

City of Northglenn

Food and Beverage Assessment Results

Assessment Date: August 2016

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Healthy Beverage

PARTNERSHIP

BUILDING HEALTHY COMMUNITIES TOGETHER

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This assessment is provided by Tri-County Health Department through the Healthy Beverage Partnership, a regional effort to reduce obesity and chronic diseases in seven counties in the Denver metropolitan area. The Healthy Beverage Partnership is sponsored by the Colorado Department of Public Health and Environment through the Cancer, Cardiovascular and Pulmonary Disease (CCPD) Grants Program.

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Introduction and Background

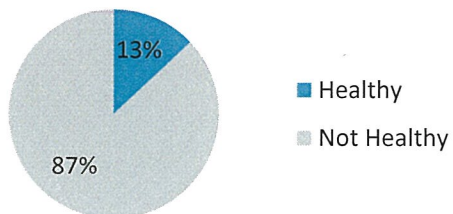
Tri-County Health Department (TCHD), as part of the regional Healthy Beverage Partnership, provided a complimentary vending assessment to the City of Northglenn. Current site contacts include Becky Smith, Steve Hensley, and Jessica Clanton. The purpose of the assessment was to understand the existing food and beverage vending environment at Northglenn for visitors and employees and provide recommendations for nutritious additions, changes, or improvements. The assessment analyzed 3 concession stands and 3 snack and beverage vending machines in 4 City locations, existing policies and free tap water access.

Tri-County Health Department is excited to partner with Northglenn in developing and promoting healthier vending and concession changes. Potential vending and concession changes could impact approximately 250,000 visits each year by recreation center members, city visitors, or volunteers. Changes would also directly impact 287 City of Northglenn employees.

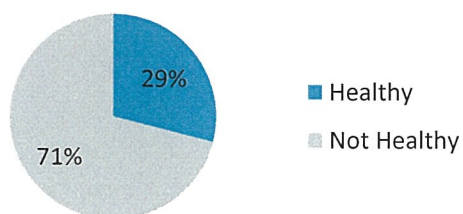
Results

Currently Northglenn overall has 13% healthier snacks and 29% healthier beverages.

Northglenn Snacks Overall



Northglenn Beverages Overall



To expand upon these current healthier options, there are some modifications, replacements and additions that can be made. Please see Appendix I Healthier Replacement Choices for a detailed item list. An ideal ratio to work towards in vending would be at least 60% healthier foods and beverages in all locations, with 75% - 100% being optimal.

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Healthy Guidelines for Foods

Nutrition Criteria (per serving/package)	Snacks/Side Dishes	Child's Entree	Adult's Entree
Calories	≤200 calories	≤350 calories	≤525 calories
Saturated Fat	≤10% of calories (1.1 g/100 cal)	≤10% of calories (1.1 g/100 cal)	≤10% of calories (1.1 g/100 cal)
Trans Fat	0g	0g	0g
Sugar	≤35% of calories (8.5g/100 cal)	≤35% of calories (8.5g/100 cal)	≤35% of calories (8.5g/100 cal)
Sodium	≤230mg	≤480mg	≤600mg
Additional Notes	<ul style="list-style-type: none"> ○ Fruit (fresh, canned, dried) with no added sweetener is exempt from sugar limit. ○ Nuts/seeds (with no added sugar) are exempt from calorie and fat requirements. ○ Yogurt: with no added sugars, 2%, 1% or fat-free is exempt from the sugar limit. 		

Healthy Guidelines for Beverages

Healthy Criteria for Beverages
• Plain water, sparkling water, or flavored water with no added sweetener
• Milk: nonfat, 1%, 2%, (unsweetened), 12 ounce serving or smaller
• Non-dairy, calcium-fortified beverage (e.g. soy, almond, etc): nonfat, 1%, 2%(unsweetened)
• 100% juice or juice with only fruit/veggie by-products (≤8oz serving size)
• Unsweetened tea or coffee*
• Diet beverages
• Other beverages with ≤40cals/8oz
*Coffee creamer, cream or milk are considered condiments and are not included in this assessment

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Recommendations

Labeling & Signage

Labeling can help educate customers, and nutritional information will be required by the FDA for vendors with a minimum of 20 machines by July 26, 2018.

- Consider a machine that digitally provides the nutrition label info for each product



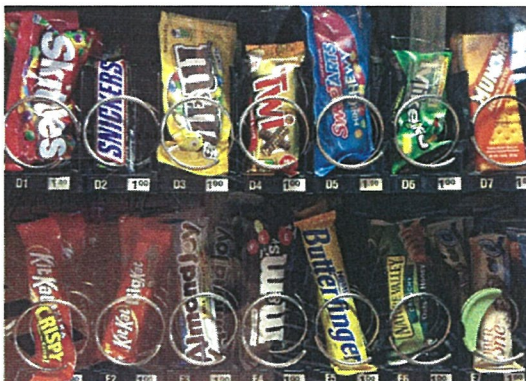
Current ad on soda machine – remove ads and replace with water wraps or clear fronts

- Ensure new beverage machines have water wraps or a clear front rather than sugary drink wraps
- Move the healthier options to the top buttons for beverages, or eye level for snack machines
- Use stickers to label snack machines with healthier option criteria (some vending companies will have wraps/branded stickers)
- Add posters stating “check out our new options” or listing better options

Water wrap – a great option



Great start with labeling, need to expand labeling to be consistent on all machines and increase healthier options



Results showed a lot of duplicate unhealthy items, especially candy.

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Positive Labeling Examples



Example of visible labeling and messaging, from City of Golden



Example of a positive beverage wrap with clear front, from City of Broomfield

Better Hydration

Did You Know...

Drinking one can of **regular** soda a day can result in an extra **14 pounds** of weight gain a year?

Quench your thirst and cut the calories with water, or try these other **zero** calorie beverages!



- Coke Zero
- Diet Coke
- Diet Dr. Pepper
- Diet Iced Tea
- Diet Mountain Dew
- Diet Pepsi
- Seltzer Water
- Sprite Zero
- Unsweetened Iced Tea

Products are available for purchase from the FitArlington Healthy Vending Machines



For more information go to Arlingtonva.us and type in "vending" in the searchbar, or scan the QR code using your mobile device



Better Snacking

Did You Know...

One candy bar has the **same** amount of calories and **fat** and **almost double** the amount of sugar of four chocolate chip cookies?

Satisfy your hunger with a snack packed with **whole grains, seeds, or dried fruit** for a more filling, healthier treat!



- Betty Crocker Oatmeal Bars
- David Pumpkin Seeds
- David Sunflower Seeds
- Funky Monkey Dried Fruit Snacks
- Kellogg NutriGrain Bars
- Nature Valley Crisps
- Sensible Foods Dried Fruit Snacks



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Replacements

Some items have healthier replacements to consider.

- See Appendix I *Healthier Replacement Choices* for new healthier snack and drink options, or cross reference with Canteen's Choice Plus list
- Remove duplicate unhealthy items, i.e. wildberry and regular skittles, different candy sizes
- The following items are the unhealthiest options, consider removing them as a first step:
 - Highest in calories: Hostess Mini Chocolate Frosted Donettes, Poptarts Frosted Strawberry, Dolly Madison Zingers, Kit Kat Large
 - Highest in sodium: Rold Gold tiny twists pretzels, Dolly Madison Zingers, Jack Link's Prime Rib Jerky, Cheetos Flamin Hot Crunchy, Cheetos Crunchy
 - Highest in sugar: Giant Gumballs, Trolli Sour Brite Eggs, Trolli Sour Brite Crawlers, Swedish Fish, Trolli Squiggles
 - Items with trans-fat: Blue Bunny Cookies & Cream Ice Cream Sandwich, Blue Bell Ice Cream Chocolate Éclair, Gardettos
- Beverages: consolidate/remove the duplicate rows of unhealthy drinks, reduce the amount of regular soda, regular sports and energy drinks and replace flavored teas with more unsweet teas

Additions

Please see Appendix I *Healthier Replacement Choices* for a detailed vending item list with new options to choose from.

- Consider adding more fruit snack options, i.e. fruit bar, fruit leather, GoGo squeeze
- Consider adding more protein options and also high-calorie but healthy options at key sites for workers that need calorie dense snacks. See section in Appendix I *High Protein Healthier Items* snack list
- Ice cream vending: consider adding Blue Bunny real-fruit sorbet, fruit popsicles, frozen yogurt, or no-sugar added vanilla, chocolate and strawberry ice cream cups
- Beverages: consider adding flavored low-sodium sparkling water (i.e. La Croix), an unsweet iced tea, natural fruit juice iced tea, or unsweetened iced coffee

Pricing

Using price differentials has been shown to help customers choose healthier options that are affordable while maintaining business profit levels.¹

- A good option would be to decrease healthy items by .25 and increase the other items by .25
- One easy place to start this is beverages. By moving water (and other healthier beverages recommended in the above Additions section) to eye level on vending machines and decreasing their price by .25 they are easily highlighted. Increase regular soda by .25
- Consider an employee discount for the healthier items (would need to label items)
- Keep healthy snacks in the same price range as unhealthy, make them less expensive if possible
- Track first year sales, to know impact of changes

¹ Liebert, M.L., Patsch, A.J., Howard Smith, J., et al. (2013). Planning and development of the better bites program: a pricing manipulation strategy to improve healthy eating in a hospital cafeteria. *Health Promotion Practice*. 14(4), 552-562.

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Site Specific Notes

An overall recommendation would be to revamp purchasing practices for concession stands across multiple city locations. This could include implementing new purchasing policies and/or guidelines to ensure consistency across sites. This practice could also both reduce the number of unhealthy options and increase the number of healthy options.

Current machines have some duplicity with unhealthy items, i.e. candy and beverage options. Consider removing all duplicate products and converting certain snack and beverage machines to be 100% healthier.

- Explore feasibility of installing filling stations and increasing water fountains
- In choosing new products, try to include a variety of fruit, whole grain, and protein options. Taste testing could provide helpful feedback.
- Consider the positives and negatives of concession stands versus traditional vending machines.
- Tie the new changes to an employee wellness or city-wide challenge
- Promote the new changes with a joint press release with TCHD



Consider adding water filling stations to increase water access

Policies² and/or Guidelines³

A policy or guideline is an important step to ensure the changes made are sustainable. It also provides an easy guide to follow and a great way to promote that you care about the youth, families, and employees you serve. Consider a policy or guideline that meets at least 60% healthy options, perhaps with a tiered approach to reach 100% in a certain timeframe and for certain machines. The guideline should also consider adding nutrition labeling to machines. Other options include different policy percentages for snack vs. beverage, for example 60% healthier snack and 80% healthier beverage, since the beverage baseline is higher already, and healthier beverages can be more easily attainable.

We can provide template for the below policy options:

- Healthier Vending Policy, including using healthy signage/advertisements
- Healthier Meeting & Event Policy
- Healthier Concession Stands

² Definition of policies: Mandatory business rules or statements.

³ Definition of guidelines: Advice/suggestion on how to act in a certain situation. Recommended but non-mandatory.

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Next Steps Checklist

- ☐ Determine current vendor contract and what products they offer that meet the healthier guidelines
- ☐ Present Report to other Leaders/Key Decision Makers
 - October 19 Northglenn HEAL Committee Meeting
 - Other Northglenn Leadership or Community Organizations
- ☐ Choose a percentage of healthy beverages and snacks to be a guideline or policy for new products.
 - *Recommend 1 policy and 1 environment goal (see Implementation Worksheet p. 12)*
- ☐ Create education steps for informing employees & visitors of changes.
- ☐ Decide how Tri-County Health Department can support your changes (i.e. template policy, choosing new items, signs or stickers, promotion & press release)
- ☐ Schedule next meeting (if applicable)

Reassessment and Lessons Learned

TCHD would like to reassess City of Northglenn within one year, to document changes made. This reassessment can also look at sales of healthier items, provide continued changes or support, and record lessons learned. This information will be valuable to City of Northglenn, Tri-County Health Department, the Healthy Beverage Partnership, and also other cities in the region looking to make similar changes.

Helpful Resources

Center for Science in the Public Interest

1. [Healthier Food Choices For Public Places](#) (website with fact sheets, toolkits)
2. [Taste-Test Protocol](#) (kit on how to conduct taste-testing, including forms)
3. [National Alliance for Nutrition and Activity Model Beverage & Food Vending Rationale](#)

FitArlington Healthy Vending Initiative

<https://topics.arlingtonva.us/fitarlington/healthy-vending-initiative/>

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Answers from Assessment Questions: Current Practices and Availability

<u>MARKETING & ENVIRONMENT</u>	<u>ALL</u>	<u>SOME</u>	<u>NONE</u>
Free and easy access to tap water is available		X	
Signs/posters/advertising are used to promote only healthy options.		X	
Healthy items are identified by methods such as: the stop light, nutrition info, other label (heart, apple). <i>Currently use Choice Plus Sticker and green ring on product row, but appeared products may not be stocked properly.</i>		X	
Healthy items are placed at eye level on shelves; unhealthy items are placed low & high.		X	
Price Differential: healthy items are priced lower than similar unhealthy items.			X
Incentives, such as discounts or promotions, are offered for healthy items only.			X
Nutrition information is intentionally displayed for all foods using labels that are separate from labeling on the food products.			X
Foods contain 0g trans fat.		X	
<u>POLICIES AND/OR GUIDELINES</u>			
There are healthy food and beverage policies or guidelines in place			X

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Implementation Planning Worksheet

Organization: City of Northglenn

Date:

Collaborators:

1. Reviewing the list of recommendations, what do you view as the “lowest hanging fruit” or where would you like to begin?
2. Do you have additional changes that you would like to make that aren’t on the list?
3. Who else needs to be involved (or bought-in) to make these changes happen?
4. Who will “own” this work to lead the development? Implementation? Maintenance?

Example Goals:

1) Create and implement a healthier vending policy so that machines contain X% healthier items per Healthy Beverage Partnership standards.

2) Add signage at key points to encourage healthy vending purchases.

Goal 1 (Policy):

Strategy:

Measurement:

Timeframe:

Potential Challenges:

Goal 2 (Environment/Offerings):

Strategy:

Measurement:

Timeframe:

Potential Challenges:

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Appendix I: Healthier Replacement Choices for Vending Machines

Instead of candy bars, consider...

California almonds
Cashews
Cinnamon Toast Crunch Cereal Bar
Cocoa Puffs Cereal Bar - 96 Ct.
FSTG Real Good Bar Chocolate Hazelnut
Kars roasted salted almonds
Justins PB cups
Planters salted peanuts
Premium duet nuts - cashews & almonds
Mr. Nature Happy Trail Mix
Mr. Nature Oriental Mix
Nugo Dark Chocolate Chip or Mocha Bar

Good fruit options...

Apple-2-the-Core Peeled
Much-Ado-About-Mango Peeled
Mr. Nature Raisins or Fruit Mix
Nu Health - mango pineapple apple, pineapple,
peach pineapple pear, pineapple mandarin,
mandarin orange
GoGo Squeeze

Chips that are healthier...

100 Calorie Wheat Thins Toasted Chips
Baked flaming hot Cheetos
Baked Naturals Cracker Chips/Multi-grain
Baked or Reduced fat Doritos nacho
Baked Lay's BBQ or Sour Cream & Onion
Cheetos Fantastix
Food Should Taste Good Tortilla Chips- Jalapeno
Lays Kettle Cooked Jalapeno or Original
Popchips BBQ or Original
PopCorners Cheesy Jalapeno
Reduced fat Cheetos puffs
Reduced fat Cool Ranch Doritos
Reduced Fat Spicy Sweet Chili Doritos
Smartfood Selects Sweet BBQ Popped Chips
Special K Cheddar cracker chips, BBQ, Sea Salt,
Sour Cream & Onion
Tostitos oven baked

Good cracker options...

Smartfood Selects Garlic Tomato Basil Hummus
Chips
100 Calorie Cheddar Goldfish made with Whole
Grains
Austin Zoo Animal Crackers
Chex Mix Hot n' Spicy 60 count
Late July Cheese or Peanut Butter Crackers
Pirate's Booty
Quaker Snack Mix Kids Mix
Smartfood White Cheddar Popcorn
Rold Gold Hartzels
Scout Sea Salt pumpkin seeds
Simply Chex Chocolate Caramel
Simply Chex Snack Mix Habenero Lime Xtreme
Smartfood Selects Feta & Herb Hummus Popped
Chips
Snackwell's Vanilla Crème Sandwich
Snak King The Whole Earth Kettle Corn
Snyders Lance Mini or Olde Tyme Pretzels
Special K® Popcorn Chips Sweet & Salty
Spikerz Vending - Spicy Craker Bites (Buffalo or
Nacho Cheese)
Whole grain Cheez its

High Protein Healthier Items

Blue Diamond Whole Natural Almonds
Cheerios Cup Cereal
CLIF Bar Oatmeal Raisin Walnut
CLIF Luna Bar - Choc Peppermint Stick
CLIF Luna Bar - Lemon Zest
CLIF Luna Bar - Nutz over Chocolate
CLIF Luna Bar - White Choc Macadamia
CLIF Mojo Mountain Mix
CLIF Mojo Peanut Butter Pretzel
General Mills Berry
Kars Nuts Almonds
Kars Nuts Original Unsalted Trail Mix
Kars Nuts Salted Cashews
Kars Nuts Salted Peanuts
Kashi® GOLEAN Crunch!® Cereal-in-a-Cup
Kashi® GOLEAN® Cereal-in-a-Cup

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Kashi® GOLEAN® Chewy Bar Oatmeal Raisin
Kashi® Heart to Heart® Wild Blueberry Cereal
Kashi® TLC® Chewy Granola Bar Honey Almond
Kashi® TLC® Chewy Granola Bar Peanut Butter
Kashi® TLC® Chewy Granola Bar Trail Mix
Kind Bar, Fruit & Nut Delight
Mr. Nature Salted Almonds
Mr. Nature Salted Cashews
Mr. Nature Salted Peanuts
Mr. Nature Unsalted Trail Mix
Mr. Nature Unsalted Trail Mix
Mrs. May's Trio Bars - Blueberry
Mrs. May's Trio Bars - Tropical
Nature Valley Roasted Nut Crunch Bar - Almond
Nature Valley Roasted Nut Crunch Bar - Peanut
Natures Valley Crunch Peanut Butter
Nugo Chocolate Trail Mix
Nugo Dark Chocolate Chip
Nugo Dark Chocolate Mocha Bar
Odwalla Bar Berries Go Mega
Odwalla Chocolate Chip Peanut Original
Odwalla Super Protein Original Bar
PBar Prfrm Choc 2.29oz
PBar Prfrm ChocPB 2.29oz
Planters Honey Roasted Peanuts Dry Roasted
Planters Salted Peanuts
Snickers Marathon Crunch Multigrain
Snickers Marathon Crunchy Chocolate Crisp
Snickers Marathon Energy Chocolate Peanut
Snickers Marathon Energy Honey Toasted
Almond
SunChips Apple Cinnamon Morning Mixups
Tropical Trio Bar

Healthier Beverage Options

Tap water – water fountains or filling stations
Bottled water
Low-sodium sparkling water (La Croix)
Unsweet Teas
Unsweet Iced Coffee
100% juice in 8 oz or less
Diet drinks
Low or zero calorie sports drinks (i.e. G2)