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# Nutrition Standards: A Tool for Policy Change

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# Agenda



- Background: Why is this a priority?
- Concept of Nutrition Standards
  - Settings
  - components
- Policy Analysis
  - Assessing leverage points

## Making Healthy Choices... Default, Convenient, Easy, Immediate

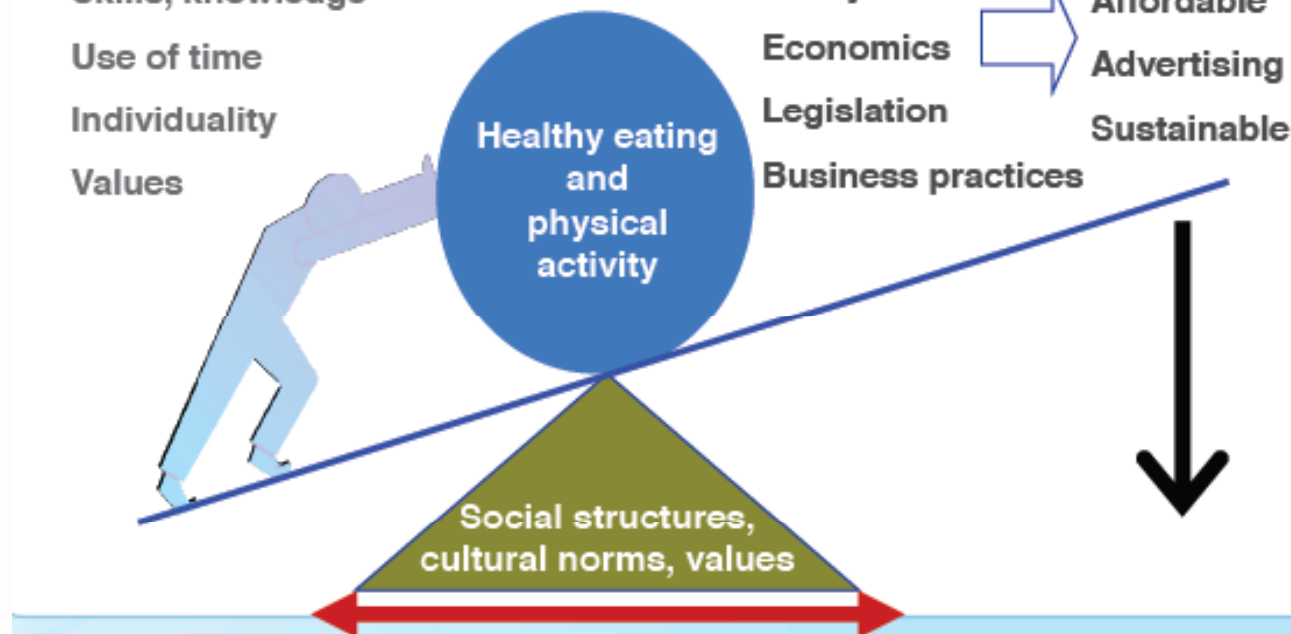
### Individual and Family

Exposure, norms  
Skills, knowledge  
Use of time  
Individuality  
Values

### Environment

Ethics  
Policy  
Economics  
Legislation  
Business practices

Access  
Affordable  
Advertising  
Sustainable



# Why is this a priority?

- Governor's 10 year Plan-Healthy People
- PHD & HPCDP Strategic Plan
- Healthy Communities Priorities
- CDC 1305 *FOA-State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health*

# Nutrition Standards

## Definition-Food, beverage, and operations standards for

- Sourcing
- Purchasing
- Preparing
- Presenting
- Serving
- Selling/buying
- Eating
- Disposal

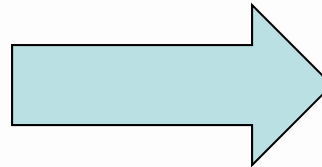
## Purpose-Construct a food environment where the norm is

- Healthy dietary choices
- Environmentally sustainable and ethical methods
- Equity throughout
- Stewardship of Public Dollars

# Apply Where Food is Sold, Served or Consumed

## Settings

- Federal, state, local government
- Worksites
- Hospitals
- Institutionalized populations
- Assisted-living communities
- College and Universities
- Community-based organizations (including faith based)
- Childcare



## Targets

- Cafeterias
- Snack bars
- Coffee Carts
- Vending
- Lunch rooms
- Meetings
- Conferences
- Events

# Policy Development

Stakeholders-producers, suppliers, managers, contracting officers, vendors, dietitians, employees and consumers, administrators

- Size
- Culture
- Nature
- Management structure

- Health case
- Business case
- Environmental case

# Examples

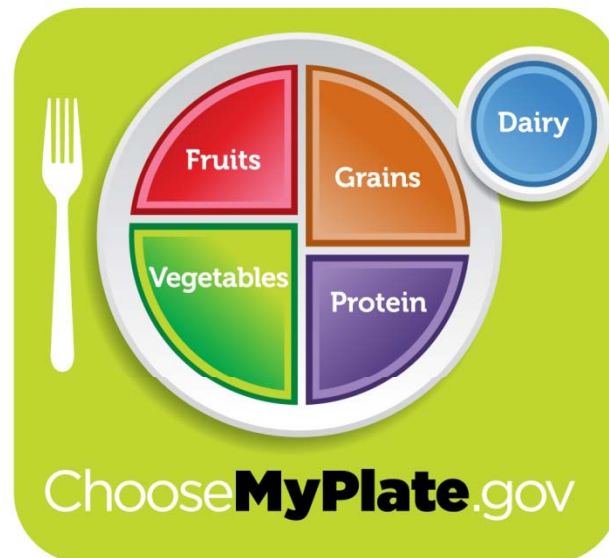
- Hospitals and Private Sector
- City
  - NYC
  - LA
  - Chicago
- State
  - MA
- Federal
  - GSA, DoD, National Parks



# The *Dietary Guidelines for Americans*

Emphasize three goals for Americans:

- Balance calories with physical activity to manage weight
- Consume more of certain foods and nutrients such as fruits, vegetables, whole grains, fat-free and low-fat dairy products, and seafood
- Consume fewer foods with sodium (salt), saturated fats, *trans* fats, cholesterol, added sugars, and refined grains



# Translation

- Seasonal vegetables and fruits
- Whole grains e.g. pasta, bread, cereals
- Low fat milk, yogurt and cottage cheese
- Vegetarian entrees
- Lean-meat entrees
- Freely available drinking water
- Foods with less sodium
- Foods free of synthetic sources of trans fat
- Less processed foods
- Smaller portion sizes
- Menu Labeling



# Resources for Standards

- [Dietary Guidelines for Americans, 2010](#)
- [National Alliance for Nutrition and Activity \(NANA\)](#)
  - **Food and Nutrition Guidelines for Government, Worksites, Hospitals & Organizations**
- [GSA/HHS Food Service Guidelines](#)
  - **Health and Sustainability Guidelines for Federal Concessions and Vending Operations**
- [Oregon Public Health Institute](#)
  - **Better Food for Public Places: Oregon Model Vending and Cafeteria Standards**

# What is Policy Analysis?

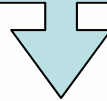
- ‘Rational’ process

- Synthesize and analyze information about a policy problem to provide advice that is informed by social values



- Why is policy analysis important?

**Policy Analysis Problem: Obesity  
Unhealthy food environment in worksites**



Gather information and people to help formulate possible solutions

Knowledge of policy process

Stakeholders

Skills and resources



**Decision making process**

# Review Case Study

- Two groups

# Policy Analysis Activity

# Questions?

## Thank You!



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