Food Service:
Leading the Way to Wellness

Mary Podrabsky MPH, RD
Director of School and Community Initiatives
UW Center for Public Health Nutrition

Donna Oberg MPH, RD
CPPW Schools Coordinator
Public Health-Seattle & King County
Obesity – The Problem
Adult Obesity by Planning Area in KC
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

<table>
<thead>
<tr>
<th>County, State</th>
<th>Ratio of Percent Below Poverty to Percent Above Poverty</th>
</tr>
</thead>
<tbody>
<tr>
<td>King, WA</td>
<td>2.6</td>
</tr>
<tr>
<td>Orange, CA</td>
<td>2.5</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>2.2</td>
</tr>
<tr>
<td>Maricopa, AZ</td>
<td>2.2</td>
</tr>
<tr>
<td>San Diego, CA</td>
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<tr>
<td>Cook, IL</td>
<td>1.8</td>
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<tr>
<td>Los Angeles, CA</td>
<td>1.8</td>
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<td>Riverside, CA</td>
<td>1.7</td>
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<tr>
<td>San Bernardino, CA</td>
<td>1.7</td>
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<td>Harris, TX</td>
<td>1.6</td>
</tr>
<tr>
<td>Queens, NY</td>
<td>1.6</td>
</tr>
<tr>
<td>Clark, NV</td>
<td>1.5</td>
</tr>
<tr>
<td>Wayne, MI</td>
<td>1.5</td>
</tr>
<tr>
<td>Miami-Dade, FL</td>
<td>1.5</td>
</tr>
<tr>
<td>Kings, NY</td>
<td>1.4</td>
</tr>
</tbody>
</table>
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 polices 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

#### Appetizers

<table>
<thead>
<tr>
<th>Item</th>
<th>Calories</th>
<th>Saturated Fat (g)</th>
<th>Sodium (mg)</th>
<th>Carbs (g)</th>
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</thead>
<tbody>
<tr>
<td>Skillet Garlic Cheese Bread</td>
<td>1410</td>
<td>3</td>
<td>2790</td>
<td>29</td>
</tr>
<tr>
<td>Shrimp Scampi</td>
<td>500</td>
<td>1</td>
<td>1150</td>
<td>3</td>
</tr>
<tr>
<td>Olive Tapenade</td>
<td>720</td>
<td>4.5</td>
<td>1910</td>
<td>7</td>
</tr>
<tr>
<td>Breadsticks (One Leaf)</td>
<td>630</td>
<td>16</td>
<td>350</td>
<td>85</td>
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</table>

#### Soups

<table>
<thead>
<tr>
<th>Item</th>
<th>Calories</th>
<th>Saturated Fat (g)</th>
<th>Sodium (mg)</th>
<th>Carbs (g)</th>
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</thead>
<tbody>
<tr>
<td>Cream of Broccoli</td>
<td>340</td>
<td>3</td>
<td>930</td>
<td>31</td>
</tr>
<tr>
<td>Chicken Mulligatawny</td>
<td>260</td>
<td>1.5</td>
<td>880</td>
<td>16</td>
</tr>
<tr>
<td>Clam Chowder Soup</td>
<td>970</td>
<td>15</td>
<td>1210</td>
<td>20</td>
</tr>
<tr>
<td>Minestrone Soup</td>
<td>60</td>
<td>-</td>
<td>560</td>
<td>10</td>
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</table>

#### Salads

<table>
<thead>
<tr>
<th>Item</th>
<th>Calories</th>
<th>Saturated Fat (g)</th>
<th>Sodium (mg)</th>
<th>Carbs (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>House Salad-Creamy Pesto</td>
<td>280</td>
<td>3</td>
<td>990</td>
<td>15</td>
</tr>
<tr>
<td>House Salad-Balsamic</td>
<td>260</td>
<td>1.5</td>
<td>290</td>
<td>13</td>
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<tr>
<td>House Salad-EF Honey Mustard</td>
<td>120</td>
<td>1</td>
<td>280</td>
<td>15</td>
</tr>
<tr>
<td>House Salad-1000 Island</td>
<td>230</td>
<td>2</td>
<td>560</td>
<td>21</td>
</tr>
<tr>
<td>House Salad-Blue Cheese</td>
<td>280</td>
<td>3.5</td>
<td>450</td>
<td>13</td>
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</table>

#### Entrée Salads

<table>
<thead>
<tr>
<th>Item</th>
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<th>Saturated Fat (g)</th>
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<th>Carbs (g)</th>
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</thead>
<tbody>
<tr>
<td>DLT Salad</td>
<td>1000</td>
<td>21</td>
<td>2490</td>
<td>23</td>
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<tr>
<td>Chicken Caesar</td>
<td>750</td>
<td>8</td>
<td>710</td>
<td>19</td>
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#### Signature Selections

<table>
<thead>
<tr>
<th>Item</th>
<th>Calories</th>
<th>Saturated Fat (g)</th>
<th>Sodium (mg)</th>
<th>Carbs (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spaghetti Vesuvius</td>
<td>720</td>
<td>8</td>
<td>710</td>
<td>105</td>
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<tr>
<td>Meatloaf Italian Style</td>
<td>1180</td>
<td>32</td>
<td>1590</td>
<td>83</td>
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<tr>
<td>Lasagna Vegetarian</td>
<td>830</td>
<td>25</td>
<td>1920</td>
<td>68</td>
</tr>
<tr>
<td>Jumbo Crab Ravioli</td>
<td>810</td>
<td>24</td>
<td>920</td>
<td>73</td>
</tr>
<tr>
<td>Chicken Penne</td>
<td>900</td>
<td>17</td>
<td>1700</td>
<td>113</td>
</tr>
<tr>
<td>Baked Chicken</td>
<td>1030</td>
<td>20</td>
<td>2220</td>
<td>71</td>
</tr>
</tbody>
</table>

The nutritional data are only estimated values of nutritional content. Actual nutritional values may vary from these estimates based on a number of factors.
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
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
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 absenteesim
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
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
  - \( \leq 200 \text{ mg sodium per package/portion} \)
  - 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

- 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.
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

Number of Servings

<table>
<thead>
<tr>
<th>Area</th>
<th>Number of Servings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tukwila/SeaTac</td>
<td>3.54</td>
</tr>
<tr>
<td>Federal Way</td>
<td>3.67</td>
</tr>
<tr>
<td>Cascade &amp; Covington</td>
<td>3.69</td>
</tr>
<tr>
<td>White Center/Boulevard</td>
<td>3.70</td>
</tr>
<tr>
<td>Park</td>
<td>3.71</td>
</tr>
<tr>
<td>Renton</td>
<td>3.71</td>
</tr>
<tr>
<td>Lower Valley &amp; Upper</td>
<td>3.74</td>
</tr>
<tr>
<td>Snoqualmie</td>
<td>3.75</td>
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<tr>
<td>Auburn</td>
<td>3.75</td>
</tr>
<tr>
<td>Downtown &amp; Central</td>
<td>3.81</td>
</tr>
<tr>
<td>Kent</td>
<td>3.81</td>
</tr>
<tr>
<td>Bothell/Woodinville</td>
<td>3.89</td>
</tr>
<tr>
<td>Burien/Des Moines</td>
<td>3.91</td>
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<tr>
<td>Beacon &amp; SE Seattle</td>
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<tr>
<td>Southeast King County</td>
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<tr>
<td>W Seattle/Delridge</td>
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<tr>
<td>Kirkland</td>
<td>4.02</td>
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<tr>
<td>Queen Anne/Magnolia</td>
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<td>Issaquah/Sammamish</td>
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<td>N Seattle/Shoreline</td>
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<td>NE Seattle</td>
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<tr>
<td>Bellevue</td>
<td>4.22</td>
</tr>
<tr>
<td>Ballard/Fremont/Greenlake</td>
<td>4.22</td>
</tr>
<tr>
<td>Capitol Hill/Eastlake</td>
<td>4.36</td>
</tr>
<tr>
<td>Mercer Island/Point Cities</td>
<td>4.73</td>
</tr>
<tr>
<td>Vashon Island</td>
<td>4.81</td>
</tr>
</tbody>
</table>
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
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/
