HOUSEKEEPING

- All attendees will be muted throughout webinar
- Q & A session
  - You can ask questions through the chat option anytime during the presentation
- Technical Issues
  sarah.chusid@iphionline.org

Webinar Agenda

- Introduction
- Illinois success stories for healthier vending
- Tips and strategies for implementing healthier vending
- Q & A with presenters
- Available resources
**Introduction to IAPO**

- Statewide coalition working on obesity prevention through policy, systems, and environmental changes
- Nutrition in Communities and Institutional Settings Workgroup:
  - IAPO Roadmap Goal: Increase consumption of healthy foods relative to consumption of unhealthy foods
  - Promoting healthier foods and beverages in workplaces, schools, parks, municipalities, hospitals, and other places

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**Healthy Procurement Movement**

*Map provided by Center for Science in the Public Interest*
Illinois Healthy Vending Success Stories

Presenters

Healthy Vending Successes in Chicago

• Colleen Lammel-Harmon: Wellness Manager, Chicago Park District
• Jennifer Herd: Senior Health Policy Analyst, Chicago Department of Public Health
HEALTHIER VENDING IN CHICAGO PARKS

SNACK VENDING BACKGROUND

- In 2010, the Chicago Park District (CPD) awarded a sole source snack vending contract to Compass Group USA that required 100% of items vended to meet “Fit Pick” Guidelines
- 98 machines deployed city wide Spring-Summer 2011
- Currently at 117 machines
GET YOUR DATA!

Background
The objective of this case study was to evaluate the acceptability, sales impact, and implementation barriers for the Chicago Park District’s 100% Healthier Snack Vending Initiative to strengthen and support future healthful vending efforts.

The contract states that 100% of items sold will meet the following nutrition standards:

- No more than 250 kcal per serving;
- No more than 42 g of added sweetener per 20 oz;
- No more than 35% of kcal from fat (with the exception of seeds and nuts);
- No more than 10% of kcal from saturated fat;
- No trans fats;
- No more than 35% total weight from sugar and caloric sweeteners (natural fruit juice allowed);
- No more than 400 mg of sodium per serving;
- At least 5 items must contain less than 250 mg of sodium per serving;
- No more than 2 servings per package.
MAKE HEALTHY OPTIONS EASIER THROUGH PRICING, MARKETING AND EDUCATION

- Often the least healthy options in vending machines have the lowest price and most compelling marketing. This encourages people to purchase these products. These same strategies can be used to promote healthy options by lowering the price, increasing the visibility and highlighting the healthiest options.
- Use education and marketing to promote healthy products with users
- EDUCATE staff and user “voice” groups such as advisory councils, wellness teams, human resources, etc.
- Work with your vendor(s) - get everything in writing to price healthy food and beverages at the lowest cost
- Place healthy items at eye level with option to change placement
- Use signage to identify which products are healthy and post through out facility
- Limit advertising on vending machines to healthy food and beverages
- Ensure vending machines post calories next to each item in accordance with FDA requirements (FDA)

EXAMPLE CONTRACT LANGUAGE

- Choose 100% compliant- do whole machine verses some snacks or 50% compliant
- Choose guidelines with credentials and provide clear explanation
- Set fines and parameters for enforcement
- Require detailed and on going reporting to track sales, changes, progress
- Work with company to provide certain services: “provide samples when available”, “collaborate on community information events and education”
- Research other community guidelines and assistance such as NPLAN
PILOT RESEARCH PROJECT

- **Intervention**
  - 2 hour long nutrition education led by the Chicago Partnership for Health Promotion followed by taste testing of new items with park staff

- **Hypothesis**
  - Intervention will result in increased
    - Park staff nutrition knowledge
    - Staff support of healthier snack vending options
    - Sales of healthier vending items compared to control parks without education

PARK RESEARCH SITES

Intervention Parks
- Riis
- Brainerd

Control Parks
- McKinley
- Hamilton

Parks selected for
- Similarity in size and facility characteristics
- Park usage
- Demographics of park community
- # of vending machines deployed
SALES AND RELATIONSHIP OF HEALTHIER ITEMS

- **Sales:**
  - Product is selling
  - Canteen SKU Management system allows to determine sales
  - Helps with accountability
  - Friendly price point $1.00 per product with flexibility to increase

- **Relationship (Internal and External Team):**
  - Finding right team players and supporters
  - Relationship with contact at Compass has given personal touch, direct contact and take ownership of each locations machine (following healthy guidelines)

MULTIDISCIPLINARY EFFORTS ON HEALTHY EATING IN THE CHICAGO PARKS DISTRICT

- Find similar community partners to assist in monitoring, education, grassroots efforts
- Share work with other agencies to strengthen awareness and acceptance
- After school snacks
- Day Camp lunches
- Decrease in candy and overall food purchases
- Guidelines for banquet and event orders
- Healthier Vending- snack 2010-2011
  - On Going: Beverage- goal 2012
  - Policy change for education and vending presented
WORKING WITH COMMUNITY PARTNERS TO IMPLEMENT AND EVALUATE THE CHICAGO PARK DISTRICT’S 100% HEALTHIER SNACK VENDING INITIATIVE

Maryann Mason, PhD; Hatidza Zaganjor, MPH; Christine T. Bozlak, PhD, MPH; Colleen Lammel-Harmon, RD, LDN, CPRP; Lucy Gomez-Feliciano; Adam B. Becker, PhD, MPH

http://www.cdc.gov/pcd/issues/2014/14_0141.htm

NEXT STEPS AND NEW SUCCESS

- Beverage Vending
- 100% non sugar sweetened beverages
- Coca Cola partnership vs. contract
- Education Opportunities
- Healthy Food Environment
- Catered events
- Snacks
- Summer Food Program
- Events citywide
THANK YOU!

- Colleen Lammel-Harmon, RD, LDN, CPT,
- Wellness Manager
- Chicago Park District
- Colleen.lammel@chicagoparkdistrict.com

HEALTHY CHICAGO

City of Chicago’s
Blueprint for Establishing Healthy Vending

Healthy Vending Webinar for
The Illinois Alliance to Prevent Obesity
May 5, 2013

Jennifer A. Herd, MHLP
Senior Health Policy Analyst
Chicago Department of Public Health
jennifer.herd@cityofchicago.org
NUTS AND BOLTS OF PROCESS

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

BEFORE & AFTER

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

VS

- 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.

OUTCOMES

- Chicago’s vending revenues have not decreased since it moved to a healthier vending format.*
- Reduced calories available from snack vending by 19.7%, reduced grams of sugar available for purchase by 60.9% and reduced fat grams available for purchase by 60.9%.
- The City reduced calories available for purchase from beverage vending by 82.8% through a combination of increasing the proportion of low category beverages for sale and reducing the overall number of beverage vending slots available.
A BLUEPRINT FOR HEALTHIER VENDING

- Due Diligence/Planning
  - Why Do We Need Healthier Vending?
  - Approaches for Creating a Healthy Vending Policy
  - Model Vending Guidelines
  - Steps for Implementing Healthy Vending in the Workplace
- Vendor Selection Tips
- 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/BluePrintForHealthierVending2013.pdf
Presenters

Healthy Vending Successes at Edward-Elmhurst Health System

- Susan A. Earley: Manager, Community Wellness, Marketing, Edward-Elmhurst Healthcare
- Pat Sutor: Food and Nutrition/Clinical Nutrition Manager, Elmhurst Memorial Healthcare
Rethink Your Drink

Susan Earley, Manager Community Wellness
Pat Sutor, Manager Food and Nutrition Services

Approval for Rethink Your Drink

- Arranged meeting with upper management and FORWARD initiative members to gain approval to implement the program.
- Rethink Your Drink Advisory Committee formed. Committee included representatives from Marketing, Nutrition Services, Planetree, Employee Health and HR.
- Advisory Committee members developed a program charter with goals and objectives.
- Obtained baseline data of existing beverages
Beverage Baseline Data

- The analysis reviewed beverage purchases by each category based on nutrition content.

- May 2013- % of Beverage Sales
  - Green 48.9%
  - Yellow 28.5%
  - Red 22.6%

Education

- Education was a primary objective to help our customers make better lifestyle choices.
- Beverages were assigned a color code based upon the nutritional criteria.
- Professional marketing was developed and coolers reorganized to easily recognize the appropriate category of beverage.
- Implemented Rethink Your Drink programs for the community and staff which included beverage test tasting and education.

WAY TO GO
GREEN: Drink Plenty
- water
- seltzer water
- skim or 1% milk
- unsweetened teas

MODERATION
YELLOW: Drink in Moderation
- diet soda
- low calorie/
- low sugar drinks
- 100% juice

RETHINK
RED: Drink Rarely (if at all)
- regular sodas
- energy/sports drinks
- fruit/fruit drinks
- whole /2% milk
Goals determined for each category and an educational action plan was developed

• Increase the variety of healthy beverages
• Increase purchase of healthy beverages and reduce both the acceptable and unacceptable beverages purchases.

• Goal
  • Green  60%
  • Yellow  25%
  • Red    15%

Rethink Your Drink: Café Beverage Cooler
Fountain Beverages and Vending

- The Wildflower Café had two fountain beverage dispensers which were dedicated to serving both yellow and red category beverages.
- We converted the machines and now have one machine solely dedicated to serving red beverages and the other yellow. In the process of conversation we increased yellow offerings by 35%.
- After the café beverages were assigned, our attention turned to our vending machines.
- Our vending company endorsed the initiative throughout the system, and used the same signage and beverage placement in their machines.

Learning Seminars

- Over the course of a year, twelve sessions were held to educate our staff and community on healthier beverage choices.
- The program was developed by registered dietitians and community educators.
- Venues included health fairs, lunch and learns, and seminars.
**Rethink Your Drink: Current Data**

- Sales have increased in the healthiest option category nearly meeting our goal of 60%.

- March 2015 - % of beverage sales
  - Green 58%
  - Yellow 20%
  - Red 22%

**“How to” Tips for Healthy Vending**
Presenter

Healthy Vending: Evaluation Options

- Maryann Mason: Community and Evaluation Research Director, Consortium to Lower Obesity in Chicago Children
Evaluation: what is it?

Evaluation: **systematic** determination of an initiative, program or policy’s qualities and outcomes using **standardized** criteria.

Evaluation: How can it help?

Helps to **assess**

- Implementation – was it implemented as expected?
- Outcomes – what results were produced?
Healthy vending evaluation questions

Common healthy vending implementation questions:

- **Is healthy vending being implemented according to guidelines?**
  - Machines deployed?
  - Nutritional standards met?
  - Product mix guidelines followed?
  - Machines restocked?
  - Machines operating?

- Why ask implementation questions?
  - To better understand outcomes data
  - To track vendor compliance
  - To identify operational issues
Healthy vending evaluation questions

Common outcomes evaluation questions
• Do patrons like the healthier vending choices?
• What other options do patrons suggest?
• How do pre & post healthier vending sales compare?
• What items sell the most?
• What items sell the least?
• How does pre & post healthier vending pricing compare?
• How does healthier & less healthy vending item pricing compare?

Why ask outcomes questions?
– To learn if you are achieving what you thought you would
– To learn if/how you should tweak your program to improve success
Healthy vending evaluation methods

Q: How is healthy vending being implemented?
• Are nutritional guidelines being met?
• Are product mix guidelines being met?
• Are other healthy vending guidelines being met (signage, pricing)?

Tool/method: Nutritional Environment Measures Survey –Vending (NEMS-V) [www.nems-v.com]

Healthy vending evaluation methods

NEMS-V collects data on:
- Machine location
- Condition (stocking, operations)
- Contents (nutritional properties, serving sizes, costs, placement)
- Signage
Healthy vending evaluation methods

Q: What outcomes have been achieved?

- Do patrons like the healthier vending choices?
  - Tools/methods: Patron survey, interviews, focus groups
  - Be sure to collect data from a variety of sites, days of the week, time of day
  - Think about –do you want input from those in the location but not using vending?

Healthy vending evaluation methods

Q: What outcomes have been achieved?

- How do healthier vending sales compare to pre-healthy vending sales?
- Biggest sellers/low sales items
- Variation by location?

- Tool/method: Vending sales data provided by vendor
  - Is the vendor contractually obligated to provide sales data?
  - Will you have access to pre-healthy vending sales data?
  - How are sales tracked (by machine, by location, by item)?
  - How often are sales reported (monthly, quarterly)?
Healthy vending evaluation methods

**Q: What outcomes have been achieved?**
- How has item pricing changed between pre-healthy and healthy vending?
- Are healthier vending items priced comparably to less healthy vending items?

**Tool/method:** Nutritional Environment Measures Survey (NEMS-V)
- Vending
  - Cost per serving
  - Cost per ounce
  - Comparison of costs by item classification (healthy, healthier, least healthy)

Your healthy vending evaluation

**Considerations:**
- What do you want to know?
- How would this information inform your initiative?
- Do you have the right people involved to be able to create a credible evaluation?
- Would you have to tweak the information collected through a standardized tool like NEMS-V to reflect the particulars of your nutrition guidelines, product mix/placement guidelines?
- Could you use others' tools (patron survey), observation forms?
For more information

Contact: Maryann Mason, Community Research and Evaluation Director, CLOCC (mmason@luriechildrens.org).

Presenter

Healthy Vending: Getting started, nutrition standards, strategies

• Amanda Kelley: Senior Director of Community Health, Health Strategies, American Heart Association, Midwest Affiliate
Key Stakeholders to consider engaging

A team based approach helps your organization increase by-in and identify the right strategy to implement your healthy vending program.

**Suggested partners:**
- Select recognized leaders to champion the program
- Administration directors
- Human Resources
- Employees
- Food and nutrition service providers/vendors
- Purchasing/procurement department
- Union groups
- Health professionals
- Wellness directors
- Community partners
- Students

Assess the environment

Step 1 - Survey patrons (staff, members, participants, etc) and other stakeholders about current perceptions of health eating

Step 2 - Determine where vending machines are located and what products are offered

Step 3 – Assessment of vending selections

Step 3 - Assess vendors to see what they are able to offer
Assess the environment

Step 1 – Survey of patrons

• How often do you purchase items from the machine?
• What is important to you when making a purchase? Price? Taste? Calories?
• If healthier foods were available to you, would you purchase them?

Assess the environment

Determine where vending machines are located and what products are offered

• Healthy vs. unhealthy options
• Placement of these items within the machine
• How many slots are devoted to each type
Assess the environment

Step 3 – Assessment of vending selection

• American Heart Association (AHA)
• US Dept of Health and Human Services/General Services Administration (HHS/GSA)
• National Alliance for Nutrition and Activity (NANA)
• Alliance for a Healthier Generation (schools)

Assess the environment

Step 4 - Assess what the vendor is able to offer
Nutritional Standards

- Select the smallest package sizes offered by your vendor
- Eliminate candy (sugar-free mints and gum are OK)
- Eliminate all regular chips (baked chips and pretzels are OK)
- Eliminate or reduce desserts and sweet baked items
- Eliminate or reduce sugar-sweetened beverages

Nutritional Standards for Food Items

- No more than 200 calories per serving
- Choose products with the lowest amount of sodium you can find (no more than 240 mg sodium per label)
- 0g trans fats, no more than 1g saturated fat, no partially hydrogenated oils
- No candy
- No regular chips
Nutritional Standards for Beverages

• Water (plain, sparkling and flavored) – no more than 10 calories per serving
• Fat free (skim) or low-fat (1%) milk and milk alternatives (soy, almond, etc) – no more than 130 calories per 8 fl. oz.
• Juice – 100% fruit or vegetable juice. No more than 120 calories per 8 fl. oz. or 150 calories per 10 fl. oz.
• Other beverages – no more than 10 calories per serving

Additional Recommendations

• Post calorie and sodium content for all items on or near machine
• Healthier items should be priced competitively or discounted if possible
• Healthier items should be prominently placed at eye level or in most visible location
• Any advertising/promotional signage or spaces on machines should only be used to promote healthier items
• Phase-in approach may be needed
Educate

• Provide education to leadership and patrons about the benefits of offering and choosing healthy foods and beverages
• Use available methods to promote healthy options
• Cultivate support – use initial team to help
• Offer taste testing

Hold Taste Test

• Offer taste testing of a variety of snacks and beverages that meet the nutritional standards
• Have survey cards to tally votes
• Share results of taste testing and keep machines stocked with preferred items
• Administer online surveys
Promote

• Speaking at staff meetings, community meetings
• Posters, flyers
• Email
• Newsletter articles
• Signage near vending machines, cafeteria or concession stands
• Message from leadership

Phase-in approach

• Product Selection
• Price
• Placement
• Promotion
Presenter

Healthy Vending: Policy and contract changes

- Katie Bishop: Nutrition Policy Associate, Center for Science in the Public Interest

Healthy Vending
Contracts and Vendors

Katie Bishop, MS, MPH
Nutrition Policy Associate
kbishop@cspinet.org

May 5, 2015
Working with Vendors

• Include them early
• Make sure they understand the standards
• Listen to and be ready for their concerns
  • Product availability
  • Revenue

Working with Vendors

• Product lists
• Case studies
• Offer to partner with them on implementation
Randolph Sheppard Act

Federal Law
Mini RSAs
Vending Times Articles
http://www.publichealthlawcenter.org/sites/default/files/resources/PHLC%20Fs.healthy_vending_RSAct%20Jan%202015.pdf

Old Contracts

Get existing contracts
Look at what it includes
Involved contracting agency
Try collaboration first
Figure out relationship with vendor
New Contracts

- Include everything in RFP
- Nutrition Standards
- Pricing, placement, promotion
- Require implementation
- Help with promotion
- Comply with current policies

Policies

- More sustainable
- Nutrition Standards
- P,P,P
- Update standards
- Who’s in charge of implementation
- Compliance
Menu Labeling

- Provision in Affordable Care Act
- Vendors with 20 or more machines
- Goes in effect 12/1/2016

- Calorie content
- On machine, product, or poster
- Requirements on size and visibility

www.cspinet.org/nutritionpolicy/foodstandards.html
Email: kbishop@cspinet.org
Questions?

Ask questions of any of the speakers by typing question into the chat box to the right.

Maximize or minimize side bar

Submit questions here

Healthy Vending Resources

- Center for Science in the Public Interest
  http://www.cspinet.org/nutritionpolicy/foodstandards.html
  - Factsheets (nutrition, financial impact), model policies, toolkits
- American Heart Association
  - Healthy Worksite Food and Beverage Toolkit: http://bit.ly/1sjaVEL
  - Recommended nutrition standards: http://bit.ly/1JxASz
- Healthcare Without Harm
- Minnesota Public Health Law Center
  http://www.publichealthlawcenter.org/topics/healthy-eating/healthy-vending
  - Factsheet on Randolph-Sheppard Act, tools specific to healthy beverages in healthcare
Healthy Vending Resources

• Consortium to Lower Obesity in Chicago Children (CLOCC)

• ChangeLab Solutions
  - Healthy vending resources for schools, municipalities, and after-school programs: [http://changelabsolutions.org/childhood-obesity/healthy-vending-machines](http://changelabsolutions.org/childhood-obesity/healthy-vending-machines)

• Alliance for a Healthier Generation
  - Tools for healthy vending in schools: [https://www.healthiergeneration.org/take_action/schools/snacks_and_beverages/](https://www.healthiergeneration.org/take_action/schools/snacks_and_beverages/)

Webinar Evaluation

• Brief survey will pop up on screen after you exit webinar- we appreciate your feedback!

• Help to identify others who can share your work with IAPO on healthy vending. Please include your name in the survey if you’re willing to share.
Thank you!

www.preventobesityil.org

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