

Food Service: Leading the Way to Wellness

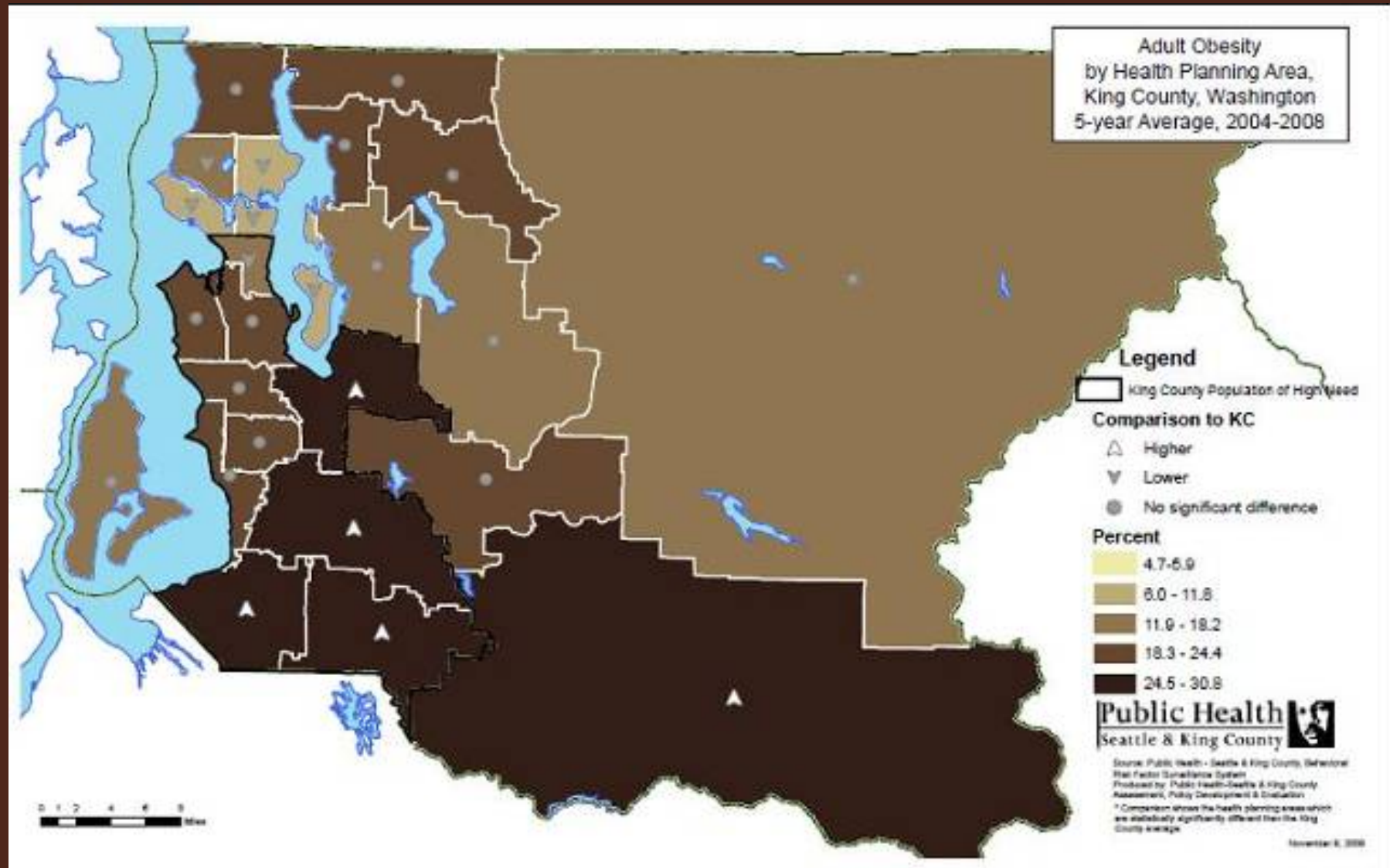


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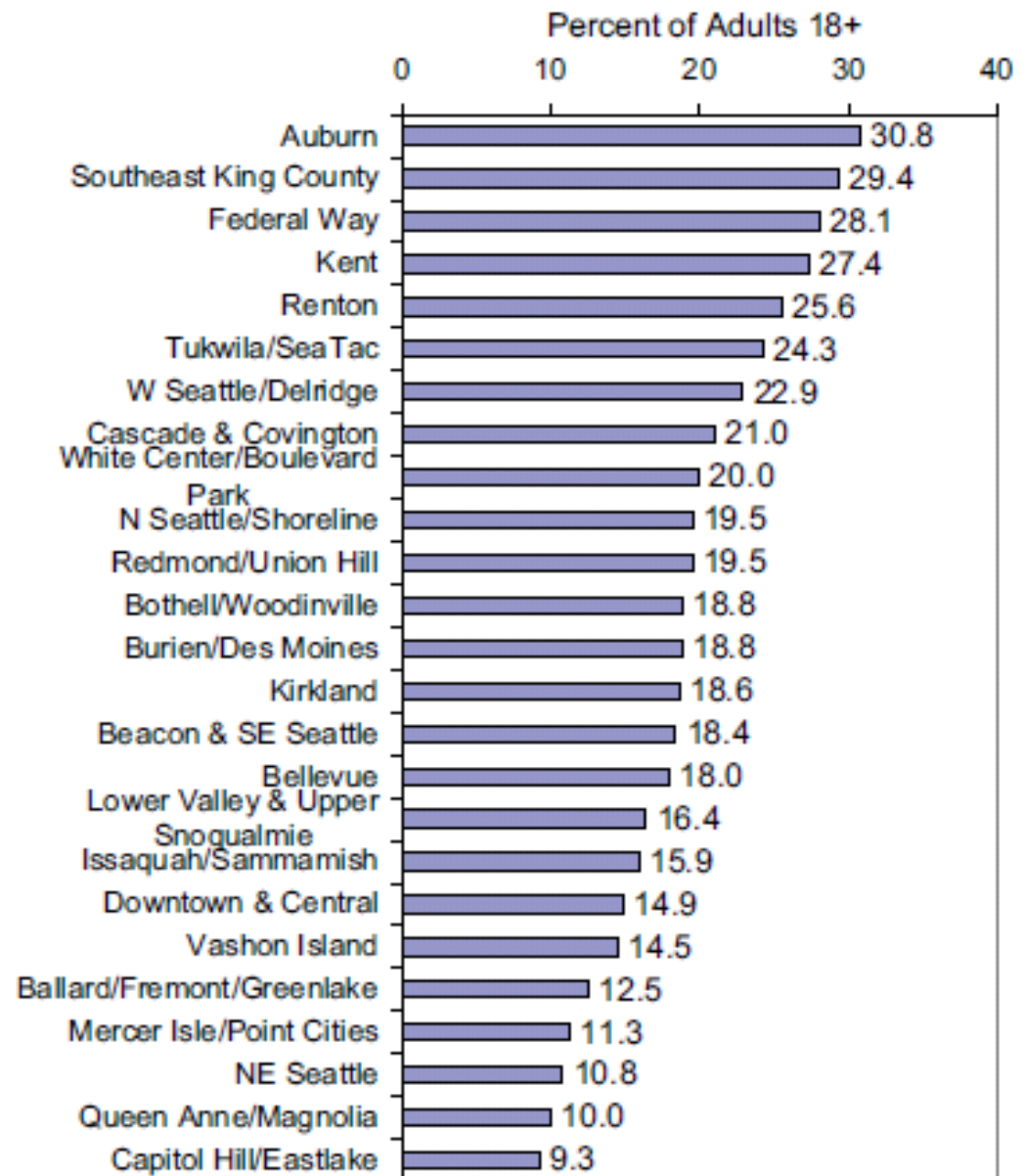
Obesity – The Problem

Adult Obesity in King County



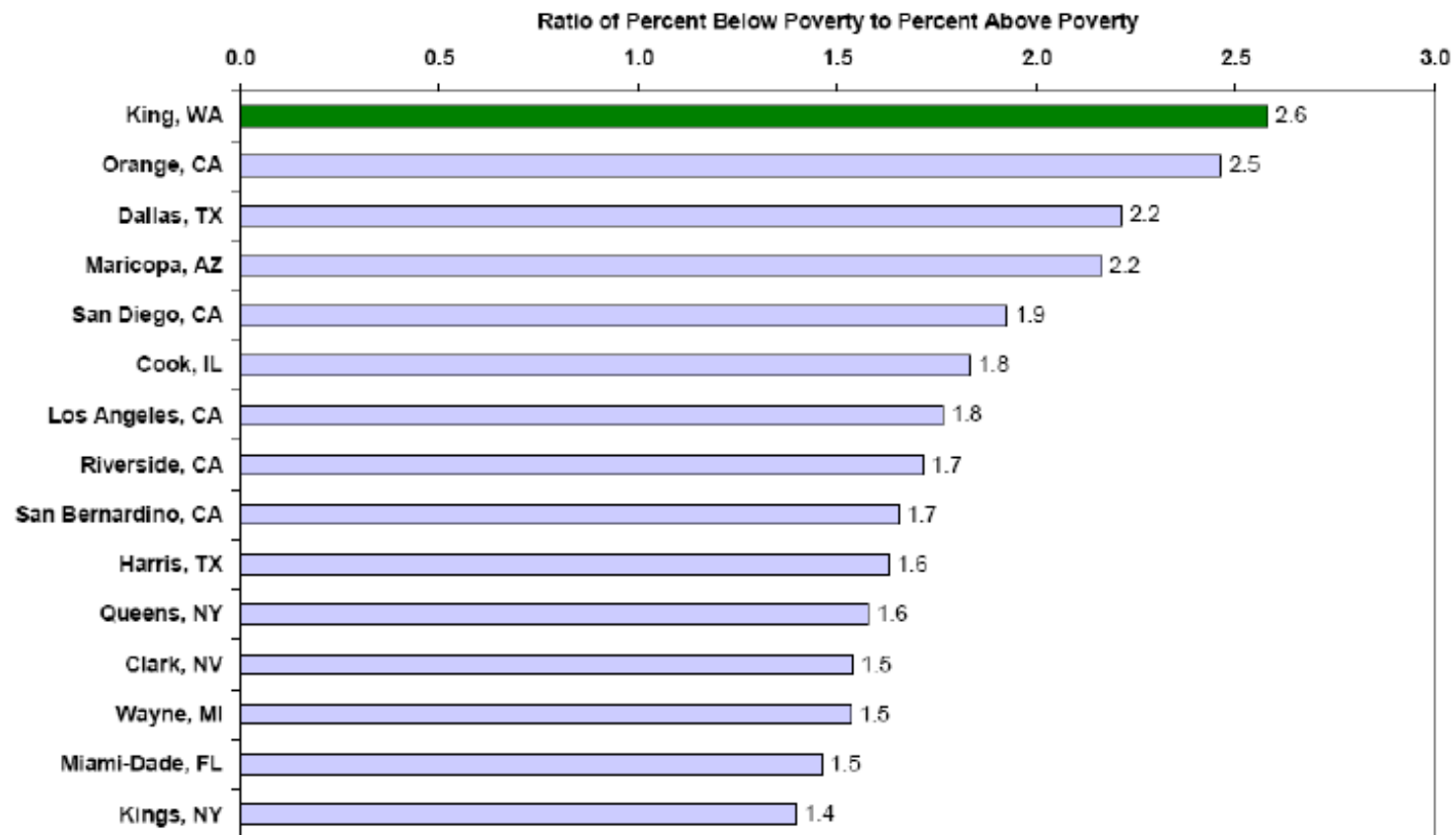
Adult Obesity by Planning Area in KC

Obesity, Adults 18+, by Health Planning Area, King County, WA 2004-2008



Health Disparities - King County vs. other Metro Counties

Lack of Physical Activity in Past Month Among Adults 18+, Ratio of Below Poverty to Above Poverty, 15 Largest Counties, United States, 2004-2008



CPPW Overview

- 44 awards to health departments for obesity and/or tobacco prevention
- Highly competitive: 250 applications
- PHSKC received funds for two applications
 - ▣ \$15.5 million for obesity, physical activity and nutrition
 - ▣ \$10 million for tobacco prevention and control
 - ▣ Largest total grant award in history of department and third largest in country

CPPW Overview

- Two year grant: *rapid* implementation that began on March 19, 2010
- Focus on environment, policy and system changes
- Make the healthy choice the easy choice
- One-time funding to produce deliverables and pay for change
- Majority of funds sub-awarded to partners
- Defined and focused set of strategies derived from list provided by CDC –



Specific Goals of CPPW

- Increase levels of physical activity
- Improve nutrition (increase fruit/vegetable consumption, reduce consumption of unhealthy foods)
- Decrease overweight/obesity prevalence
- Decrease smoking prevalence and teen smoking initiation
- Decrease exposure to secondhand smoke
- Reduce health inequities



Examples of Environmental, Systems and Policy Change Activities

- City planning, zoning, and transportation to create walking and biking friendly streets
- Limiting availability of unhealthy foods near schools
- Increasing the price of unhealthy foods or drinks
- Quality physical education
- Schools and childcare sites offering healthy foods
- Corner stores with healthy options
- Healthy food policies in cafeterias, vending machines and public facilities



HEAL Activities

(Healthy eating, active living)

- School nutrition and physical education
- Nutrition standards in government activities and in govt. funded community settings (especially childcare)
- Economic policies to change price of unhealthy food relative to healthy food (especially soda tax)
- Safe Routes to Schools

HEAL Activities

- Media (especially counter-advertising and social media)
- Local planning: inclusion of healthy community elements including complete streets
- Support low income/immigrant urban farming
- Increase access to physical activity opportunities in low-income communities
- Promote healthy food retail

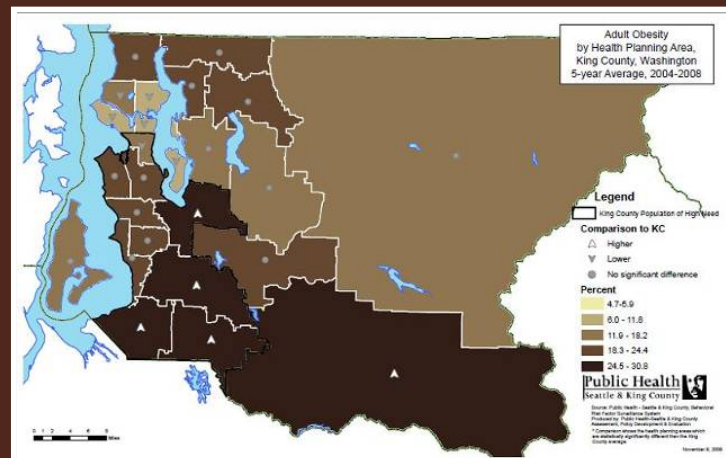
Tobacco Activities

- Remove state preemption on local regulation of tobacco sales within the retail environment
- Ban of flavored non-cigarette tobacco products
- Tobacco-free parks policies
- Tobacco-free multi-unit housing
- Smoke-free policy at one college/university
- Tobacco-free pharmacy chain

Funding to Reduce Inequities: HEAL

90% of funds focusing on communities most affected by obesity:

- ▣ Auburn
- ▣ Burien
- ▣ Federal Way
- ▣ Kent
- ▣ Renton
- ▣ Seattle: Central, Delridge, Southeast (Tobacco= Capitol Hill, Downtown, Beacon Hill)
- ▣ Tukwila/SeaTac
- ▣ White Center
- ▣ Covington (tobacco)



CPPW HEAL Funded Projects:

Awards to 37 organizations - \$6.8 million

- 7 school districts and 2 supporting organizations
- 8 cities, 1 county depart. and regional body, 4 supporting organizations
- 14 community organizations

Media to Promote Change



- **Large-scale media campaigns linked to CPPW policy goals (\$1M)**
 - ▣ **Promotion of healthy food choices**
 - ▣ **Unhealthy food counter-advertising**
- **Targeted small-scale media and social media**

Community Strategies to Address Obesity in King County

- ▣ **Restaurants**
- ▣ **Schools**
- ▣ **Government**
- ▣ **Retail Stores**

RESTAURANTS

The Regulation to REQUIRE NUTRITION LABELING In King County Chain Restaurants

(Chapter 5.10 of the King County Board of Health Code)

How to Comply: What Your Chain Restaurant Needs to Know About Posting Nutrition Information

NUTRITIONAL INFORMATION

The Dietary Guidelines for Americans recommend limiting saturated fat to 20 grams, and sodium to 2,300 milligrams per a typical adult eating 2,000 calories daily. Recommended limits may be higher or lower depending upon daily calorie consumption.

APPETIZERS

	CALORIES	SATURATED FAT (g)	SODIUM (mg)	CARB (g)
Stuffed Garlic Cheese Bread	1410	40	2730	110
Shrimp Spinach and Artichoke Dip	590	17	1130	39
Olive Tapenade	770	4.5	1120	76
Bread & Butter (ONE LEAF)	630	15	980	85

SOUPS

	CALORIES	SATURATED FAT (g)	SODIUM (mg)	CARB (g)
Cream of Broccoli	240	8	1010	21
Chicken Mulligatawny	260	9	930	20
Clam Chowder Soup	370	15	1210	19
Minestrone Soup	60	-	660	10

SALADS

	CALORIES	SATURATED FAT (g)	SODIUM (mg)	CARB (g)
House Salad-Creamy Pesto	280	3	390	13
House Salad-Balsamic	260	1.5	290	15
House Salad-FF Honey Mustard	120	-	280	21
House Salad-1000 Island	230	2	560	16
House Salad-Blue Cheese	280	3.5	450	13

ENTRÉE SALADS

	CALORIES	SATURATED FAT (g)	SODIUM (mg)	CARB (g)
BLT Salad	1000	21	2490	23
Chicken Caesar Salad	990	18	2410	30

SIGNATURE SELECTIONS

	CALORIES	SATURATED FAT (g)	SODIUM (mg)	CARB (g)
Spaghetti Vesuvius	720	8	710	105
Meatloaf Italian Style	1180	32	1590	83
Lasagna Vegetariano	830	25	1920	68
Jumbo Crab Ravioli	810	24	920	73
Chicken Penne	900	17	1700	113
Baked Chicken	1030	20	2220	71

The nutritional data are only estimated values of nutritional content. Actual nutritional values may vary from these estimates based on a number of factors.

PASTA CLASSICS

- Spaghetti with Meat Sauce 1000
- Spaghetti with Cheese Sauce 870
- Spaghetti with Tomato Sauce 670
- Spaghetti with Alfredo Sauce 1000
- Spaghetti with Pesto Sauce 870
- Spaghetti with Bolognese Sauce 1000
- Spaghetti with Ricotta Sauce 870
- Spaghetti with Mushroom Sauce 1000
- Spaghetti with Artichoke Sauce 1000
- Spaghetti with Spinach Sauce 1000
- Spaghetti with Zucchini Sauce 1000
- Spaghetti with Eggplant Sauce 1000
- Spaghetti with Cauliflower Sauce 1000
- Spaghetti with Broccoli Sauce 1000
- Spaghetti with Asparagus Sauce 1000
- Spaghetti with Mushroom Sauce 1000
- Spaghetti with Artichoke Sauce 1000
- Spaghetti with Spinach Sauce 1000
- Spaghetti with Zucchini Sauce 1000
- Spaghetti with Eggplant Sauce 1000
- Spaghetti with Cauliflower Sauce 1000
- Spaghetti with Broccoli Sauce 1000
- Spaghetti with Asparagus Sauce 1000

MANAGER'S FAVORITE COMBO

- Spaghetti with Meat Sauce 1000
- Spaghetti with Cheese Sauce 870
- Spaghetti with Tomato Sauce 670
- Spaghetti with Alfredo Sauce 1000
- Spaghetti with Pesto Sauce 870
- Spaghetti with Bolognese Sauce 1000
- Spaghetti with Ricotta Sauce 870
- Spaghetti with Mushroom Sauce 1000
- Spaghetti with Artichoke Sauce 1000
- Spaghetti with Spinach Sauce 1000
- Spaghetti with Zucchini Sauce 1000
- Spaghetti with Eggplant Sauce 1000
- Spaghetti with Cauliflower Sauce 1000
- Spaghetti with Broccoli Sauce 1000
- Spaghetti with Asparagus Sauce 1000

HEARTY

- Hearty with Meat Sauce 1000
- Hearty with Cheese Sauce 870
- Hearty with Tomato Sauce 670
- Hearty with Alfredo Sauce 1000
- Hearty with Pesto Sauce 870
- Hearty with Bolognese Sauce 1000
- Hearty with Ricotta Sauce 870
- Hearty with Mushroom Sauce 1000
- Hearty with Artichoke Sauce 1000
- Hearty with Spinach Sauce 1000
- Hearty with Zucchini Sauce 1000
- Hearty with Eggplant Sauce 1000
- Hearty with Cauliflower Sauce 1000
- Hearty with Broccoli Sauce 1000
- Hearty with Asparagus Sauce 1000

Nutrition Labeling Quiz



Which breakfast item at Denny's has the **FEWEST** number of calories?

- Ham & cheddar omelet
- Country fried steak & eggs
- Three slices of French toast with syrup & margarine
- Three pancakes with syrup & margarine

Nutrition Labeling Quiz



Which breakfast item at Denny's has the **FEWEST** number of calories?

- Ham & cheddar omelet 595
- **Country fried steak & eggs** **543**
- Three slices of French toast
with syrup & margarine 1261
- Three pancakes with syrup
& margarine 650

Nutrition Labeling Quiz



Which item at Dunkin' Donuts has the **FEWEST** number of calories?

- Sesame bagel with cream cheese
- Two jelly-filled donuts
- Banana walnut muffin
- A medium (24 oz.) strawberry banana smoothie

Nutrition Labeling Quiz



Which item at Dunkin' Donuts has the **FEWEST** number of calories?

- Sesame bagel & cream cheese 570
- Two jelly-filled donuts** **420**
- Banana walnut muffin 540
- A medium (24 oz.) strawberry banana smoothie 550

Nutrition Labeling Quiz



Which sandwich at Subway has the **FEWEST** number of calories?

(6-inch sub)

- Meatball Marinara
- Steak & Cheese
- Chicken & Bacon Ranch
- Tuna

Nutrition Labeling Quiz



Which sandwich at Subway has the **FEWEST** number of calories?

- Meatball Marinara 560
- Steak & Cheese** **400**
- Chicken & Bacon Ranch 580
- Tuna 530

Nutrition Labeling Quiz



Which item at McDonald's has the **MOST** calories?

- A Big Mac
- Two Egg McMuffins
- A large chocolate shake
- Four regular hamburgers

Nutrition Labeling Quiz



Which item at McDonald's has the **MOST** calories?

- A Big Mac 540
- Two Egg McMuffins 600
- A large chocolate shake** **1160**
- Four regular hamburgers 1000

Nutrition Quiz Results

King County Results

- ❑ 1 out of 388 answered all four questions correctly
- ❑ 72% missed all of the questions

Quiz adapted from:

California Center for Public Health Advocacy

Menu Labeling Quiz: <http://www.metrokc.gov/health/boh/menuquiz.htm>

SCHOOLS

THE SCHOOL NUTRITION ENVIRONMENT

- National School Lunch Program
 - Competitive foods
 - Other Environmental Factors



National School Lunch Program...more than just lunch

- **National School Lunch (NSLP)**-nutritionally balanced free or low-cost meals to over 31 million children each school day
- **Afterschool Snacks**-cash reimbursement to help schools serve snacks to children in afterschool activities
- **Fresh Fruit and Vegetable Program**-provides all enrolled students in participating elementary schools with a variety of free fresh fruits and vegetables throughout the school day

National School Lunch Program...more than just lunch

- **Seamless Summer**- summer foodservice program for schools participating in NSLP or SBP
- **School Breakfast (SBP)**-nutritionally balanced free or reduced price breakfasts to over 10 million children each school day
- **Special Milk Program**-provides milk to children in schools, child care institutions and eligible camps that do not participate in other Federal child nutrition meal service programs

Participation in the School Lunch Program is associated with:

- Increased consumption of fruit, vegetables and milk
- Reduced likelihood of nutritional inadequacies
- Reduced consumption of competitive foods

Participation in the School Breakfast Program is associated with:

- Better overall nutrient intakes than those who eat breakfast elsewhere or skip breakfast
- Improved problem-solving skills, test scores, classroom behavior and absenteeism

What is a Competitive Food?

- all foods and beverages that are **sold, served, or given** to students *in the school environment* other than meals served through the NSLP, SBP and After-School Snack, and Meal Programs.
- Includes à la carte lines, snack bars, student stores, vending machines or school activities such as fundraisers, achievement rewards, classroom parties or snacks, school celebrations and school meetings

Why are we worried about Competitive Foods?

- Main source of low-nutrient, energy-dense foods consumed at school
- Junk food and sugar sweetened beverages bought at school account for, on average,
 - ▣ 177 calories/day (8% of total daily energy intake)
 - ▣ 31,860 calories/school year (9 lbs.)
 - ▣ 382,230 calories/12 years of school (109 lbs.)

Source: Fox MK et al. JADA 2009;109:S57-S66

Greater access at school is associated with

 intake of total fat and saturated fat

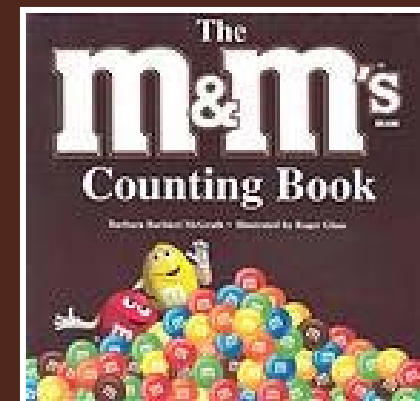
Cullen K et al. JADA 100(12): 1482-1486; Cullen K & Thompson D. JADA 105(12): 1952-1954

 intake of fruits and vegetables

Cullen K & Zakeri I. AJPH 94(3): 463-467; Kubik M et al. AJPH 93(7): 1168-1173

Other Environmental Factors

- Food as Reward/Physical Education as punishment
- Marketing of unhealthy foods at school
 - ▣ Vending machines, curriculum materials, competitions, scoreboards, etc.
- Role modeling of teachers, parents and staff
- Food presentation and service, amount of time for meals, etc.



Re-Shaping the school nutrition environment

- New Guidelines for School Meals
 - New standards to be required- based on Institute of Medicine recommendations. Major anticipated changes:
 - More servings and larger portion sizes of fruits and vegetables-emphasis on variety
 - More whole grains
 - Milk 1% or less
 - Emphasis on reduced sodium
 - New calorie limits

New Guidelines for Competitive Foods

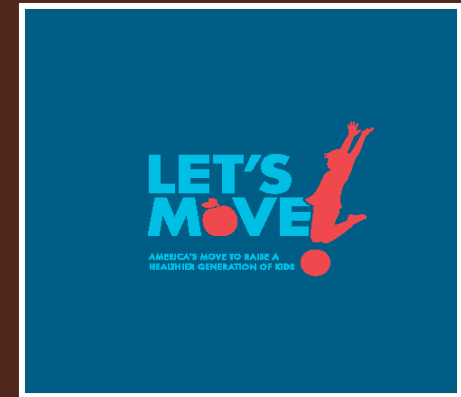
- **New standards being developed, likely to be based on IOM recommendations.**
- **Major anticipated requirements:**
 - **All must be fruit, vegetable, whole grain, combination of these or low/non fat dairy products**
 - **200 calories or less per package/portion**
 - **≤ 200 mg sodium per package/portion**
 - **35% or less total calories from sugar (some exceptions)**
 - **< 35% total calories from fat (some exceptions)**
 - **Beverages: juice (4 oz elementary; 8 oz HS); water without flavoring, additives or carbonation**

Wellness Standards

- School Districts are also adopting policies related to:
 - ▣ Non commercialism/marketing
 - ▣ PE curricula
 - ▣ Recess before lunch
 - ▣ School gardens
 - ▣ Nutrition education
 - ▣ Banning food as reward/PE as punishment
 - ▣ Farm to school/local foods
 - ▣ Menu labeling in cafeterias

Let's Move !

- Campaign started by First Lady Michelle Obama
- National goal of solving the challenge of childhood obesity within a generation
- Four Components:
 - ▣ empowering parents and caregivers
 - ▣ providing healthy food in schools
 - ▣ improving access to healthy, affordable foods
 - ▣ increasing physical activity



5 *Steps to Success for Schools*

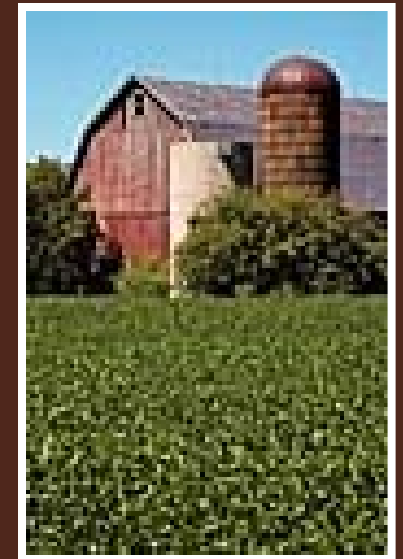
1. Start a school health advisory council (SHAC)
2. Join the HealthierUS School Challenge
 - financial incentives for schools meeting specific nutrition and physical activity goals
3. Staff set good examples - make schools healthy workplaces
4. Incorporate nutrition and PA into the day
3. Plant a school garden



Farm-to-School

WA Sustainable Food & Farming Network

- Developing food procurement tool-kit
- Training school district food service personnel in King County



Kent School District

- Developing a model for farm-to-school program
- Working with WA State Dept. of Agriculture Farm-to-School Program as subcontractor

Discover. Cook. Nourish.

- Auburn School District coordinating the development and provision of trainings
- Subcontractor – Cynthia Lair, Cookus Interruptus
- A certification training for School Food Service staff teaching cooking with whole foods
 - 2011 -17 classes reaching 150 food service staff



Scratch Recipes


- Seattle Public Schools contracted with professional chef group to develop 20 recipes
- Taste testing at Family Night events
- Media campaign promoting WA state grown foods in classrooms and cafeteria
- Lesson plans and posters will be available at:

www.harvestofthemonth.com



Digital Menu Boards

- Renton School District – providing digital menu at 3 middle schools and 3 high schools
- Evaluation conducted by UW Center for Public Health Nutrition
- Establish School Nutrition Councils at each H.S.

Bob's Place Meal Prices			Messages	Weather
Breakfast	6.95 Cash/ Vandal Card	5.95 Flex/ Freedom Dollars	Tower Trick or Treat October 31, 2009 from 6-8:30pm Looking for a safe, warm, trick or treat celebration this Halloween? Come to the U of I's 31st annual Tower Trick-or-Treat, which allows children to walk around a warm, safe, cozy building while collecting candy. Admission is one canned food item per child.	 Fri Sat Sun 50 52 54
Lunch	7.95	6.95		
Dinner	8.95	7.95		
Brunch	7.95	6.95		
Late Night	7.95	6.95		
We do not accept debit or credit cards. Sorry for the inconvenience.				
Today's Lunch Specials			Today's Hours	
Homemade Sou	Loaded Baked Potato American Bounty Vegetable			Breakfast 7:00 a.m. - 9:00 a.m.
Deli	Mozarella Caprese			Continental Breakfast 9:00 a.m. - 11:00 a.m.
Grill	BBQ Chicken Sandwich			Lunch/Branch 11:00 a.m. - 1:00 p.m.
International	Pad Thai Tofu Stir Fry			Light Lunch 1:00 p.m. - 4:00 p.m.
Classics	Hot Dog Bar Mac and Cheese, Please!			Dinner 4:30 p.m. - 7:00 p.m.
Pizza	Buffalo Chicken Pizza			Late Night 8:30 p.m. - 11:00 p.m.
Vegetarian	Grilled Polenta Rags			
Nutritional Profile			 Vegetarian  Vegan  Well-Balanced  Carb Friendly	

Physical Activity

- 6 School Districts are implementing the Safe Routes to School Program working with the Bicycle Alliance of WA and Feet First
 - ▣ Auburn, Kent, Renton, Tukwila, Highline, Seattle
- 3 School Districts developing high quality physical education
 - ▣ Seattle, Tukwila and Auburn



Physical Activity

- Recess before Lunch in elementary schools
 - ▣ Highline
- Joint Use Agreements to share facilities to increase access for community
 - ▣ Highline and Northshore



DECA Student-led media campaign

**TEAM
AUBURN**

COMMIT TO FIT

**Empowering Auburn School District Students
to Make Healthy Lifestyle Decisions**

Made possible by funding from the Department of Health and Human Services and Public Health - Seattle & King County

Public Relations Campaign brought to you by Auburn HS DECA

GENERAL OBJECTIVES

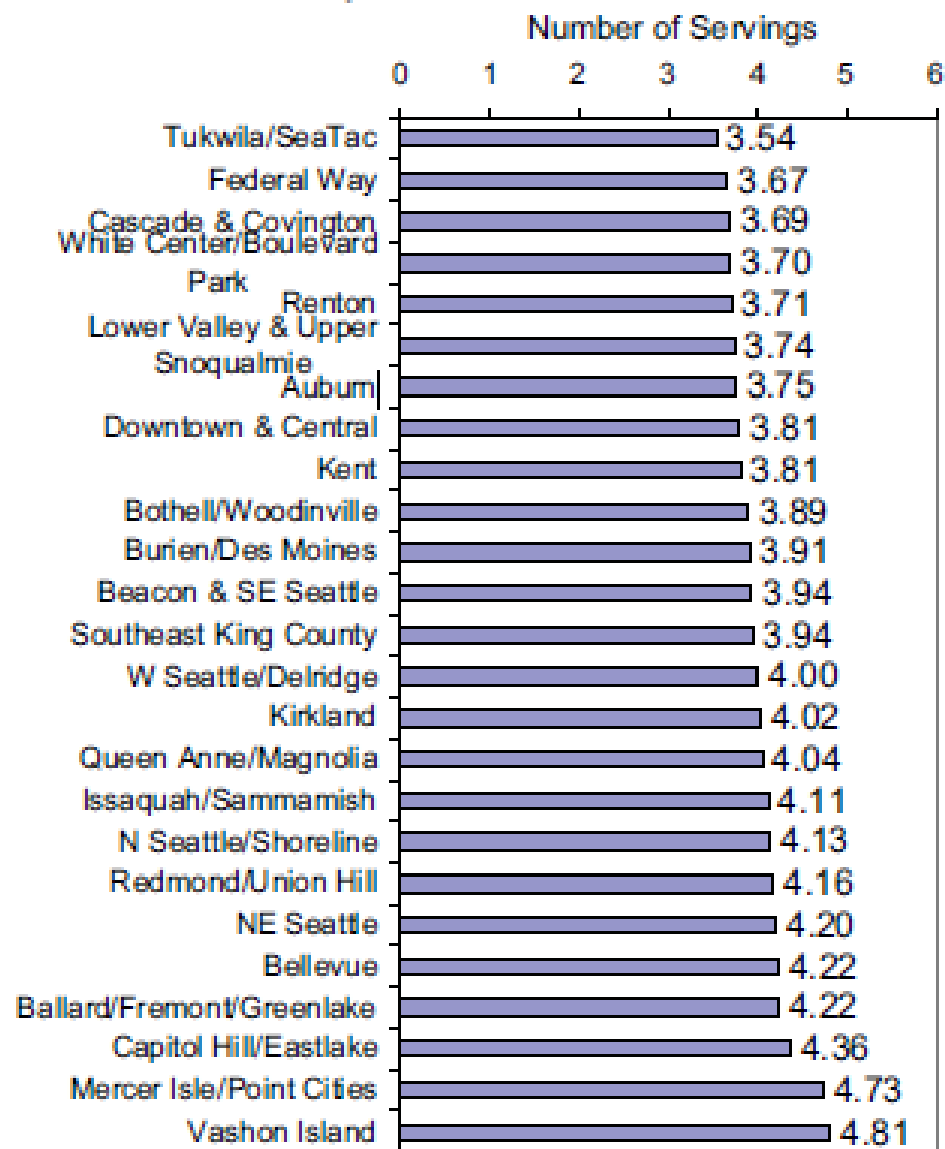


- Educate staff and students in District about consequences of cultural obesity.
- Connect with Parents and Community Members to support activities and culture community-wide.
- Implement district wide activities to create “Buy-In” and motivate Team Auburn to... “COMMIT TO FIT”.
- Implement a student education and incentive plan to integrate and empower students to make healthy lifestyle choices.
- Evaluate and report our successful campaign which includes activities to sustain the culture of healthy choices.

GOVERNMENT

Disparities: Fruits and Vegetables by Neighborhood

Average Number Fruit/Vegetable Servings,
Adults 18+, by Health Planning Area, King
County, WA 2003, 2005, 2007



Local Jurisdictions Funded

Increasing access to healthy foods:

- **CPPW funded Cities: Burien, Des Moines, Federal Way, Kent, SeaTac, Seattle, Redmond, Snoqualmie**
 - ▣ **Adopt nutritional standards for City owned/ operated facilities**
 - ▣ **Healthy food procurement policies across departments**
- **City of Seattle Human Services Department, Aging and Disability Services developing a Farm to Table partnership cooperative to purchase local produce**

Seattle – Child Care

- **Increase availability of healthy food/drink choices in child care.**
- **Adopt and implement State standards for minimum play space, equipment, and duration of play in child care.**
- **Make healthy foods affordable for child care programs through purchasing cooperatives**

CPPW Funded: Human Services Dept.,
Early Learning and Family Support Division



RETAIL STORES



Healthy Foods Here

CPPW is supporting the development of at least 30 healthy corner stores in neighborhoods that lack access to healthy foods

- Healthy Foods Here program provides corner store operators with:
 - ▣ Technical assistance – merchandising, inventory management, marketing support
 - ▣ Linkages to food distributors and farmers
 - ▣ Financial incentives – grants, rebates, low-cost financing for working capital, purchasing equipment, store improvements

Resources

- CPPW- Public Health Seattle & King Co. website

<http://www.kingcounty.gov/healthservices/health/partnerships/CPPW.aspx>

- Centers for Disease Control and Prevention-
CPPW

<http://www.cdc.gov/healthycommunitiesprogram/communities/cppw/>

- Let's Move <http://www.letsmove.gov/>

- Portion Distortion

<http://hp2010.nhlbihin.net/portion/>

- Opportunities for Increasing Access to Healthy Foods in Washington-a report for the Access to Healthy Foods Coalition

http://depts.washington.edu/waaction/tools/featured_resources/access_report.html

~ QUESTIONS ~

