

## Strategy #1 - Food Service Guidelines

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### Expected Outcomes:

1. Increased number of places that implement food service guidelines (FSG)
2. Increased purchasing of healthier foods

### Target Population: Low socioeconomic status

The Community and Clinical Connections for Prevention and Health Branch (CCCPH) will collaborate with state and local partners **to implement FSG in community settings to promote and increase consumption of healthier foods and beverages** by:

- A. Increasing healthier options for prepared foods, packaged snacks and beverages
- B. Working with appropriate settings to join the NC 10% Campaign which promotes the sale of local foods
- C. Improving healthy product placement, labeling, promotion and/or competitive pricing

**Target Settings:** Community settings identified by local partners (e.g., worksites, faith communities, recreation/community centers)

### Recommended Partners:

- public health educators • community groups • community coalitions community members that represent the population at greatest risk for health disparities related to nutrition • food service vendors • parks and recreation staff • YMCAs • worksites
- colleges and/or universities • health organizations (e.g. hospitals) • local businesses • local civic groups • faith communities
- local chambers of commerce

**Health Equity Planning Principals:** Health disparities are often influenced by the different levels of access that people have to healthy foods. Food inequity can occur because certain communities with limitations in resources and income do not have access to high quality foods in their area. Projects should prioritize settings that serve food to individuals with lower incomes and/or access, not only offering a healthy selection, but also making healthy items appealing and financially accessible to those with the greatest health disparities.

### FSG Milestones:

1. Convene partners
2. Recruit worksites/community settings
3. Complete baseline NC food service assessment for each worksite/community setting
4. Develop a Physical Activity and Nutrition (PAN) action plan, incorporating the usage of new or existing promotional materials
5. Accomplish activities proposed in PAN action plan
6. Complete follow-up food service assessment for each worksite/community setting

**Examples** of the types of activities that can be used to implement Strategy #1 - Food Service Guidelines:

- A. As a park system's snack vending contract was set to expire, the park system developed a new contract that required the selected vendor to comply with new, healthier snack vending standards that set limits on sodium, sugar, fat and calories while also allowing for the inclusion of healthy fat sources such as nuts and seeds.
- B. A worksite wellness committee led the way to healthy changes in the vending machines on campus. They partnered with the vending machine operator to determine which changes could be made. As a result, the vending machine is stocked with options that are lower in sugar, sodium and saturated fat. Marketing materials with simple and modern images were used to promote healthy items.
- C. A faith community that completed Faithful Families partnered with health department staff to adopt a policy to prepare and serve healthy foods at church events. In addition to the written policy, the faith community received healthy cooking kits to help them cook and serve meals that align with the Mediterranean style of eating.

- D. A faith community adopted a written policy to increase healthy food options at all meetings and church gatherings, which included offering baked foods instead of fried foods and switching from sweetened beverages to unsweetened tea, fruit-infused water and bottled water.
- E. A small hospital phased out sugar-sweetened beverages by taking them off the patient menu. Soon after, the hospital's catering team discontinued the traditional service of soda and cookies at staff meetings, substituting pitchers of water, unsweetened ice tea and fresh fruit. Finally, they eliminated sugary drinks from the cafeteria and vending machines.

**National Resources:**

- A. Food Service Guidelines for Federal Facilities - [cdc.gov/obesity/downloads/guidelines\\_for\\_federal\\_concessions\\_and\\_vending\\_operations.pdf](https://www.cdc.gov/obesity/downloads/guidelines_for_federal_concessions_and_vending_operations.pdf)
- B. Building and Implementing Healthy Food Services - [thefoodtrust.org/uploads/media\\_items/healthyfoodserveservices.original.pdf](https://www.thefoodtrust.org/uploads/media_items/healthyfoodserveservices.original.pdf)
- C. CDC's Sodium Reduction in Communities Program Resources - [https://www.cdc.gov/dhdsp/programs/srcp\\_resources.htm](https://www.cdc.gov/dhdsp/programs/srcp_resources.htm)
- D. Dietary Guidelines for Americans 2015-2020 - [health.gov/dietaryguidelines/2015/guidelines](https://www.health.gov/dietaryguidelines/2015/guidelines)
- E. Smart Food Choices: How to Implement Food Service Guidelines - [cdc.gov/obesity/downloads/smart-food-choices-how-to-implement-food-service-guidelines.pdf](https://www.cdc.gov/obesity/downloads/smart-food-choices-how-to-implement-food-service-guidelines.pdf)

**North Carolina Resources:**

- A. NC10% Campaign - [nc10percent.com](https://www.nc10percent.com)
- B. WorkWell NC, Nutrition - [workwellnc.com/scorecard-nutrition.php](https://www.workwellnc.com/scorecard-nutrition.php)