Improving Beverage Choices in Health Care Facilities

February 21, 2013
Overview of Sugary Drink Reduction Activity Nationwide

Improving Beverage Choices in Health Care Facilities

February 21, 2013

Julie Greenstein, MHS
CSPI – Who We Are

- Since 1971 – a strong advocate for nutrition, health, and food safety

- Nutrition Action Healthletter
  - Largest-circulation health newsletter in the U.S.
  - 900,000 subscribers nationwide
CSPI Works To:

1. Get junk foods out of schools nationwide
2. Eliminate trans fats from the food supply
3. Reduce sodium in processed and restaurant foods
4. Improve food safety laws and reduce the incidence of foodborne illness
5. Ensure accurate and honest labeling on food packages
6. Reduce consumption of sugary drinks
America’s Obesity Epidemic

• More than two-thirds of Americans are overweight and more than one-third are obese

• ~$150 billion in obesity-related health-care costs incurred each year and billions in lost productivity due to illness

• People of color and low-income communities are disproportionately affected
  – African Americans (44.1%), Mexican Americans (39.3%), and Hispanics (37.9%) have the highest rates of obesity
  – One in seven low-income, preschool-aged children is obese; one in three is obese or overweight before their 5th birthday

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5 Ibid.
Sugary Drinks and Obesity

- The only food or beverage shown to increase risk of overweight and obesity
- Chance of a child becoming obese increases 60% with each additional sugary drink consumed/day
- Americans can get their entire recommended daily dose of added sugar from one can of soda

Nutritionally worthless - sugary drinks are the single greatest source of calories in the American diet
What are Sugary Drinks?

- Non-diet carbonated beverages
- Fruit-ades
- Sports drinks
- Flavored waters
- Energy drinks
- Sweetened teas
Sugary Drink Consumption

• Average consumption: ~ 40 gallons of sugary drinks/year

• Comprise 7% of total calories in American diet
  – Teens, low-income persons consume even more

48 Teaspoons Sugar
Sources of Added Sugar

All other foods: 17.5%

- Soda, energy drinks, sports drinks: 35.7%
- Fruit drinks: 10.5%
- Tea: 3.5%
- Candy: 6.1%
- Grain and dairy-based deserts: 19.4%
- Ready-to-eat cereal: 3.8%
- Sugars and honey: 3.5%
- Other foods: 17.5%

Strategies to Reduce Consumption of Sugary Drinks

- **Public Education**
  - Anti-soda Messaging
  - Promoting healthier beverages
  - Signage at point of purchase

- **Regulation**
  - Bans/restrictions on availability
  - Limit marketing
  - Require health warnings on labels
  - Create price signal through taxes

- **Other**
  - Increase access to free tap water
  - Provide incentives for voluntary changes in retail practices
State and Local Efforts

- Sugary drink bans/limits on government property
  - **Boston** – Banned sugary drinks on government property
  - **NYC** – Established requirements for sugary drinks sold and purchased on government property
  - **San Antonio** – Removed sugary drinks from city vending machines
State and Local Efforts, Cont.

• Limiting Portion Sizes—NYC
  – Sept. 2012 Board of Health passed a proposal to set a maximum size for sugary drinks (16 oz)
  – Applies to restaurants, delis, movie theatres, sports stadiums, and food carts

• Cambridge, MA considering similar action
State and Local Efforts, Cont.

• Taxes— In 2013, 11 States have introduced soda tax legislation
  - Excise Tax: CT, HI, MS, OR, RI, TX, VT, WV
  - Sales Tax: MA, NE, NY
State and Local, Cont.

Modest Tax Victories

• Colorado and Washington, D.C.
  – Eliminated the sales tax exemption for soda in 2010

• France
  – Passed a 2 euro cent tax per 33cl on sugary drinks, including soft drinks, sweetened juices (equivalent to 2.7 U.S. cents per 11.16 fl oz)
State and Local Cont.

Media Campaigns

- **New York City**
  - *Pouring on the Pounds*

- **Boston**
  - *Fatsmack (teens)*
  - *Sugar Smarts (parents)*

- **California**
  - *Rethink Your Drink*
  - *Soda Sucks*
  - *Drowning in Sugar*
Pouring on the Pounds
Federal Level Activities

• USDA recently proposed barring full-calorie soft drinks from schools

• States have asked USDA for permission to run pilot programs that would bar SNAP recipients from purchasing soft drinks
Federal Activities Cont.

- The FDA is considering whether to require the Nutrition Facts labels to show how much “added sugars” - not just total sugars – are in foods.

- In 2005, CSPI petitioned the FDA to require warning labels on sugary drinks.
CSPI’s Recent Efforts:

- Hosted National Soda Summit in June 2012
- Life’s Sweeter Campaign—170 partner organizations
- Healthy Beverage Initiative—collaboration that engages local and state health officials interested in reducing soda purchases in supermarkets
- 2013 Sugar Petition Urged FDA to:
  - Called on the FDA to consider regulating the amount of added sugars allowed in sugary drinks.
The Real Bears Media Campaign

“Sugar”
Jason Mraz and MC Flow
The following is a plain English translation of the recent corporate speak from the Coca-Cola Company.
Resources

- The Center for Science in the Public Interest
  - www.cspinet.org

- Yale Rudd Center for Food Policy and Obesity
  - www.yaleruddcenter.org

- Kick the Can
  - Advocacy toolkit and comprehensive list of current SSB initiatives nationwide
  - www.Kickthecan.info
Thank You

Julie Salz Greenstein, MHS

Center for Science in the Public Interest
Deputy Director of Health Promotion Policy

jgreenstein@cspinet.org
(202) 777-8331
Why Rethink Your Drink?

http://www.youtube.com/watch?v=yKZ2ZqBYIrl&feature=youtube_gdata_player
Sugar Sweetened Beverages (SSBs) have been linked to obesity, and other chronic diseases such as type-2 diabetes, heart disease and hypertension.

SSBs are the largest single source of added sugar in the American diet.

41% of children (2-11) and 62% of adolescents (12-17) in California drink at least one soda or other SSB every day.

A child’s risk for obesity increases an average of 60% with every additional daily serving of soda.
Rady Children's Hospital-San Diego

Rethink Your Drink Initiative
Healthy Beverages Symposium
Washington, D.C. – February 21, 2013

Presented by
Cheri Fidler
Mary Beth Schlichtholz
Presentation Overview

Why Rethink Your Drink?

Initial Steps

- Reviewed National Models and Best Practices
- Established Work Team and Advisory Group
- Identified Our Approach – Stoplight Model
- Established criteria for SSBs
- Collected Baseline Data
- Conducted Employee Survey

Program Implementation

- Collateral
- Communication
- Environmental and Policy Changes
- Displays

Evaluation

- Sales Data
- Employee Feedback
- Employee vs. Visitor

Future Directions
Initial Steps
**Healthcare without Harm/Healthier Hospitals Initiative**

**Healthcare without Harm** is a coalition of more than 500 organizations in 53 countries, working to transform the health care industry worldwide, without compromising patient safety or care, so that it is ecologically sustainable and no longer a source of harm to public health and the environment.

**The Healthier Hospitals Initiative** is a call-to-action for an entire industry - a national campaign to engage healthcare organizations in adopting healthy hospital environments.
Nutrition in Healthcare
Leadership Team San Diego

A collaboration of local healthcare systems with the mission to advance healthful, sustainable food and beverage practices in San Diego County healthcare systems.

**Beverage Goal:** Make healthful beverages the standard. Increase healthy beverage purchases to 80% of total beverage purchases throughout hospital within 3 years.
At Rady Children’s Hospital

Alignment:
- Food Services
- Employee Wellness
- Community Health
RCH Operating Plan Goal

Implement a **Rethink Your Drink** campaign as part of the wellness initiative of the hospital community through reducing sales of sugar sweetened beverages (SSBs) by 30% from FY13 Q1 Sales.

Sales data from:
Café, Deli, Grab&Go, ACP, Starbucks cart, Parent/Staff Room Service

Q1 sales

Q4 Sales
RYD Workgroup & Advisory Group

**Workgroup Members**
- Cheri Fidler, CHC
- Phyllis Hartigan, CHC
- Mary Beth Schlichtholtz, Food Services
- Samme Fuchs, Nutrition
- Michael Van Gorder, Administrative Intern
- Kusuma Pokala, CHC Intern
- Judy Minich, Communications

**Advisory Group - Representatives from:**
- Center for Healthier Communities
- Food Services
- Clinical Nutrition Services
- Nursing
- RCH Specialists and CPMG
- Communications & Marketing
- Gift Shop
- Pharmacy
- Parents
- McDonald’s
- Administration
- Human Resources
- Government Affairs
<table>
<thead>
<tr>
<th>SSB Reduction</th>
<th>SSB Elimination</th>
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<tbody>
<tr>
<td>Boston Children's Hospital</td>
<td>Cleveland Clinic</td>
</tr>
<tr>
<td>Boston Medical Center</td>
<td>Dartmouth Hitchcock Medical Ctr. (NH)</td>
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<tr>
<td>Faulkner Hospital (MA)</td>
<td>Fairview Hospital (MA)</td>
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<tr>
<td>Massachusetts General</td>
<td>Gifford Medical Center (VT)</td>
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<tr>
<td>St Anne’s (MA)</td>
<td>Nationwide (OH)</td>
</tr>
<tr>
<td>St. Elizabeth’s (MA)</td>
<td>Vanguard Health (IL)</td>
</tr>
<tr>
<td>Fletcher Allen Health Care (VT)</td>
<td></td>
</tr>
</tbody>
</table>

Key to Success: Senior Leadership Buy-In
Boston SSB Initiative

• April 2011 Mayor Thomas Menino signed executive order to prohibit sale of SSB on city property.
• 10 Boston hospitals pledged to work together to reduce SSBs
• “Red”, “Yellow”, “Green” Strategy
• Toolkit created by Boston Public Health Commission
The CDC Guide to Strategies for Reducing the Consumption of Sugar-Sweetened Beverages
We define SSB’s to include soft drinks (soda or pop), fruit drinks, sports drinks, tea and coffee drinks, energy drinks, sweetened milk or milk alternatives, and any other beverage to which sugar, typically high fructose corn syrup or sucrose (table sugar) has been added.
Decision:

Stoplight Approach

STOP. RETHINK YOUR DRINK. GO ON GREEN.

RED: Stop! Drink rarely, if at all.
- Regular sodas
- Energy and sports drinks
- Fruit drinks
- 100% juice (over 4 ounces)

YELLOW: Caution! Drink occasionally.
- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice (4 ounces or less)

GREEN: Go! Drink plenty.
- Water
- Seltzer water
- Skim or 1% milk (unflavored)
- Unsweetened herbal tea

Rady Children's Healthy Connections
For more information, visit: www.rchsd.org/ryd
## SSB Definitions - Comparison Slide

<table>
<thead>
<tr>
<th>Boston Public Health</th>
<th>RCH Employee</th>
<th>RCH Child</th>
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</thead>
<tbody>
<tr>
<td><strong>RED</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drink Rarely, If at all</td>
<td>Stop! Drink Rarely if at all *</td>
<td>Stop! Don’t Drink*</td>
</tr>
<tr>
<td>- Regular Soda</td>
<td>- Regular Soda</td>
<td>- Regular Soda</td>
</tr>
<tr>
<td>- Energy or Sports Drinks</td>
<td>- Energy or Sports Drinks</td>
<td>- Energy or Sports Drinks</td>
</tr>
<tr>
<td>- Fruit Drinks</td>
<td>- Fruit Drinks</td>
<td>- Fruit Drinks</td>
</tr>
<tr>
<td>( &gt; 12 oz. sugar per 12 oz.)</td>
<td>- 100% Juice (over 4 ounces)*</td>
<td>- 100% Juice (over 4 ounces)*</td>
</tr>
<tr>
<td><strong>YELLOW</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drink Occasionally</td>
<td>Caution! Drink Occasionally*</td>
<td>Caution! Drink once or twice a week, if at all*</td>
</tr>
<tr>
<td>- Diet Soda</td>
<td>- Diet Soda</td>
<td>- Diet Soda</td>
</tr>
<tr>
<td>- Low-Calorie low sugar drinks</td>
<td>- Low calorie, low sugar drinks</td>
<td>- Low calorie, low sugar drinks</td>
</tr>
<tr>
<td>- 100% Juice</td>
<td>- 100% juice (4 ounces or less)*</td>
<td>- 100% juice (4 ounces or less)*</td>
</tr>
<tr>
<td>(6 to 12 oz. sugar per 12 oz. or contains artificial sugar)</td>
<td></td>
<td>- 2% milk (unflavored)*</td>
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<td><strong>GREEN</strong></td>
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<td></td>
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<tr>
<td>Drink Plenty</td>
<td>Go! Drink Plenty*</td>
<td>Go! Drink Plenty*</td>
</tr>
<tr>
<td>- Water</td>
<td>- Water</td>
<td>- Water</td>
</tr>
<tr>
<td>- Seltzer Water</td>
<td>- Seltzer Water</td>
<td>- Water with added fruit*</td>
</tr>
<tr>
<td>- Skim or 1% milk</td>
<td>- Skim or 1% milk (unflavored)*</td>
<td>- Skim or 1% milk (unflavored)*</td>
</tr>
<tr>
<td>(0 to 5 oz. sugar per 12 oz.)</td>
<td>- Unsweetened herbal tea*</td>
<td>- Unsweetened decaf tea*</td>
</tr>
</tbody>
</table>
Cash Register Modification & Staff Training
Baseline Data Dashboard

Goal Tracking R, Y, G Beverages*

% Total Net Revenue for R, Y, G Beverages

Month

Red Beverages
Yellow Beverages
Green Beverages
Goal--Red Beverages

Goal--Red Beverages
RCH Employee Beverage Survey Results

SSBs have no negative health effects for those who drink them regularly.

<table>
<thead>
<tr>
<th>Response:</th>
<th>Percent of Total:</th>
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<tbody>
<tr>
<td>Strongly Agree</td>
<td>8%</td>
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<tr>
<td>Somewhat Agree</td>
<td>7%</td>
</tr>
<tr>
<td>Neither Agree nor Disagree</td>
<td>7%</td>
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<tr>
<td>Somewhat Disagree</td>
<td>18%</td>
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<tr>
<td>Strongly Disagree</td>
<td>60%</td>
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</table>
Employees of children's hospitals should set a positive health example for the patients they treat.

<table>
<thead>
<tr>
<th>Response:</th>
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<td>43%</td>
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<tr>
<td>Somewhat Agree</td>
<td>27%</td>
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<td>Neither Agree nor Disagree</td>
<td>15%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>7%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>8%</td>
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</table>
RCH Employee Beverage Survey Results

Education and public messaging is the best way to encourage less consumption of SSBs.

<table>
<thead>
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<th>Percent of Total:</th>
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<td>50%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>37%</td>
</tr>
<tr>
<td>Neither Agree nor Disagree</td>
<td>8%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>3%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2%</td>
</tr>
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</table>
RCH Employee Beverage Survey Results

Rady Children's should model healthy lifestyles by increasing healthy drink options.

<table>
<thead>
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<th>Response:</th>
<th>Percent of Total:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>57%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>31%</td>
</tr>
<tr>
<td>Neither Agree nor Disagree</td>
<td>8%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2%</td>
</tr>
</tbody>
</table>
Program Implementation

- Collateral
- Communications
- Environmental & Policy Changes
- Displays and Visuals
<table>
<thead>
<tr>
<th>RYD Collateral</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Large Posters</td>
</tr>
<tr>
<td>• Table Tents</td>
</tr>
<tr>
<td>• Kid Flyers</td>
</tr>
<tr>
<td>• RYD Buttons</td>
</tr>
</tbody>
</table>
STOP. RETHINK YOUR DRINK.
GO ON GREEN.

RED: Stop! Drink rarely, if at all.
- Regular sodas
- Energy and sports drinks
- Fruit drinks
- 100% juice (over 4 ounces)

YELLOW: Caution! Drink occasionally.
- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice (4 ounces or less)

GREEN: Go! Drink plenty.
- Water
- Seltzer water
- Skim or 1% milk (unflavored)
- Unsweetened herbal tea

For more information, visit: www.rchsd.org/ryd

Plaza lobby,
Rose Pavilion by gift shop,
ACP 2nd Floor,
McDonalds,
Café,
MPB by Pharmacy,
Ronald McDonald House,
STOP. REThINK YOUR DRiNK.  GO ON GREEN.

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- Water
- Seltzer water
- Unsweetened herbal tea
- Skim or 1% milk (unflavored)

Questions? Comments? Reach us at www.rochd.org/ryd-survey
RYD Buttons
STOP. RETHINK YOUR DRINK. GO ON GREEN.

For Kids

RED: Stop! Don’t drink.
- Regular sodas
- Energy and sports drinks
- Fruit drinks
- 100% juice (over 4 ounces)

YELLOW: Caution!
Drink once or twice a week, if at all.
- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice (4 ounces or less)
- 2% milk (unflavored)

GREEN: Go! Drink plenty.
- Water
- Water with added fruit
- Skim or 1% Milk (unflavored)
- Unsweetened decaf tea

Healthy Drink Choices for Kids
Milk: a good source of calcium and vitamin D, helps maintain strong bones.
- Children 1-2 years: 2 cups/day of whole or 2% milk
- Children 2-8 years: 2 cups/day of fat free or low-fat milk
- Children 9 years and older: 3 cups/day of fat free or low-fat milk

Water: always a great choice for kids and adults of ALL AGES—it’s naturally sugar free!

What about 100% Fruit Juice?
100% fruit juice is packed with calories from the natural sugars found in it. Even 100% juice beverages can contain as much sugar as there is in a soda. 100% Juice is NOT 100% good for you. Eat whole fruits instead. Fruits are natural; there is NO JUICE in nature!

Tips for Making Healthy Drink Choices
Be a role model for children—I make water your drink of choice.
- Make sure that when others are catering for your child, they serve healthy drinks.
- Choose unsweetened milk.
- Drink water when you go to a restaurant, it’s free!
- Take a refillable water bottle with you

Take a Pledge – to Rethink Your Drink

Take charge of your family’s health!

I pledge to:

☐ Serve water to my family
☐ Keep my family healthy by reducing sugary drinks at home
☐ Help make my school, workplace and community a place with healthy drink choices

Name: ___________________________ Date: ________________

(See Other Side)
<table>
<thead>
<tr>
<th>RYD Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>• FAQ/Fact Sheet</td>
</tr>
<tr>
<td>• All User Messages</td>
</tr>
<tr>
<td>• Did You Know?</td>
</tr>
<tr>
<td>• Presentations at MUM Meeting and Med Staff Executive Committee</td>
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<tr>
<td>• Quarterly Dashboards – sales data</td>
</tr>
<tr>
<td>• Internet Section/Resources for Families &amp; Intranet Section/Resources for Employees</td>
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<tr>
<td>• On-Line Suggestion/Feedback mechanism implemented</td>
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<tr>
<td>• RYD messages on Facebook w link to the public site.</td>
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<tr>
<td>• RYD flyer pinned to the RCH Pinterest Board</td>
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<tr>
<td>• RYD story and link to RYD website in Foundation Newsletter</td>
</tr>
<tr>
<td>• CMO Video</td>
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<td>• “Mocktail” Tastings (Jan. &amp; Feb 2013)</td>
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<td>• LDI Presentation</td>
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<td>• Presentation to the Nutrition in Healthcare Leadership Team</td>
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<tr>
<td>• Pending: Journal Publication</td>
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</table>
# RYD Environment and Policy Changes

- Repositioned and Color Coded all Drinks
- Added RYD Color coded strips in all coolers
- Increased Yellow and Green Drinks; Decreased Red Drinks
- Eliminated SSBs from catering
- Eliminated SSBs from patient menus (available upon request)
- Added RYD stoplight poster to parent/staff room service menu
- Added RYD flyer to Admissions Packet
- Incorporate RYD in RCH functions
- RYD kid flyer on all patient trays
RYD Beverage Cooler Strips
RYD Displays

Four displays rotating:
Café, ACP, Lobby & Plaza
Traffic Light Interactive Display

STOP. RETHINK YOUR DRINK.
GO ON GREEN.

Red Drinks

Yellow Drinks

Green Drinks

Rady Children's Hospital San Diego
Wheelbarrow Display

Rethink Your Drink

The average American drinks one sugar sweetened beverage (SSB) each day. That equals about

40 pounds of sugar each year,
the amount in this wheelbarrow!!!

Please do not touch
(or put in your drink)!
Rethink your Drink

Activity required to burn the calories from sugar-sweetened beverages

- 20 oz Coke: 240 calories
- 15 oz Naked Juice Blue Machine: 320 calories
- 9.5 oz Starbucks Frappuccino: 200 Calories
- 20 oz Gatorade 130 calories
- Grande Mocha: 280 calories

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<tr>
<th>Activity</th>
<th>Calories</th>
<th>Time Required</th>
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<tbody>
<tr>
<td>Running</td>
<td>240</td>
<td>25 minutes at the pace of a 12 minute mile</td>
</tr>
<tr>
<td>Bicycling</td>
<td>320</td>
<td>approximately 33 minutes at a pace of 11-15 mph</td>
</tr>
<tr>
<td>Swimming</td>
<td>200</td>
<td>approximately 30 minutes</td>
</tr>
<tr>
<td>Hiking</td>
<td>130</td>
<td>uphill carrying 0-9 lbs approximately 17 minutes</td>
</tr>
<tr>
<td>Walking</td>
<td>280</td>
<td>approximately 50 minutes at a pace of 3.5 mph</td>
</tr>
</tbody>
</table>

Burned calories based on a weight of 160 pounds. Source: www.everydayhealth.com
Choose water instead of a sugar-sweetened beverage to stay hydrated.

Rethink Your Drink.

10 ways to drink water

Water plays an important role in nearly every bodily function.

Herb and Berry Water
Cómo video
Evaluation
Baseline data collection period was July 2012-September 2012. The Rethink Your Drink initiative began October 2012.

*Baseline data collection period was July 2012-September 2012. The Rethink Your Drink initiative began October 2012.*
Goal Tracking R, Y, G Beverages*

*Baseline data collection period was July 2012-September 2012. The Rethink Your Drink initiative began October 2012.*
## Data Summary: Improvements in Drink Choices

<table>
<thead>
<tr>
<th>Drink Type</th>
<th>July 2012</th>
<th>January 2013</th>
<th>% Change (July-Jan)</th>
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<tbody>
<tr>
<td>Red (SSBs)</td>
<td>62.12%</td>
<td>44.27%</td>
<td>-28.73%</td>
</tr>
<tr>
<td>Yellow</td>
<td>26.61%</td>
<td>37.22%</td>
<td>+39.87%</td>
</tr>
<tr>
<td>Green</td>
<td>11.27%</td>
<td>18.51%</td>
<td>+64.24%</td>
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</table>
Baseline data collection period was July 2012-September 2012. The Rethink Your Drink initiative began October 2012.
Beverage Revenue by Month
2012 vs. 2013

Total Beverage Sales, By Month

Net Revenue

Month

FY12
FY13
Percent of Vending Machine Items
(SSB vs. Non-SSB)

Month
Jul-12 Aug-12 Sep-12 Oct-12 Nov-12 Dec-12 Jan-13 Feb-13 Mar-13 Apr-13 May-13 Jun-13

% Total Items Sold
30.00% 35.00% 40.00% 45.00% 50.00% 55.00% 60.00% 65.00%

SSB Items
Non-SSB Items
61.46% 58.05%
38.54% 41.95%
Future Directions

• Continuing education to our visitors and staff
• Partner with Rady's Specialists and PCP's
• Model for SD County Hospitals, Clinics, Health Providers, and Health Plans with NHLT
• Partner with Farm-to-School Initiative
• Serve as resource for Hospital Associations for state and local initiatives
After approval by the Northern, Central and Southern California regional associations, on December 20, 2012 the CHA Board of Trustees formally endorsed the Healthier Hospital Initiative, with voluntary participation by hospitals. CHA is working with HHI to develop a comprehensive statewide communication and media outreach plan.
97
HHI-signed California Hospitals
150 HHI Healthy Food Challenge and Pledge-Signed Facilities
Some Ways Hospital Associations can Provide Leadership

• Bring information on the national initiative to state and local meetings to encourage hospital participation and linking with HHI and best practices
• Develop and share communication and media plan
• Sponsor Round Table/Symposium with Healthcare providers to build common goals, measurements, and strategies for collective impact
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Healthy Hospital Beverage Environments: A National Perspective

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Centers for Disease Control and Prevention

CSPI Symposium
2/21/2013

Disclaimer: The findings and conclusions in this presentation are those of the authors and not necessarily the CDC.
Agenda

- Background
- Approach to Hospital Environment Change
- Current Activities
  - Environment Scans
  - Practice to Practice Series
- Next Steps
Making Healthy Choices Easier

Individual
- Culture
- Skills
- Knowledge
- Time

Environment
- Affordability
- Price/ Economic
- Access
- Policy
- Legislation
- Marketing

Healthy eating & physical activity

Environment
Settings for the Prevention and Control of Obesity

- Community
  - Park and Recreation
  - Food Retail
- School/Afterschool
- Early Care & Education (child care)

- Health Care
  - Hospitals
  - Clinics
- Work Sites
Issues Addressed

- Successes and barriers in promoting healthful choices in hospital food and beverage environments
- Lessons learned
- Leverage points
Environments of Focus

- Food and Beverage
- Physical Activity
- Lactation Support
- Tobacco-Free Campuses
Populations of Focus

- Employees
- Out Patients
- Visitors
- In Patients
- Neighboring Communities
Food & Beverage Summary

- Develop/adapt tool-kits for assessment of environments
- Share & disseminate model policies, implementation strategies and emerging/innovative practices
- Monitor implementation
Environment Scans
Food and Beverage

- Based on Nutrition Environments Measures Survey (NEMS – restaurants, stores, vending)
- Slightly modified to make applicable to:
  - Cafeteria
  - Kid’s Menu’s
  - Franchises/retail
  - Vending
  - Coffee shops/gift shops
1. Regarding the fountain drink stations, please indicate the number of healthy and total options for the following: (examples of healthy options are provided below)

<table>
<thead>
<tr>
<th></th>
<th># Healthy Options</th>
<th>Total # Options</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soda (e.g. diet soda)</td>
<td>□ □</td>
<td>□ □</td>
<td>○</td>
</tr>
<tr>
<td>Juice (e.g. 100% fruit juice)</td>
<td>□ □</td>
<td>□ □</td>
<td>○</td>
</tr>
<tr>
<td>Tea (e.g. unsweetened tea)</td>
<td>□ □</td>
<td>□ □</td>
<td>○</td>
</tr>
<tr>
<td>Other: _____________</td>
<td>□ □</td>
<td>□ □</td>
<td>○</td>
</tr>
</tbody>
</table>

Comments:

2. Are free refills promoted for fountain sugar drinks or sweetened tea?  ○ yes  ○ no

3. Based on the size of most drink containers, is comparable sized bottled water available for purchase?  ○ yes  ○ no
   a. If yes, describe the placement and price of bottled water:
      Placement  
      ○ Placed at eye level  ○ Placed below/above eye level
      Pricing  
      ○ Less expensive than regular drink  ○ Same price as regular drink  ○ More expensive than regular drink
4. Is there access to free drinking water within the cafeteria?  
   a. If yes, what options exist for free drinking water?  
      ○ Served as part of fountain drink station  
      ○ Independent water dispenser (e.g. water cooler, water jug)  
      ○ Water fountains  
      ○ Other: ________________________________  

5. Is there a charge for cups/glasses to obtain water from drinking water source(s)?  
   a. Comment on price if applicable: __________________________  
   b. Comment on charge for water if customer brings his/her own container/bottle: ________  

6. Are the sources of free drinking water operational at time of scan?  
   ○ yes  ○ no  ○ N/A  

---  

Milk  
1. (Skim and/or 1% milk) / All milks: healthier option proportion of total milk shelf space:  
   ○ 0%  ○ 1-10%  ○ 11-33%  ○ 34-50%  ○ 51%+  

<table>
<thead>
<tr>
<th>Item</th>
<th>Size (oz.)</th>
<th>Available</th>
<th>Price</th>
<th>Located above waist level</th>
<th>Comments</th>
</tr>
</thead>
</table>
| Healthier Item:  
2. Skim or 1% milk  
   (report lowest-fat milk available) | □ □ oz. | ○ | ○ | $ □ □ □ | ○ | ○ |

<table>
<thead>
<tr>
<th>Item</th>
<th>Size (oz.)</th>
<th>Available</th>
<th>Price</th>
<th>Located above waist level</th>
<th>Comments</th>
</tr>
</thead>
</table>
| Regular Option:  
3. 2% milk and/or whole milk (report lowest-fat milk available) | □ □ oz. | ○ | ○ | $ □ □ □ | ○ | ○ |
Practice to Practice (P2P)
Healthy Hospital Practice to Practice Series (P2P)

Issue #1

Improving Hospital Food and Beverage Environments

The CDC supports making the healthy choice the easy choice in every community setting.

As employers and health leaders, hospitals can take strong steps now to fortify healthy and safer living through nutritious food and beverages. Effective approaches for changing food and beverage environments are the subject of this tool kit. This tool kit presents case studies of hospitals improving their environment to better support the health of their employees and embody the mission of being a health organization.

IN THIS ISSUE...

Find out how Cleveland Clinic and Good Shepherd Hospital are leading the way by offering a healthier food and beverage environment.

Key Considerations

- Make it easy.
- Be comprehensive in the analysis of new initiatives and their impact on the hospital.
- Support from executive is critical - success depends on support from the top.
- Believe in your initiative so that the program is contagious, lighting herds of people instead of just one.

Making a Statement

The Cleveland Clinic employs over 15,000 hospital staff on its main campus alone. With the help of a successful wellness program, hospital policy and environmental changes, hospital employees have lost 30,500 pounds and just 3 years. Dr. Joniac, Senior Director of Hospital, credits some of that astounding weight loss changes made into the food and beverage environments to the Cleveland Health and Wellness team. The Cleveland Health and Wellness team has taken steps to enhance the food and beverage environment, including the following:

1. Improved labeling of food items, including calories and ingredients.
2. Increased availability of healthier food options, including fruits, vegetables, and water.
3. Elimination of sugar-sweetened beverages from vending machines and cafeterias.
4. Expanded nutrition education and support programs for employees.
5. Collaboration with local community partners to enhance healthy food and beverage options.

Key Considerations

- Review your hospital food and beverage contracts. It may not specify what type of foods and drinks must be purchased, giving lesson more flexibility to order healthier options.
- Engage all staff in the hospital mission to create a healthy community - it can increase support for making healthy changes.

Issue #2

Improving Hospital Food and Beverage Environments

The CDC supports making the healthy choice the easy choice in every community setting.

As major employers and health leaders, hospitals can help establish strong community norms for promoting healthy and active living through nutritious food and beverages. Effective approaches for changing food and beverage environments are the subject of this tool kit. This tool kit presents case studies of hospitals improving their environment to better support the health of their employees and embody the mission of being a health organization.

IN THIS ISSUE...

Fairview Hospital and Baptist Health South Florida share how they are supporting employees health by changing their food and beverage policies and practices.

Key Considerations

- Review your hospital food and beverage contracts. It may not specify what type of foods and drinks must be purchased, giving lesson more flexibility to order healthier options.
- Engage all staff in the hospital mission to create a healthy community - it can increase support for making healthy changes.

Healthy Hospital Practice to Practice Series (P2P)

Finding Mileage in the Mile High City

Denver Health and Hospital Authority is one of only a handful of hospitals in the United States to be designated a public health department. This public health system is testament to the fact that we are making decisions that impact the health of our community. Our role is to work with our local health departments to ensure that we are doing what we can to support the health of our community.

IN THIS ISSUE...

Denver Health was involved in the Mileage Program from the beginning. Denver Health leads the Mileage Program and has been a leader in the development of the program. Denver Health and Bureau of Health Promotion and Education are partners in the development and implementation of the program.

Key Considerations

- Strong relationships with local public works and community development departments.
- Being involved in local initiatives shows support and can enhance the reputation of hospital programs in community partner.
- Promoting active transportation on hospital campuses can have benefits beyond health and safety benefits, such as increased participation and better options for employees who are transportation limited.
Next Steps

- Environment scans
- P2Ps
- Monitoring
- Collaboration
Resources

- **CDC**

- **NOPREN:**
  - [http://www.nopren.org/workinggroups/wateraccess.html](http://www.nopren.org/workinggroups/wateraccess.html)
  - [http://www.hsph.harvard.edu/prc/water/](http://www.hsph.harvard.edu/prc/water/)

- **Policy examples:**
  - [http://waterinschools.org/pdfs/FWWfillingStationGuide.pdf](http://waterinschools.org/pdfs/FWWfillingStationGuide.pdf)
  - [http://changelabsolutions.org/publications/wellness-policy-water](http://changelabsolutions.org/publications/wellness-policy-water)
Allison Boothe
Andrea Wiseman
Nancy Williams
Meredith Reynolds
Tina Lankford
Bo Kimsey
Felipe Lobelo
Brian Bowden
Deborah Dee
Jennifer Foltz
Jason Lang
Fleetwood Loustalot
Julie Eschelbach
Abby Rosenthal
NC Prevention Partners
Health Care Without Harm
Children’s Hospital Association
Kaiser Permanente
American Heart Association
American Medical Association
RWJF
American Nurses Association
…others…. 
Thank you!

bbelay@cdc.gov
Introducing Healthier Hospitals Initiative
What is Sustainability?
July 2007 Lancet Study

Asthma cases according to occupation:

- Office workers (control)
- Electricians
- Cleaning staff
- Farmers
- Nurses
- Sawmill workers and carpenters
- Workers in printing and graphic arts

www.thelancet.com
Body Burden Profile: Pollution in Newborns

A benchmark investigation of industrial chemicals, pollutants, and pesticides in human umbilical cord blood.

Though scientists once thought that the womb protected developing babies from pollution, a study of umbilical cord blood from newborns found an average of 200 industrial chemicals, pesticides and other pollutants in 10 newborns. Of 287 chemicals detected, 180 have been linked to cancer, 217 are neurotoxins and 208 are linked to birth defects.
“Climate change is the biggest global health threat of the 21st century... The impacts will be felt all around the world – and not just in some distant future but in our lifetimes and those of our children.”

The Lancet
Impacts of the Healthcare Sector

- 6600 tons of waste daily
- 836 trillion Btus of Energy
- 10 Billion dollars annually
- 8% of US GHG
- 7% of carbon emissions
Reframing of the Issue

“What impact are we having on our environment”

to

“What impact is the environment having on our health”
Environmental Health Factors

287 chemicals including: pesticides, brominated flame retardants, dioxins, phthalates and mercury

The American Academy of Pediatrics recommended its 60,000 member pediatricians familiarize themselves with the potential adverse health effects of chemicals in the environment.

“The panel was particularly concerned to find that the true burden of environmentally induced cancer has been grossly underestimated.”
Upstream Solutions

Healthcare’s Impact on Environment

Responsible and Preventative Medicine

Environment’s Impact on Public Health

First Do No Harm
The New Model of Health

Affordable Care Act in Action at CMS

CMS is developing new programs and tools as a result of the Affordable Care Act to help you deliver better care. We are your partner in ensuring that millions of Americans are part of a better health care system.

What CMS is Doing Now

At CMS, we’re working with you – the providers, States, and partners – to improve care and reduce costs, making better health care a reality today. We are proud to be:

- Caring for our Community through Coordination
- Keeping as Many People Healthy as Possible
- Making Health Care More Affordable
"The Healthier Hospitals Initiative holds great promise to improve the health of patients and communities while helping to reduce health care costs to all of us. Its emphasis on reducing unnecessary energy use, toxic chemicals, unhealthy food and harmful products could not come at a better time. The Initiative will help accelerate the adoption of improved practices that will help individuals and society at large. I enthusiastically support this Initiative."

Donald M. Berwick, MD, MPP
Former Administrator, CMS
Former President & CEO, IHI
The HHI Challenges are a data-driven platform designed to help healthcare organizations commit to sustainability goals and track their environmental efforts.

- Engaged Leadership
- Healthier Food
- Leaner Energy
- Less Waste
- Safer Chemicals
- Smarter Purchasing
Why HHI?

- **Acceleration strategy** at the intersection of sustainability, patient and worker safety
- Using **proven strategies** to demonstrate Success!
- **Moving the $135 billion** market a unique and explicit goal
- **Over 500** founding sponsor hospitals – 9% of hospital sector
- Modeled after **IHI 100,000 Lives Campaign** in enrollment strategy
- Linking sustainability with the “quality” movement in healthcare
- **No barrier to entry** – no enrollment fee
- Leveraging **$20 billion** spent in purchasing materials
Media Coverage

BECRER'S Hospital Review
BUSINESS & LEGAL ISSUES FOR HEALTH SYSTEM LEADERSHIP

Modern Healthcare

WASHINGTON BUSINESS JOURNAL

GreenBiz.com
Business Voice of the Green Economy

HEALTHCARE FINANCE NEWS
THE BUSINESS NEWSPAPER FOR HEALTHCARE FINANCIAL MANAGERS

AMN Healthcare

THE HUFFINGTON POST

Baltimore BUSINESS JOURNAL

Boston Business Journal

KHN KAISSER HEALTH NEWS

CBS Boston.com

90.9 WBUR NEWS STATION
Up for the Challenge....
Tools and Resources

- Engaged Leadership
  How to Guide

- Healthier Foods
  How to Guide

- Leaner Energy
  How to Guide

- Less Waste
  How to Guide

- Safer Chemicals
  How to Guide

- Smarter Purchasing
  How to Guide
Tools and Resources

- Mentor Hospital Program
- Forums
- Mentor Calls
- Sharing Successful Strategies
- Case Studies
Up for the challenge?

Photo Credit — Cleveland Clinic Office of a Healthy Environment
How to Enroll

• To Enroll with HHI the enrollee must visit www.healthierhospitals.org and login, create a username and password, and identify their challenges.
• Next, the enrollee will fill out their hospital information and submit it.
• Once the enrollee’s hospital information and challenges are submitted they will have to go to www.ihi.org and register with the IHI Extranet.
• This is where they can input their data by following the data submission guides found in the “how to” guides for each challenge.

• Christopher Bodkin a-603-491-6106, or cbodkin@healthierhospitals.org, help@healthierhospitals.org
• 9:00am-5:00pm EST Monday- Friday
Introductions & Welcome!

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