implementation of new policies</p> <p>Work with stakeholders to identify what concerns and challenges they would experience if nutrition standards were implemented.</p>	<p>Common concerns:</p> <ul style="list-style-type: none"> • Taste preferences • Higher cost of healthier food • Difficulty in modifying existing contracts • Staff training and equipment needed
<p>Monitor implementation and spread of policies</p> <p>Track the experiences of your target institutions and monitor uptake of such policies among more institutions in your area.</p>	<p>Useful resources to consider:</p> <ul style="list-style-type: none"> • Purchase and sale reports • Food service satisfaction with standards • Consumer satisfaction with food being served • Contractor compliance with standards <p>Provide support in multiple ways:</p> <ul style="list-style-type: none"> • Share educational resources • Provide model policies • Publicly recognize institutions taking steps towards implementation

Achievement

Increased adoption of nutrition standards for healthy food and beverage procurement supports the following Prevention Agenda Objectives:

Overarching Objective 1.0.1:

By December 31, 2017, reduce the percentage of children who are obese:

- By 5% from 17.6% (2010-12) to 16.7% among public school children statewide reported to the Student Weight Status Category Reporting System
- By 5% from 20.7% (2010-11) to 19.7% among public school children in New York City represented in the NYC Fitnessgram

Overarching Objective 1.0.2:

By December 31, 2017, reduce the percentage of adults age 18 years and older who are obese:

- By 5% from 24.5% (2011) to 23.2% among all adults
- By 5% from 26.8% (2011) to 25.4% among adults with annual household incomes of < \$25,000
- By 10% from 34.9% (2011) to 31.4% among adults with disabilities

Overarching Objective 1.1.1:

By December 31, 2017, decrease the percentage of adults ages 18 years and older who consume one or more sugary drink per day:

- By 5% from 20.5% (2009) to 19.5% among all adults
- By 10% from 42.9% (2009) to 38.6% among adults with annual household incomes of < \$25,000

Local Health Departments can include these objectives in your Community Health Assessment.

Tracking performance and process measures can be important for reporting progress to stakeholders and for fundraising. Here are measures that you should use to track progress:

Short-Term Performance Measures

- Number of municipalities, community-based organizations, worksites, and hospitals that develop and adopt policies to implement nutrition standards (cafeterias, snack bars, vending)
- Number of individuals and their demographic data (if available) potentially accessing settings that have adopted policies to implement nutrition standards for healthy food and beverage procurement

Long-Term Performance Measures

- Percentage of youth who are overweight or obese
- Percentage of adults who are overweight or obese

RESOURCES:

Ready to get started? These resources can help:

Model Standards

NYC Agency Food Standards

Model suggested for use in workplaces, community based organizations and businesses. Standards are specific to point of sale:

- **Cafeterias and Cafes:**

www.nyc.gov/html/doh/downloads/pdf/cardio/cafeterias-standards.pdf

- **Vending Machine Foods:**

www.nyc.gov/html/doh/downloads/pdf/cardio/beverage-vending-implementation-guide.pdf

- **Vending Machine Beverages:**

www.nyc.gov/html/doh/downloads/pdf/cardio/beverage-vending-implementation-guide.pdf

NYS Association of County Health Officials-Cut Your Sugar website

This website offers information on healthy vending, including case studies and model policy language.

www.cutyour sugar.org/making-beverage-machines-healthier

Center for Science in the Public Interest

Examples of national, state, and county-level policies that introduce nutritional standards into vending, concessions, and cafeterias.

www.cspinet.org/nutritionpolicy/Examples-Food-Procurement-Policies.pdf

Resources on healthy food procurement from Center for Science in the Public Interest

Useful information and ideas on how to address challenges of common concerns.

www.cspinet.org/nutritionpolicy/foodstandards.html

Healthy Eating Research Healthy Beverage Recommendations

Guidelines for healthy beverages for different age groups.

www.healthyeatingresearch.org/images/stories/comissioned_papers/her_beverage_recommendations.pdf

Resources for Assessment

Improving The Food Environment through nutrition standards: A guide for government procurement

www.cdc.gov/salt/pdfs/dhdsp_procurement_guide.pdf

CDC Worksite Health Score Card: Provides information for evaluating nutrition in the workplace (pg. 20)

www.cdc.gov/dhdsp/pubs/docs/HSC_Manual.pdf

CDC Workplace Health Promotion Nutrition Evaluation Measures

Provides examples of possible measures that evaluate compliance and effectiveness of nutritional standards.

www.cdc.gov/workplacehealthpromotion/evaluation/topics/nutrition.html

CITATIONS

- i. NYS Council on Food Policy (2013). *A Report and Recommendations by the Workgroup on Food Procurement Guidelines*. New York, NY.
- ii. Centers for Disease Control and Prevention (2011). *Improving the Food Environment Through Nutrition Standards: A Guide for Government Procurement*. Atlanta, GA: U.S. Department of Health and Human Services.
- iii. New York State Department of Health (2013). *Obesity Prevalence*. Albany, NY.
- iv. U.S. Census Bureau (2011). *2011 Public Employment and Payroll Data*. New York, NY.
- v. New York Academy of Medicine (2012). *Policy Brief: Healthy food Procurement Policy for New York State*. New York, NY.