HEALTHY FOOD ENVIRONMENTS

Worksite Wellness Webinar
HEALTHY FOOD ENVIRONMENTS

How can I create a healthy food environment at my worksite?

- This webinar is designed to provide worksites with an overview of evidence-based practices and resources to support access to healthy foods at work.
INTENT OF WORKSITE WELLNESS

- So the healthy choice is the easy choice
<table>
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<tr>
<th>Physical Activity</th>
<th>Healthy Foods</th>
<th>Tobacco</th>
<th>Mental Health &amp; Stress Management</th>
<th>Chronic Disease</th>
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**Communications**  **Data**  **Wellness Committee**

**Leadership**  **Incentives**

**BUILDING A FOUNDATION**

Good Health is Good Business
ADAPTIVE LEADERSHIP

“To lead is to live dangerously because when leadership counts, when you lead people through difficult change, you challenge what people hold dear- their daily habits, tools, loyalties, and ways of thinking- with nothing more to offer perhaps than a possibility.”

WHAT IS DANGEROUS AT YOUR WORKSITE?
POLL 1

- Changing the available food (and beverages) at my worksite would be “dangerous.”
## TECHNICAL VERSUS ADAPTIVE

<table>
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<th>Technical</th>
<th>Adaptive</th>
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<tr>
<td>Solutions are quick and easy requiring little long-term change.</td>
<td>Solutions may require changes to belief systems, orientations, and roles.</td>
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<td>Change is confined to one area.</td>
<td>Change must occur in multiple locales and across the organization.</td>
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<td>Technical solutions are more readily accepted.</td>
<td>People are more likely to be resistant to adaptive solutions.</td>
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TECHNICAL SOLUTIONS?
WORKSITE NUTRITION:
IMPROVING YOUR BOTTOM LINE

Anthony M. Randles, MPH, PhD
Physical Activity and Nutrition Programs Manager
Kansas Department of Health and Environment
Bureau of Health Promotion
THE RISING COSTS OF HEALTH CARE

- Preventable illnesses account for about 70% of all costs associated with illness.

- More and more research suggests that poor diet and lack of exercise are major drivers of increase in health care costs for employers.
WORKSITE WELLNESS PROGRAMS CAN HELP

- Companies that support wellness and healthy decisions have a greater percentage of employees at work every day.

- Savings from small decreases in absenteeism can more than offset the cost of a health promotion program.

- Direct cost from lost time nearly 15 cents of every dollar spent on payroll (Strum, 2002).
EXECUTIVE SUPPORT FOR WORKSITE HEALTH

Executives have the ability to:

- Integrate worksite health into the business strategy.
- Create a healthy corporate culture with worksite policies and a supportive environment.
- Set an example and celebrate success.
CAFETERIA-SPECIFIC STRATEGIES

- Nutrient-specific—Sodium or trans fats
- Produce specific—Offering more fresh fruit and veggies, limiting fried foods
- Sourcing only locally-grown produce
VENDING SPECIFIC STRATEGIES

- Nutrient specific - Sodium
- Placement strategies
- Pricing strategies
- Labeling strategies
  - Red
  - Yellow
  - Green
MICRO-MARKETS

- Can follow same vending polices
- Offers more choices
- Easy to use
- Use modern, efficient coolers, “going green”
INCREASING LOCAL ACCESS
CSA operation is a relationship between a farmer and members of the local community who purchase shares of the coming year’s harvest.
- Pre-season payment
- Risk is shared with farmer

CSA provides locally grown produce directly to the consumer.
- By participating employees have the convenience of fresh, reasonably priced produce delivered to their worksite.
- Employees pay less for fresher (often organically grown) produce.

Companies can set up a payroll deduction to makes it easy for those employees wanting to participate.

The worksite employer becomes a leader in the community that supports local farms and the local economy.
FARMERS MARKETS

- Can be developed by multiple companies working together to increase fruit and vegetable access to employees.

- Access to fresh, locally grown produce to employees and community.

- Markets provide the opportunity for farmers and communities to educate each other in nutrition, cooking, & agriculture.
RESOURCES

- Workplace Community Supported Agriculture: Connecting local farms to local employers
  http://www.cefs.ncsu.edu/resources/csa/csaguide.pdf

- Downtown Wellness Toolkit pg. 8-10
FIT PICK

- Developed by NAMA
- Vending program designed to help consumers
- Simple, ready-to-use system
- Nutritional Criteria
  - AMA
  - USDA Dietary Guidelines for Americans
- Utilizes stickers
- Two different categories of nutritional criteria
- Recognizable
- Supported by implementation and promotional resources
WHY FIT PICK

- Consumer demand of alternative choices
- Standardized, recognizable labeling system available nationwide
- Adopting a program is more cost-effective than creating one.
- Eliminates the need to design, print, store and distribute identifying labels and signs.
- Maintained food lists available.
STEP-BY-STEP ADOPTION AND IMPLEMENTATION

1. Collaborate
2. Research
3. Plan
4. Prepare
5. Promote, Install & monitor
6. Follow-up
FIT PICK

- Fit Pick- created by NAMA in 2005, Fit Pick is a program to help consumers identify products that meet recognized nutrition guidelines.
  http://www.fitpick.org/nutctr/fit-pick/

- Micro-Markets-- Micro markets are an innovative and expanding retail channel that features a self-service checkout without an attendant.

  http://www.fitpick.org/nutctr/micro-markets/
Anthony M. Randles, MPH, Ph.D.
PAN Program: KDHE-BHP
1000 SW Jackson Street, Suite 230
Topeka, KS 66612
arandles@kdheks.gov
785-296-8060
POLL 2

Which of these healthy food intervention strategies have you attempted at your worksite?
NUVAL

- Nutritional scoring system, 1 - 100
“TRADING UP”

[Image of two boxes of cereal on a shelf, one labeled "Honey Nut" and the other "Wheat’n Bran"]
Which of these healthy food approaches is most appealing to you?
ADAPTIVE SOLUTIONS?
What are barriers to you making progress on creating a healthier food environment at your worksite?
UPCOMING WEBINARS

- Kansas Tobacco Quitline
  Wednesday, April 23, 2014 at noon

- Worksite Food Policies
  Wednesday, May 28, 2014 at noon

- Active Living
  Wednesday, June 25, 2014 at noon
UPCOMING WEBINARS

- All webinars are recorded and can be accessed at http://wichita.kumc.edu/kansas-worksite-wellness/webinar-recordings.html
QUESTIONS?