

ADVANCING PREVENTION PROJECT

Increasing Access to Healthy Beverages in Public Buildings and Worksites

PRESENTED BY:

Peggy DiManno BSN MS, New York State Association of County Health Officials

Kyle Restina, New York State Department of Health

Meg Oakes MS RD, Orange County Department of Health

Una Diffley MPH, Michelle Kleinman RDN CDN CLC,

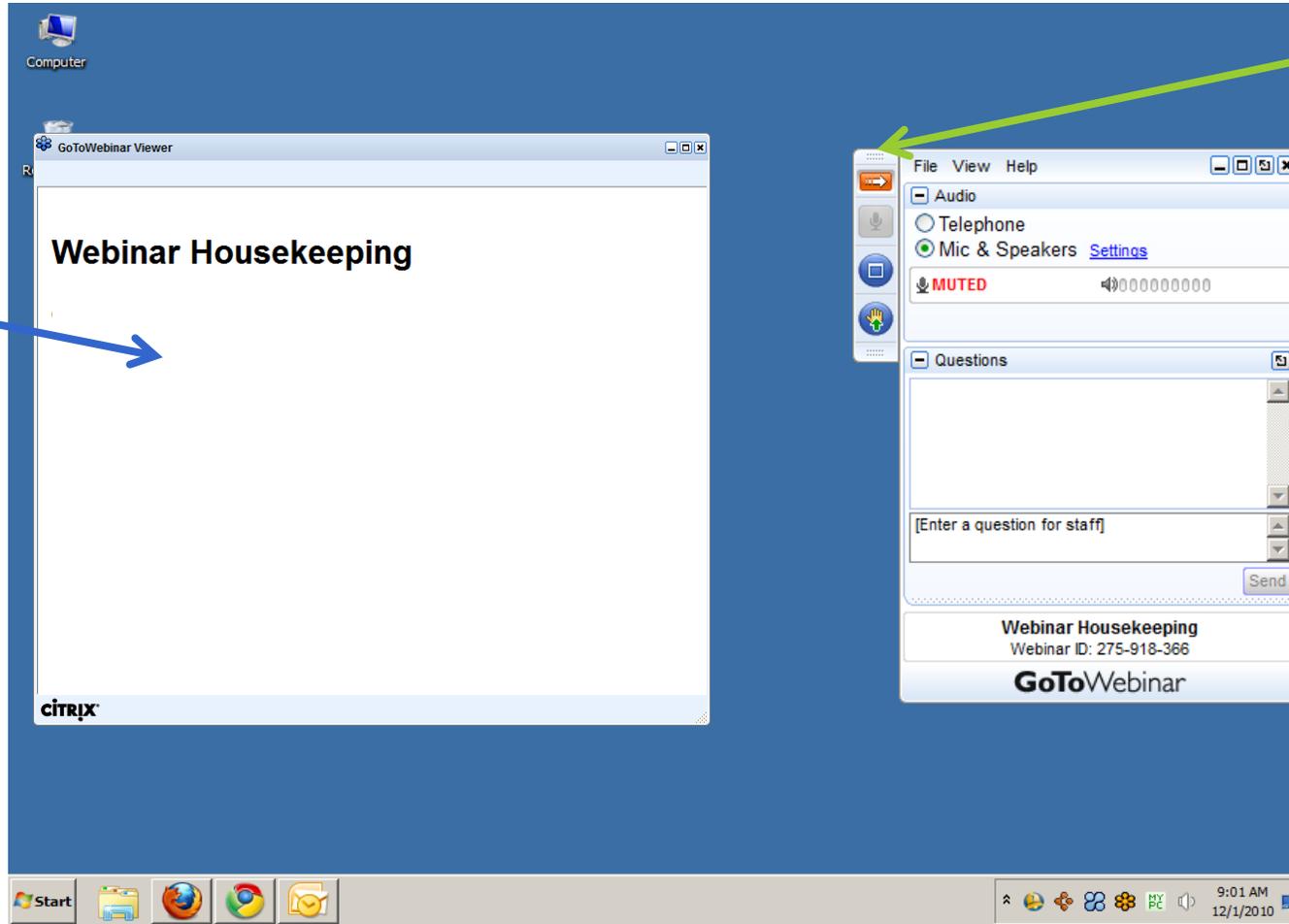
Rockland County Department of Health

FACILITATED BY: Chideraa Ukeje, The New York Academy of Medicine

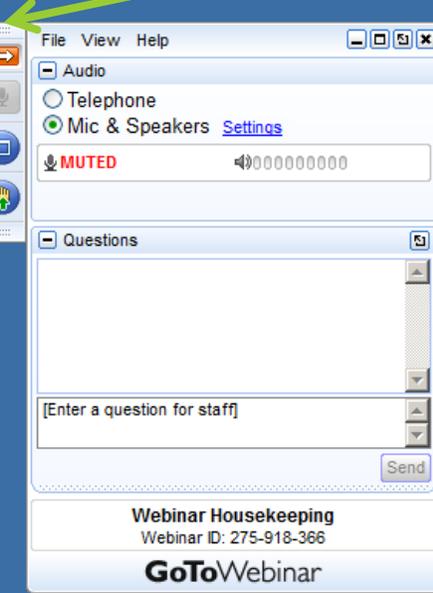


HOW TO USE GOTOWEBINAR

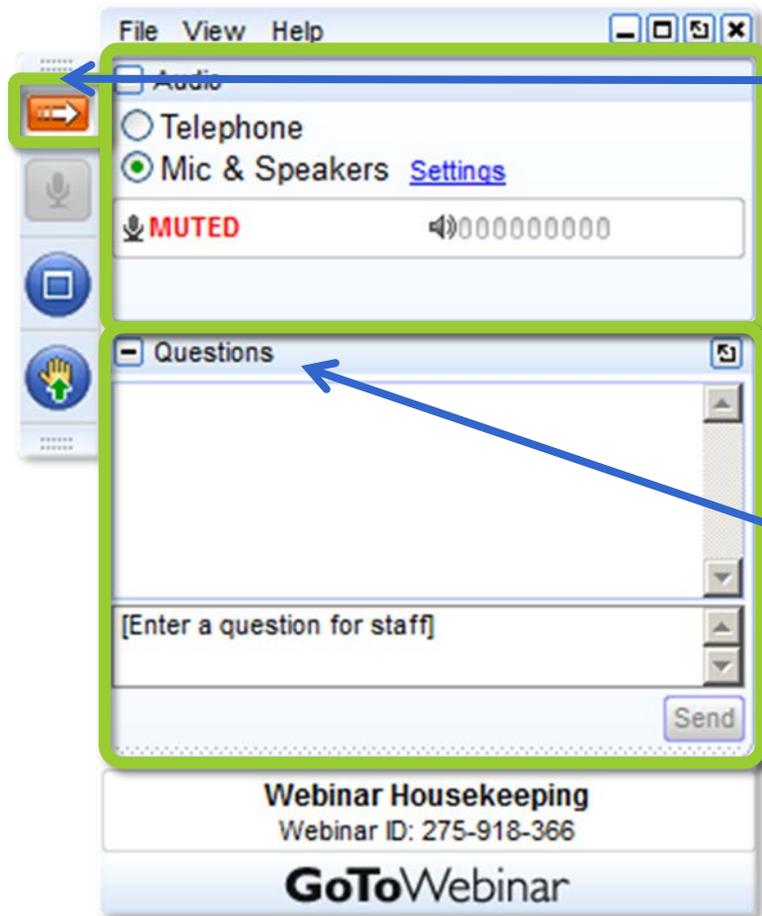
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HOW TO USE GOTOWEBINAR



Your Participation

Open and hide your control panel

Submit questions and comments via the **Questions panel**

Note: Today's presentation is being recorded and will be distributed at a later date.

If you have any technical questions or problems please contact:

Rebecca Abraham
rabraham@nyam.org
212-419-3556

AGENDA

- Project background – Chideraa Ukeje, NYAM
- Healthy Vending and the Prevention Agenda – Kyle Restina, NYSDOH
- Healthy Vending Project– Peggy DiManno BSN MS, NYSACHO
- Conducting Outreach for Healthier Choices– Meg Oakes MS RD, Orange DOH
- Using Media for Healthier Choices– Una Diffley MPH and Michelle Kleinman RDN CDN CLC, Rockland DOH
- Q&A

ABOUT THE NEW YORK ACADEMY OF MEDICINE

Priorities:

- Strengthen systems that prevent disease and promote the public's health
- Eliminate health disparities
- Support healthy aging
- Preserve and promote the heritage of Medicine and Public Health



ADVANCING PREVENTION PROJECT



At the heart of urban health since 1847

ADVANCING PREVENTION PROJECT (APP)

To support implementation of Prevention Agenda plans in the priority areas of:

- Prevent Chronic Disease
- Promote Mental Health/Prevent Substance Abuse

www.advancingpreventionproject.org

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HOME HIGHLIGHTS EVENTS SERVICES RESOURCES ABOUT CONTACT

The Advancing Prevention Project (APP) provides New York State local health departments with trainings, tools, and resources to collaboratively implement plans to advance the [New York State Prevention Agenda](#).

The [New York Academy of Medicine's](#) (NYAM) Advancing Prevention Project will provide local health departments with targeted technical assistance on the Prevent Chronic Disease and Promote Mental Health and Prevent Substance Abuse priorities, peer networking and collaborative learning opportunities, and a calendar of Prevention Agenda-specific trainings, events, and resources.



HIGHLIGHTS

Read about the impressive efforts and exciting programs of New York counties working to advance the Prevention Agenda.



EVENTS

Click here to identify state-wide events, webinars, conference calls, and other learning opportunities that are taking place to support your work.



SERVICES

NYAM is providing support to local health departments to implement the Prevention Agenda. Click here to find opportunities for collaboration and technical support.



RESOURCES

Research, articles, tools and best practices around Chronic Disease and Mental Health/Substance Abuse to support your work.

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Are you working on promoting nutrition standards for healthy food and beverage procurement?

Healthy Vending and the Prevention Agenda

Presented by: Kyle Restina,
Director Of Environmental Approaches
Bureau of Community Chronic Disease Prevention
New York State Department of Health

NYS Prevention Agenda 2013-2017

Five Action Plans

- **Prevent chronic diseases**
- Promote a healthy and safe environment
- Promote the health of women, infants and children
- Promote mental health and prevent substance abuse
- Prevent HIV, sexually transmitted diseases, vaccine-preventable diseases and healthcare-associated infections.



Focus Area 1: Reduce Obesity in Children and Adults

- Create community environments that support healthy choices and physical activity.
- Promote good nutrition and physical activity in early child care and school settings.
- Expand the role of health care providers and insurers in obesity prevention.
- Expand the role of public and private employers in obesity prevention.

Four Strategies

Increasing Breastfeeding

Promoting Nutrition Standards for Healthy Food and Beverage Procurements

Evidence-Based Self-Management Programs to Prevent or Manage Chronic Diseases

Complete Streets

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Focus Area 1: Reduce Obesity in Children and Adults

Goal # 1.1: Create community environments that promote and support healthy food and beverage choices and physical activity.

Intervention: **Adopt policies and practices to reduce overconsumption of sugary drinks**, such as make clean, potable water readily available in public places, worksites and recreation areas; implement policies aimed at reducing overconsumption of sugary drinks; and educate the public about the risks associated with overconsumption of sugary drinks.

Goal # 1.4: Expand the role of public and private employers in obesity prevention

Intervention: **Increase the adoption of food procurement and vending policies** based on the Dietary Guidelines for Americans among public and private employers, including government agencies.

Intervention: **Implement evidenced-based wellness programs** for all public and private employees, retirees and their dependents through collaborations with unions, health plans and community partnerships **that include but are not limited to ... access to and promotion of healthful food and beverages.**

Why Healthy Vending?

- To reduce healthcare costs
- To prevent diseases and increase employee productivity
- To increase the demand for and availability of healthy food and beverages
- To reduce health disparities

How will we know we've met our goal?

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

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

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

Increasing Access to Healthy Beverages in Public Buildings and Worksites Project

**Presented By: Peggy DiManno BSN MS,
Special Project Executive**

New York State Association of County Health Officials

Project Overview

- Through this obesity prevention project, three local health departments (**Rockland, Orange, and Clinton**) and one rural health network (**S2AY**) representing four local health departments received federal funds through NYSACHO and NYSDOH Bureau of Community Chronic Disease Prevention, to increase access to healthy beverages in county buildings and other public sites.
- Selection of the local health departments was done through an RFP
- Their focus was on the development of policies/procedures to increase non-SSBs in county buildings.

- There was a strong **educational** component of the project. The aim was to increase knowledge about beverage content and fostering behavior change.
- The New York City Department of Health and Mental Hygiene graciously allowed for the **adaptation and reproduction** of their materials from the “Pouring On the Pounds” campaign.
- Each one of the counties involved adopted a **healthy beverage policy** that affected all county buildings in their county.
- A major part of the success of the LHD projects was due to the involvement of a broad range of **community partners**, who also adopted healthy beverage policies.

NYSACHO

- Provided technical assistance.
- Prepared and distributed to local county governments a “How To” report.
- Provided all LHDs in NY State more than 36,000 brochures, table top displays, door clings, and posters on Healthy Beverages.
- Created and we still maintain a cutyoursugar.org web site which you can view by going to NYSACHO’s web site www.nysacho.org



County Health Officials of New York

Leading the way to healthier communities

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Conducting Outreach for Healthier Choices

**Presented By: Meg Oakes MS RD,
Health and Wellness Coordinator
Orange County Department of Health**

Project Overview

- May 2011 to January 2012 (nine months)
- Worked with municipal buildings and sites to set up policies, practices and environmental changes to increase access to water versus sugary beverages
- Educational and print media campaign

Healthy Beverage Grant Partners:

Orange County Government (vending, water stations)

City of Middletown Recreation Department (vending, water stations)

City of Middletown Emergency Housing (vending, water station)

City of Middletown Department of Public Works (refrigeration for water)

City of Port Jervis Recreation, Public Library (vending, water station)

Town of Crawford Municipal Building and Camp (vending, water station)

Town of Monroe Senior Center (vending, practice changes)

Town of Washingtonville Recreation Center (water station, water pricing)

SUNY Orange Community College (vending, water fountains, Healthy Meeting Guidelines)

Strategies to Increase Healthy Beverage Options:

- Move water and other low-calorie options to **eye level** in areas where drinks are for sale
- **Decrease** the number of **sugary drinks** in vending machines and **increase water**
- Encourage water consumption by ensuring that **tap or filtered water** is **readily available** to employees and visitors

Successes

Successes with Vending Machine Changes:

- **Working with contractors** to place healthier beverages at eye level
- **Increasing** number of **water slots** in vending machines
- **Increasing** options for **lower-calorie beverages** (unsweetened tea, flavored seltzer)
- Overall **support** of project: proclamations and resolutions (Port Jervis, Newburgh, Monroe)

Successes

Successes with Vending Machine Changes & Policies to Support Water:

Orange County Government

- Increased low-sugar beverages in 19 vending machines
- Moved water and non-SSB to higher level

Town of Crawford

- Developed policies for vending to include water
- Making water accessible to employees and visitors

Town of Crawford Camp Program

- Set up water break policy
- Set up water coolers at camp site

City of Port Jervis Public Library

- Set up policies for non-SSB at meetings and events
- Set up policies for vending

Successes with Vending Machine Changes & Policies to Support Water:

City of Port Jervis Youth Center

- Set up policy on sign up form to support water at youth program
- Practice change in vending to reduce SSB

City of Middletown DPW

- Set up policy to make cool drinking water available

City of Middletown Recreation and Parks

- Set up four policies to improve healthy options in vending machines and to make water available on-site

Town of Monroe Senior Center

- Practice change to increase water

Successes with Vending Machine Changes & Policies to Support Water:

City of Middletown Emergency Housing

- Set up policy to provide water at meetings

SUNY Orange

- Set up practice change with vending machine contractor to move water to high slots and increase healthy options
- Cleaned and maintained water fountains
- Set up campus wide policy for Healthy Meeting Guidelines

Challenges

- **Communication gaps** between health department, purchasing department, and vending company
- Contract information **unavailable**
- Pressure for **profitability** of vending machine
- **No formal “policy”** in place regarding vending purchases
- **Resistance** to change

Solutions

- **Technical assistance:** identify healthy options carried by vendor, provide sample policies
- **Site visits:** gain insight
- **Surveys:** Determine employee interest and healthy options
- **Engage project support:** provide background information on health impact of SSB

Environmental Changes

Installation of Brita Water Stations at public venues:

- Town Halls, Public Libraries, Government Buildings (DSS, Health), Emergency Housing, Recreation Centers
- Policy requirement
- Cost/installation/maintenance

Environmental Changes



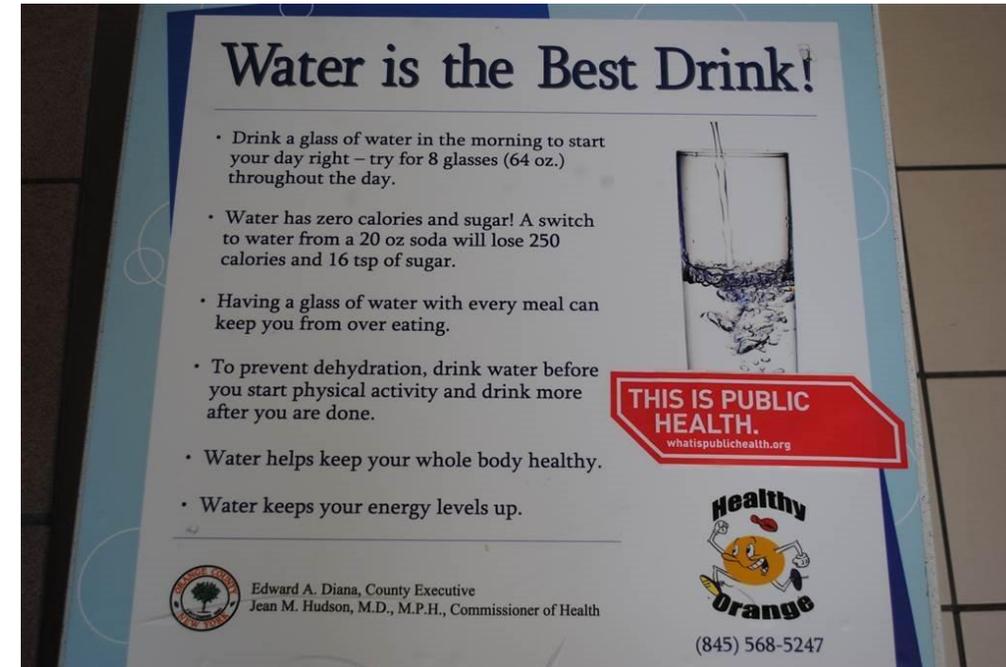
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Educational Print and Media Campaign

- Replication and adaptation of NYCDOM's medical campaign **"Pouring on the Pounds"**
- **Water posters** placed at municipal sites
- **Tabletop ads** in Food Court at Crystal Run Galleria Mall in Middletown
- SSB **Fact Sheet**

Crystal Run Galleria Mall Tabletop Ad



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Summary

Number of policies put into place - **12**

Number of practice changes - **8**

Number of water stations in public sites – **10**

Increased awareness at sites of vending contracts and procedures and possibility for change

Using Media for Healthier Choices

Presented by Una Diffley MPH

Director, Health Promotion and Chronic Disease Prevention

Rockland County Health Department

“Most Americans don’t have much room in their diets for a completely nutrient-void beverage”

-Rachel Johnson, Nutrition Professor, University of Vermont



Project Goals and Objectives

Goal: Reduce the availability of sugar-sweetened beverages by creating policies and practices that support low-calorie beverage purchases and consumption.

Primary Objective: By January 31, 2012, all county owned buildings will have onsite vending machines with 66% of beverage options that are low-calorie (less than 25 calories per 8oz serving).

Supplemental Activities

- **Modify and customize** existing sugar-sweetened beverage media and materials to prepare for publication (Pouring On the Pounds)
- Develop a **comprehensive** media campaign
- Develop countywide beverage vending **policy**
- **Partner** with **vending contractor** to initiate promotions designed to increase sales of healthier choices
- Implement **point of purchase messaging**

Preliminary Research

- Obtained copy of Vending RFP/Contract
- Completed a visual assessment of each county-owned vending machine
 - # of options
 - # of soda
 - # diet drinks
 - # water
 - water priced less than soda?
 - size (12oz can, 16oz bottle)
 - anything else noteworthy



Draft Policy

- Water must be minimum of 2 rows
- Water must be in most prominent machine location, and SSB's in least prominent
- Water must be priced at least 25 cents lower
- No more than 2 rows can be SSB's (defined as > 38 calories per 12 oz. bottle and > 63 calories per 20 oz. bottle)



Promotional Plans

- Survey employees to determine final product mix
- Hold taste tests for new “healthier” choices
- Email blasts to employees
- Buy a healthier choice, if it has heart sticker on it, win a prize

Media and Educational Campaign

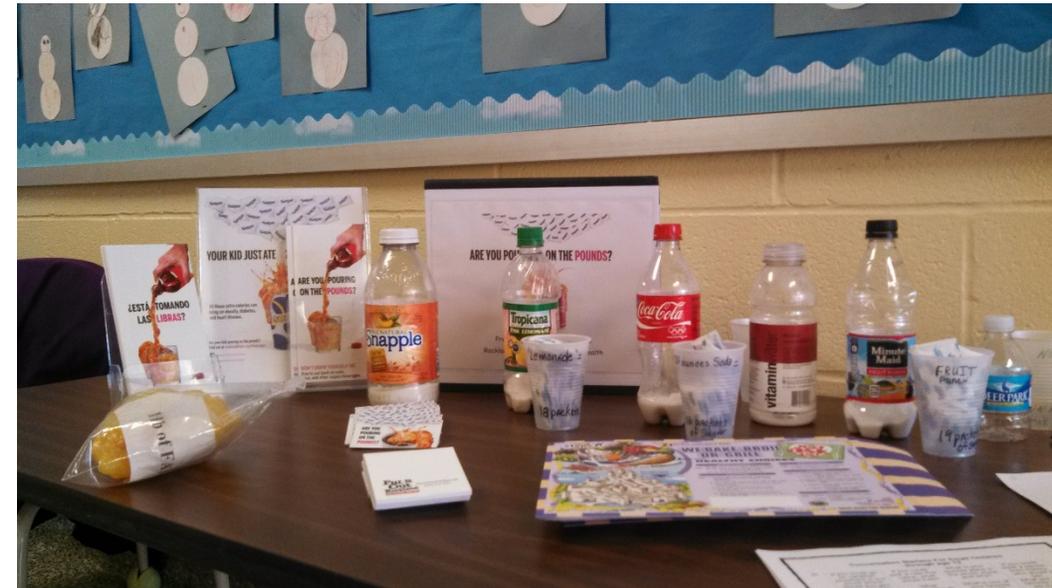
- Print Materials
- Cinema **
- Mall directories
- TV commercials
- Bus campaign
 - Interior posters
 - Audio spots
 - Scrolling text
 - Pamphlets



Ad from NYC *Pouring on the Pounds* campaign

Larger Campaign Than Planned

- Childcare programs
- Corner Stores
- WIC sites
- Pediatric Dentist offices
- Pediatrician offices
- Medical practice
- Several school nurses offices
- Westchester Rockland Dietetic Association



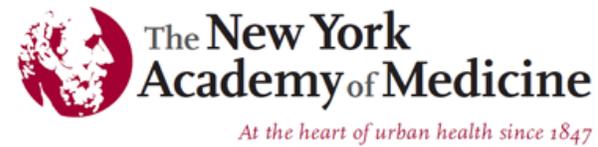


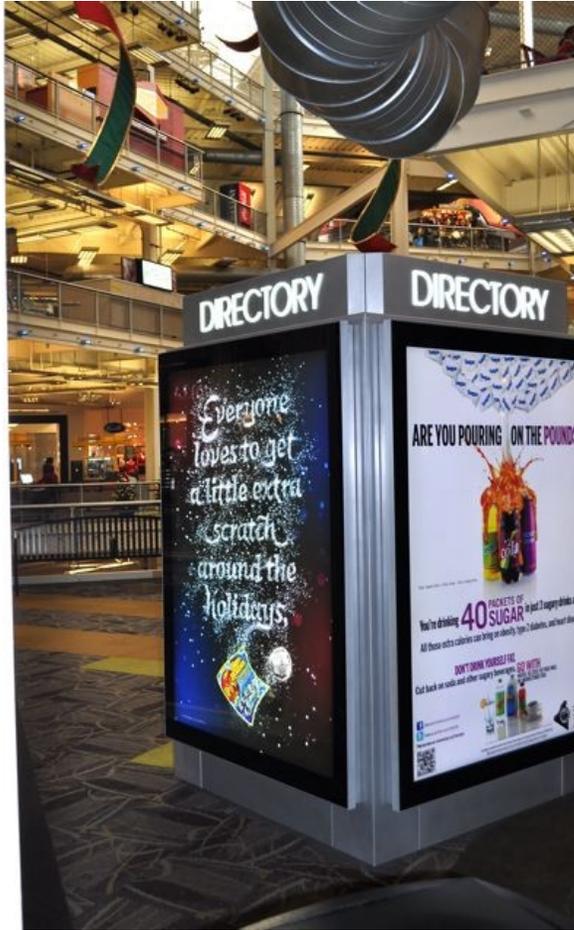
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Point of Purchase

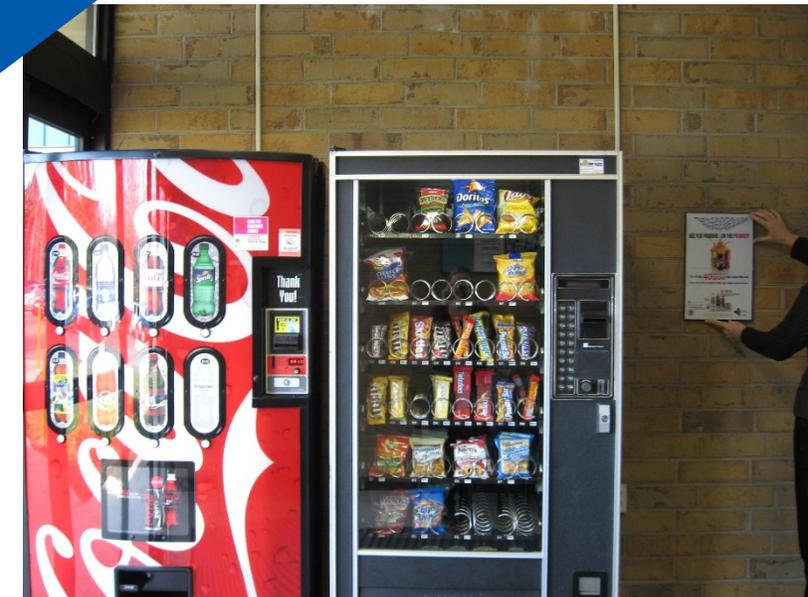
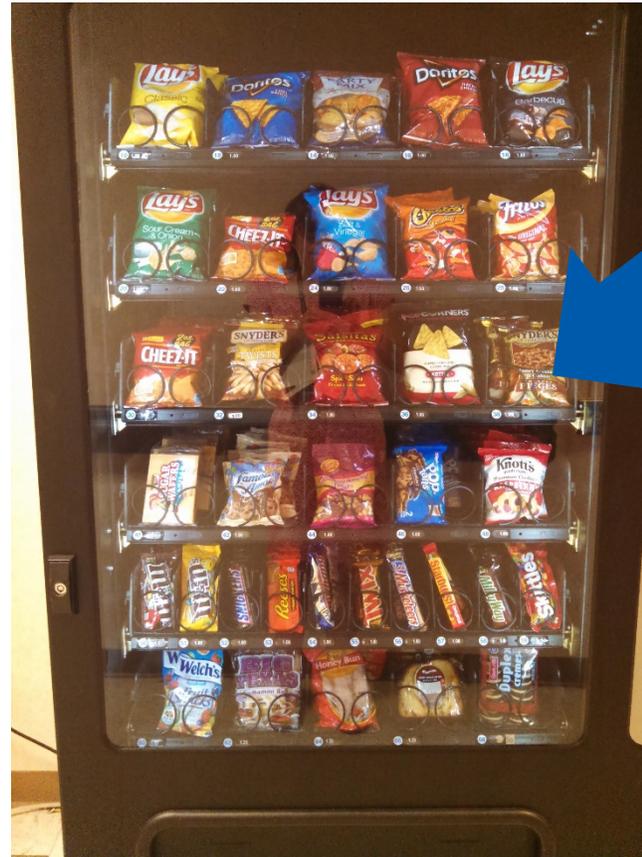
- 11 x 17 posters displayed near vending machines
- Static cling decals on each vending machine with healthy beverage messages



Challenges & Lessons Learned

- Cinema
- Vendor may be difficult to get on board
- Very few non-diet products available that fit calorie criteria
- Machines are not all the same:
 - Policy must be inclusive of variations (slots vs. buttons vs. rows)

- Pretzels & trail mix eye level
- Difference in buttons & row machines



Next Steps

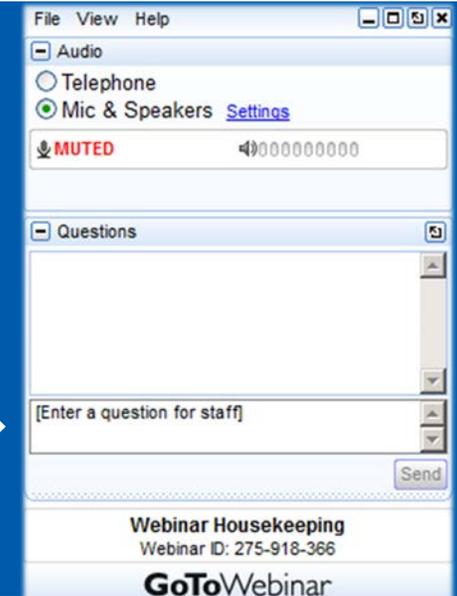
- Implement awareness campaign
- Get policy approved
- Evaluate sales and monitor compliance with requested machine changes
- **Expand SSB campaign to other employers in our county**

Working with Worksites

- Talk with your vending company about what healthy choices are available
- Create a policy around beverages for meetings, vending machines, or cafeteria
- Display posters near vending machines
- Distribute wallet cards & brochures
- Place decals on vending machines
- Include an article in your newsletter
- **Resource:** [Healthy Workplace Food Initiative](#)

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Questions? Type them here →



Upcoming Learning Opportunities

SIGN UP FOR TA!

On the Advancing Prevention Project website you can:

- Find resources and current training opportunities
- Schedule a one-on-one TA appointment
- Join a Learning Collaborative
- Sign up to join a Working Group

Technical Assistance

Building a team, engaging participants

Who should be included?

How to garner support from organizations' leadership and staff?

Developing an aim

What to think about when selecting a venue for change?

What resources exist to support and advance your aim?

Brainstorming and prioritizing change ideas

Who is involved at each level of change?

Which changes are most critical to obtain desired effect?

Measuring change

What are possible measures for assessing change?

Which data are most feasible to collect and what resources are available?

Communicating change

How will changes be communicated to the community?

Technical Assistance Contact Information

Alyssa Moran, MPH, RD

Email: Alyssa.moran@gmail.com

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UPCOMING WEBINARS

Preventing Non-Medical Use of Prescription Opioids and Heroin

When: Friday, September 18th, 1:30pm-3:00 EDT

Who is the Audience: Staff from Local Health Departments (LHD), Hospitals, Local Governmental Units (LGU), and Community-Based Organizations.

Presenters: Staff from NYS OASAS, local practitioners

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Thank You!

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