

CENTER FOR ADVANCING
HEALTHY
COMMUNITIES



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

National Strategy on Hunger, Nutrition, & Health *Learning & Discussion Series*

Session 4:

Pillar 3 - Empowering Consumers to Access Healthy Food

June 15, 2023

2:00 – 3:00 p.m. ET

3:00 – 3:30 pm ET Optional Peer-to-
Peer Small Group Discussion



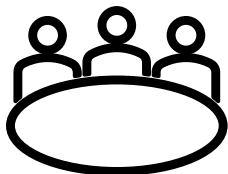
Welcome!



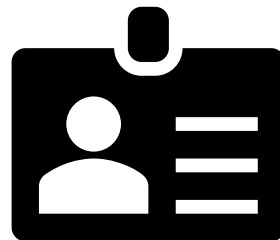
A few reminders...



This meeting will **be recorded**



We **encourage you to share**



Please use the same **display name** as the one you used to register. Display your **pronouns** if you wish.



Please take a moment to complete the **survey, at end of today's meeting**



Use **Chat** for, questions, comments and reactions



Meeting Norms

- Encourage each other to be emotionally, intellectually, and socially engaged
- Feel free to speak *your* truth, while knowing it's only *part* of the truth, and empathizing with the truth *of others*
- Listen to understand
- Practice being vulnerable. It's ok to speak in rough draft.
- Be mindful of the impact of what you say, not just your intention
- Understand that we are all learning
- Be ok with not having all of the answers and be honest about your capacity
- Communicate positive, reflective, constructive feedback for collective solutions



Reminder - Purpose of Discussion Series

- **Support dialogue and discussion** around the *National Strategy*
- **Share information and resources** around the implementation of chronic disease prevention and health promotion activities that align with the *National Strategy*
- **Create a space** to share how your work aligns with the *National Strategy*

Today's Objectives

1. Provide an overview of the Pillar 3.
2. Discuss state/territorial- and community-level activities that align with Pillar 3.
3. Identify one action that you can take in your state or community to support implementation of Pillar 3.

Today's Agenda

2:00-2:05 pm	Welcome & Housekeeping
2:05-2:10 pm	Opener
2:10-2:15 pm	Progress on National Strategy at Federal Level
2:15-2:20 pm	Pillar 3 Overview and Implementation Strategies
2:20-2:45 pm	States in Action – West Virginia and Washington
2:45 – 2:55 PM	Audience Q & A
2:55-2:57 pm	What's Next/Transition to Group Discussion/Survey
3:00-3:30 pm	Small Peer-to-Peer Group Discussion



Opener



Opener: Poll

Which of the following Pillar 3 Call to Action strategies are you implementing in your work/organization?

Opener: Mentimeter Activity

Using 1-2 words

1. What excites you about empowering consumers to have access to healthy foods?
2. What do you see as a major challenge to consider in this work?

Visit menti.com and enter code: 3290
5289





Federal Government Progress



FDA Updating Definition of “Healthy” Claim

- Proposed rule released in Sept 2022
- First published the “healthy” claim in 1994
- Complex issue
- Final decision in 2023



Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



DOL: Right to Pump Breastmilk at Work

- 2022 Pump Act now covers nearly all workers including teachers, farmworkers nurses.
- Employers required to reasonable break time space for employees to pump milk during the workday
- DOL released guidance, fact sheets, etc

USDA – Access to Healthy Foods in Schools

- Updating School Meals provision through the Healthy School Meals Initiative.
- Local Food for Schools Cooperative Agreements



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About Pillar 3



Pillar 3: Empower All Consumers to Make and Have Access to Healthy Choices | **FEDERAL GOV'T ROLE**

- A. Empower consumers with updated and more accessible food labeling.
- B. Create healthier food environments and a healthier food supply so the healthier choice is the easier choice.
- C. Support and implement robust nutrition education



Pillar 3: Empower All Consumers to Make and Have Access to Healthy Choices | **FEDERAL GOV'T ROLE**

A. Empower consumers with updated and more accessible food labeling.

- *FDA will develop a front-of-package labeling system to quickly/easily communicate nutrition information.*

B. Create healthier food environments and a healthier food supply so the healthier choice is the easier choice.

- *Implement/update the 2017 Federal Food Service Guidelines in Federal Facilities.*
- *Expand breastfeeding support and counseling for mothers.*

C. Support and implement robust nutrition education

- *Support HHS/USDA to carry out a national education campaign to boost awareness of healthy eating.*
- *USDA refresh/expand SNAP-Ed Connection*



Pillar 3: Empowering All Consumers – Call to Action Strategies

- *States should provide nutrition incentives to SNAP participants to purchase healthy food*
- *State, local, and territory governments should adopt federal food service guidelines in their municipal buildings*
- *States and localities should adopt early care and education licensing regulations that require minimum nutrition and physical activity standards that all licensed childcare providers follow*
- *States, localities, and K-12 schools should consider incorporating culinary arts and nutrition education into schools.*
- *OAA nutrition programs and Centers for Independent Living promote nutritious meals and use of locally-sourced foods.*
- *Colleges and universities should update their procurement contracts to ensure healthier foods are available in dining halls, including through sourcing local foods.*



Pillar 3: Empowering All Consumers – Call to Action Strategies

- *Food retailers should hire RDNs to help provide nutrition information to consumers, redesign stores to more prominently place healthier choices, market and stock healthier items, and establish buying programs with local farms.*
- *Online grocery companies should redesign their search algorithms to ensure healthier products appear first and include ingredient and Nutrition Facts label information in an accessible manner for all food products sold online.*
- *Philanthropy should support pilots in underserved communities—including Tribal communities, rural, and Native Hawaiian communities—that boost local food systems as an economic driver in communities.*



Pillar 3: Empowering All Consumers to Make and Have Access to Healthy Choices



Good Food, Healthy Hospitals program- Food Service Guidelines, visitor and staff component (Maryland)

Work with employers to have nutrition policies that create access to an environment to make healthy choices (Oklahoma)

Develop social media to encourage healthy cooking options with FDIIR foods. (North Dakota)

We Want to Hear From you!

Please go to [Jamboard](#) to share about your work that aligns with Pillar 3.

The link will be dropped in the chat.





Pillar 3 – States in Action



Meet Today's Speakers



James Vance

Associate Director

West Virginia Division of Health Promotion and
Chronic Diseases

West Virginia Department of Health and Human
Services



John Friedl, MS

Healthy Eating Active Living Manager

Washington State Health Department



West Virginia



West Virginia

**James Vance, Associate Director
WV Division of Health Promotion
& Chronic Disease**





Project Goals

- Increase the number of food pantries that adopt nutrition standard guidelines (NSG)
- Increase the capacity to store and distribute healthy food supplies

Mountaineer Food Bank (MFB)

The Food Bank is the largest emergency food provider in the state of West Virginia serving families, children, seniors, veterans, and individuals at risk of hunger. Annually, MFB distributes over 17 million meals to food-insecure neighbors in 48 of the 55 counties.

- MFB
- Bureau for Public Health (BPH)
- WVU Extension
- Food Pantry Representatives

- MFB has adopted a Healthy Food Procurement Policy.
- Quarterly meetings held by the State Nutrition Advisory Group.
- \$105,000 additional funding from the State Office of Rural Health, Office of Healthy Lifestyles and the BPH Preventive Block Grant.

- Grant approval process.



Lessons Learned

- Have patience throughout the process.
- Keep partners up to date on where you are at in the process.



What's Next

- Statewide conference on Nutrition Security.
- Continuing facilitating PSE changes around PA and Nutrition with state funds.
- Awaiting results of the SPAN grant.
- If funded will continue BRIC strategies around PA and Nutrition.

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Ashley.n.litton@wv.gov



Washington



John Friedl, MS

Healthy Eating Active Living
Program Manager

John.Friedl@doh.wa.gov

Food Service Guidelines

NON-TRADITIONAL PARTNERS AND UNDERSERVED POPULATIONS

Executive Order 13-06

- Signed 2013 by Governor Jay Inslee
- Executive Order 13-06 (EO 13-06) *“Improving the Health and Productivity of State Employees and Access to Healthy Food in State Facilities”* established the State Employee Health and Wellness Steering Committee (SEH&WSC) to develop a comprehensive wellness program for state employees.
- EO 13-06 includes: Worksite wellness program structure and technical and training assistance to agencies; Lactation support per the Fair Labor Standards Act; and
- Increased availability of and access to healthy food and beverage options for employees and state program participants through implementation of Washington’s *Healthy Nutrition Guidelines*.

Healthy Commissary Project - Department of Corrections (DOC)

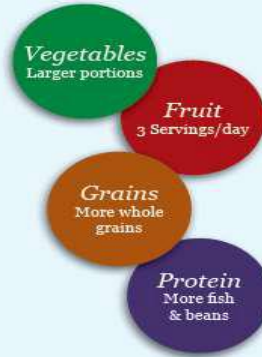
- Created nutrition standards
- Offered food and beverages that meet those standards
- Disseminated educational information
- Monitored product sales to ensure sustainability
- Results showed individuals were purchasing healthier options
- Provided framework for partnership

Food Service Guidelines (DOC)

- Bigger portion sizes of vegetables
- More fruit being served
- More whole grain foods on the menu
- More lean and plant-based proteins
- Fewer high salt snacks being served
- Less food with added sugars

Healthier Menus

Ensuring everyone gets all the nutrients they need



Now vs. Then

Executive Order 2006-06, titled "Improving the Health and Productivity of State Employees and Access to Healthy Foods in State Facilities," the Department of Corrections is required to serve healthy food and drinks, based off a set of food guidelines called the Dietary Guidelines for Americans.



Process

- DOH Nutrition Coordinator and DOC Food service administrator worked together on the menu
- Developed a Train-the-Trainer toolkit to educate correctional staff – the people with the actual person-to-person interactions
 - Introduced at bi-annual meeting
 - Gather feedback
 - Anticipate challenges
 - Develop areas of focus
 - Build Trust
- Evaluation

Special Olympics Washington

Individuals with intellectual disabilities are more at risk for chronic disease and other poor health outcomes.

The idea of the Healthy Food and Beverage Guidelines for Special Olympics started with Mary Pittaway, global clinical advisor for Health Promotion at Special Olympics International

More than
50%

of athletes are
overweight or obese

30%

of athletes have
insufficient aerobic activity

27%

of athletes have
high blood pressure

22%

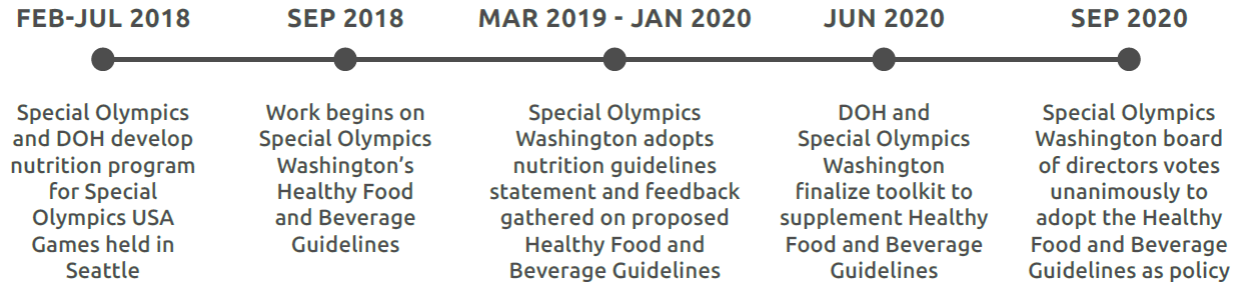
of athletes have
untreated tooth decay

13%

of athletes have
low bone density

Healthy Food and Beverage Guidelines

- Collaboration between Special Olympics, Department of Health, and University of Washington's graduate nutrition program



Process

- The first draft of the guidelines included tiered categories for “healthy,” “healthier,” and “healthiest” options that could be pilot tested with athletes, staff and volunteers
- Ongoing collaboration through frequent, bi-weekly meetings between Special Olympics Washington and the DOH contributed greatly to the success of this project

TABLE 1 *Summary of responses from Athlete Input Councils to the question “Special Olympics Washington is developing a food policy for our organization to set a healthy standard for the food and beverages we provide. What kind of food should be encouraged at competitions and events? What kind of food should be discouraged?”*

Food and Beverages to Encourage

- ✓ Fresh fruits and vegetables
(carrots, broccoli, salads, fruit)
- ✓ Hummus and peanut butter
- ✓ Wraps or sandwiches on whole grain bread
(with vegetables included and condiments on the side)
- ✓ Water bottles at all venues and starts and finish
- ✓ Sugar-free sports drinks and flavored water

Food and Beverages to Discourage

- ✗ Soda and sugary-sweetened beverages
- ✗ Candy, ice cream and donuts
- ✗ White bread and pasta
- ✗ Food that is too cheesy
- ✗ Unhealthy foods
- ✗ Pizza
- ✗ Fast food



Formal Policy

In September 2020, the Special Olympics Washington board of directors voted unanimously to adopt the Healthy Food and Beverage Guidelines as policy.

“I’m excited to see how our athletes, coaches and families react to the positive changes in the food we serve at events. Working with Chris and the DOH has allowed Special Olympics Washington to develop a tailored and achievable set of guidelines and resources that will set us up for success and health for years to come.”

– DELLA NORTON
Special Olympics Washington



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Audience Q&A



What's Next?



What's Next?

Session 5

Pillar 4: Support Physical Activity for All

August 17 | 2:00 – 3:00 PM ET with

Thursday, July 20 Session is cancelled

**Interested in sharing your organization's
work related to Pillar 4**

Please contact

Mara (mgalic@chronicdisease.org) and

Charita (cjames_ic@chronicdisease.org)

Visit the [NACDD In Action-National Strategy Webpage](#)



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White House National Strategy on Hunger, Nutrition, and Health

NACDD In Action



Ending Hunger and Reducing Diet-Related Diseases and Disparities

On September 28, 2022, the Biden-Harris Administration hosted the [White House Conference on Hunger, Nutrition, and Health](#) with a bold goal of ending hunger in America and increasing healthy eating and physical activity by 2030 so fewer Americans experience diet-related diseases and disparities. The Administration also released a [National Strategy](#), outlining actions the federal government will take and a call to action for partners across all levels and sectors to

Reminder!

Please take a moment
to complete the survey
at the end of this
meeting!





Thank you!!



Small Group Activity – Peer to Peer Discussions