



Mid-Term Evaluation

Implementation of Washington State's Healthy Nutrition Guidelines Under Executive Order 13-06

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Prepared for the Washington State Department of Health

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Executive Order 13-06

- Signed 2013
- Includes adoption and implementation of foodservice guidelines (HNG)
- Implementation began July 1, 2014
- Full implementation to be achieved December 31, 2016

Evaluation Purpose

- Assess current food environments at this mid-point (cafeterias, vending, micro-markets)
- Document experiences of agencies, stakeholders, and venues
- Assess change since baseline, when possible
- Make recommendations for ongoing implementation



Key Evaluation Questions

- How does EO 13-06 impact the food environments of affected food service venues such as worksite cafeterias and vending machines?
- What are the current and anticipated facilitators and barriers to implementation?
- What impact do the changes in food service venues have on purchases and sales?
- How have the food environments changed since baseline?
- What additional resources and support are needed to facilitate implementation of the guidelines?



Timeline and Sources of Data

- Data collection took place from July through September, 2015

Evaluation Data Sources

- Environmental assessment of 10 cafeterias

- Photographs of vending machine contents of 97 machines

- Interviews (6 cafeteria operators, 11 worksite wellness coordinators, 13 agency leads, and 1 other stakeholder)

- Inventory and sales data from 3 micro-markets



Cafeteria Assessments

- Captured the following:
 - Observance of basic criteria **required in HNG**
 - Observance of criteria for beverages, food components, and behavioral economics approaches used to earn **additional HNG required points** (25 for large cafeterias/10 for medium cafeterias)
 - Items adopted from other national tools commonly used to characterize the nutrition environment in cafeterias



Cafeterias

**The cafeteria was not in operation during Year 1 evaluations*

***Although technically not covered under EO 13-06, this cafeteria is one of two managed by an operator who applies the guidelines to both operations.*

Agency	Food Service Venue	Surveyed at Baseline	Affected by EO 13-06
Agencies within the Natural Resources Building)	City Picnics	Yes	Yes
Labor and Industries (LNI)	Bienvenue Café	Yes	Yes
Department of Licensing (DOL)	Hot Little Bistro	Yes	Yes
Goodrich Building (includes Department of Corrections (DOC) and Dept of Transportation)	Fresh Taste Café (formerly Courtyard Café)	Yes	Yes
Department of Social and Health Services (DSHS)	Oasis Café	Yes	Yes
Department of Enterprise Services (DES)	Megabites Deli	Yes	Yes
Legislative building	Dome Deli	Yes	No**
Department of Ecology (ECY)	The Ecology Café!	Yes	Yes
Department of Social and Health Services (DSHS)	Bobby Jayz	Yes	Yes
Department of Transportation (DOT)	R-Café	N/A*	Yes



Results – Basic Criteria

None of the cafeterias satisfied all 9 basic criteria, but all met some of the criteria

All 10 cafeterias assessed offered:

- At least 1 whole grain
- At least 1 raw, salad-type vegetable
- At least 1 lean protein option
- No meals containing trans-fats

7 of 10 cafeterias offered:

- At least 3 whole or sliced fruit options
- Low-fat and non-fat dairy products
- No more than 1 deep-fried entrée option daily

5 of 10 cafeterias offered and promoted:

- Free water

0 of 10 cafeterias offered and promoted:

- At least one low-sodium entrée

Basic Criteria (Required for all food service venues)	# Cafeterias <u>Baseline</u> (n=9)	# Cafeterias <u>Mid-Implementation</u> (n=10)
Whole Grain <i>Large: Do you offer two whole grain rich options daily?</i> <i>Medium: Do you offer at least one whole grain rich option daily?</i>	0	10
Vegetable <i>Large: Do you offer at least one raw, salad-type and at least one steamed, baked or grilled vegetable daily?</i> <i>Medium: Do you offer at least one raw, salad-type vegetable daily?</i>	not assessed	10
Fruit <i>Large/Medium: Do you offer at least three whole or sliced fruits daily?</i>	7	7
Lean Protein <i>All: Do you offer at least one lean meat option such as poultry, fish, or a low-fat vegetarian option?</i>	9	10
Low Sodium Entrée <i>All: Do you offer and promote at least one low sodium entrée?</i>	0	0
Deep-Fried <i>All: Do you offer no more than one deep-fried entrée option daily?</i>	8	7
Oils (trans-fat, partially hydrogenated oils) <i>All: Are all meal items free of artificial trans-fat or partially hydrogenated oils?</i>	not assessed	10
Low Fat and Non Fat Milk Products <i>All: Do you offer at least one low-fat and one non-fat milk product?</i>	5	7
Water <i>All: Do you offer free water and advertise its availability?</i>	1	5

Additional Criteria: Beverages and Food

Additional Criteria Observance for Beverages and Food: Full vs None

Full Observance (10/10 Cafeterias)

No free refills of SSBs

Offer at least one non-fried fish or seafood option per week

Offer condiments, sauces, and dressings on the side

If dessert is offered, offer smaller portions (2oz) of cookies, bars, etc.

No Observance (0/10 Cafeterias)

Only low fat (1%) and non-fat fluid milk products are offered

Coffee service has milk (2%, low-fat or non-fat) as default option rather than cream or half and half

Offer only 100% fruit juice

Non-fried vegetables or fruit are the default side dish with meals (0/3*)

When grains are offered, make whole grain options the default for half of meals

For cheese, yogurt and other milk products, offer low-fat and non-fat products as the default options

Only offer yogurt with no added caloric sweeteners or labeled as reduced/less

* Denominator for non-fried vegetables or fruit represents only 3 cafeterias because the other 7 did not offer a default side dish and were not included in this analysis.

Additional Criteria: Behavioral Economics

Behavioral Economics Criteria: Proportional Observance by Cafeterias

Observed by at least half of cafeterias

All healthier options of chips, cereal, yogurt, milk, soda, and juice are sold at an equal or lower price than equivalent item available (9/10)

Healthier items are placed more prominently, closer to customers, and at eye level (6/10)

At least 75% of promotion signage is for healthier items (5/10)

No marketing of deep-fried options as the feature of the day (8/10)

Observed by less than half of cafeterias

Employees are trained to prompt customers to choose non-fried vegetables when ordering (1/10)

Employees are trained to prompt customers to choose zero- and low-calorie beverages when ordering (0/10)

Healthier items are listed first for each category of the menu (0/10)

Zero- and low-calorie beverages are listed before sugar-sweetened beverages on the menu (0/10)

Healthier menu options are promoted via advertising, coupons price promotions, signs, kiosks, table tents, etc. (3/10)



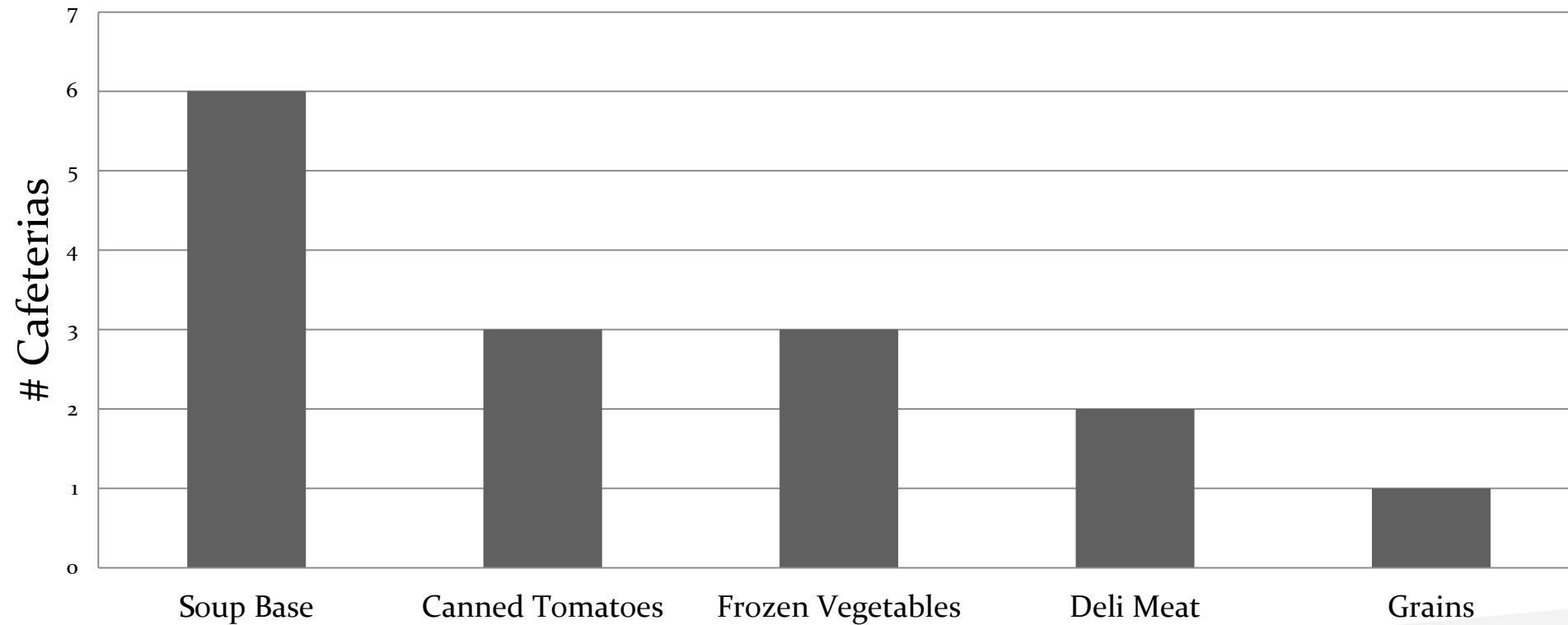
Earned Additional Points

- Beverage + Food + Behavioral Economics Criteria Scores

Cafeteria Code	Score
Medium Size Cafeterias (10+ pts required)	
J	28
D	32
C	24
I	24
G	19
E	16
Large Size Cafeterias (25+ pts required)	
F	40
B	30
H	25
A	26

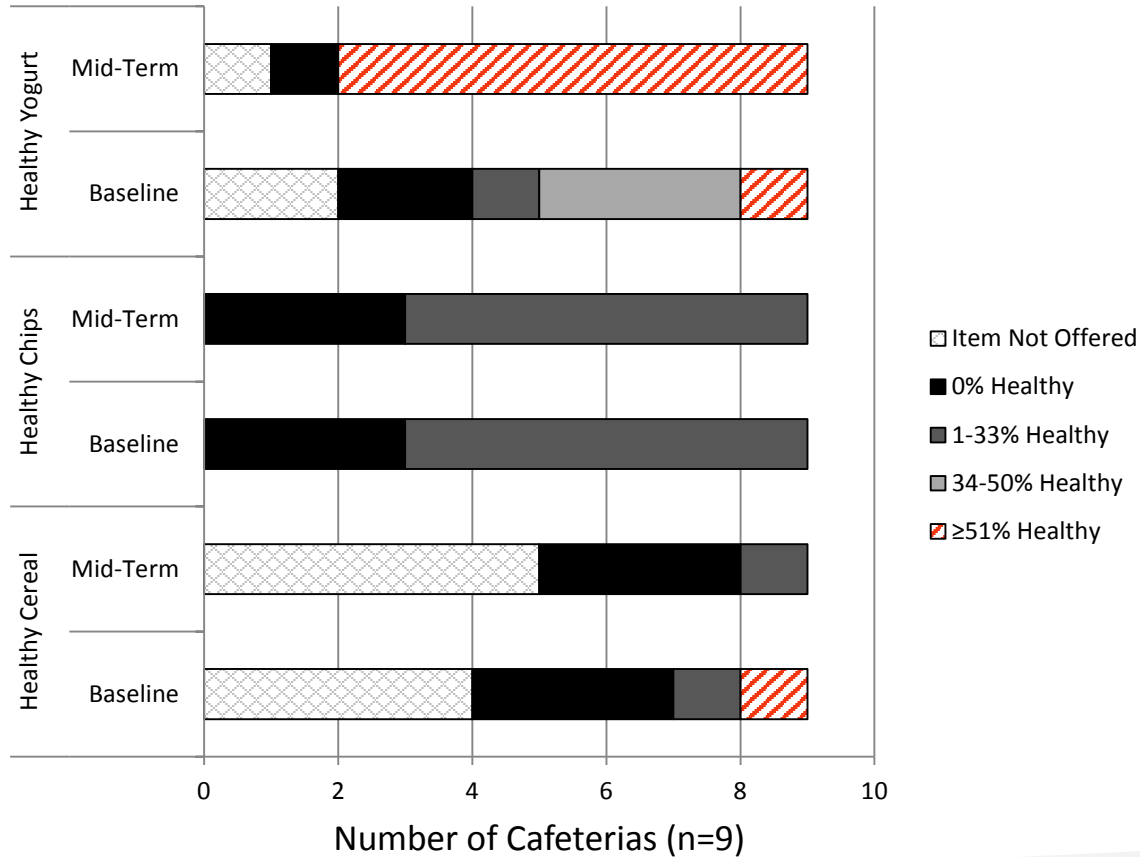


Low Sodium Products Purchased

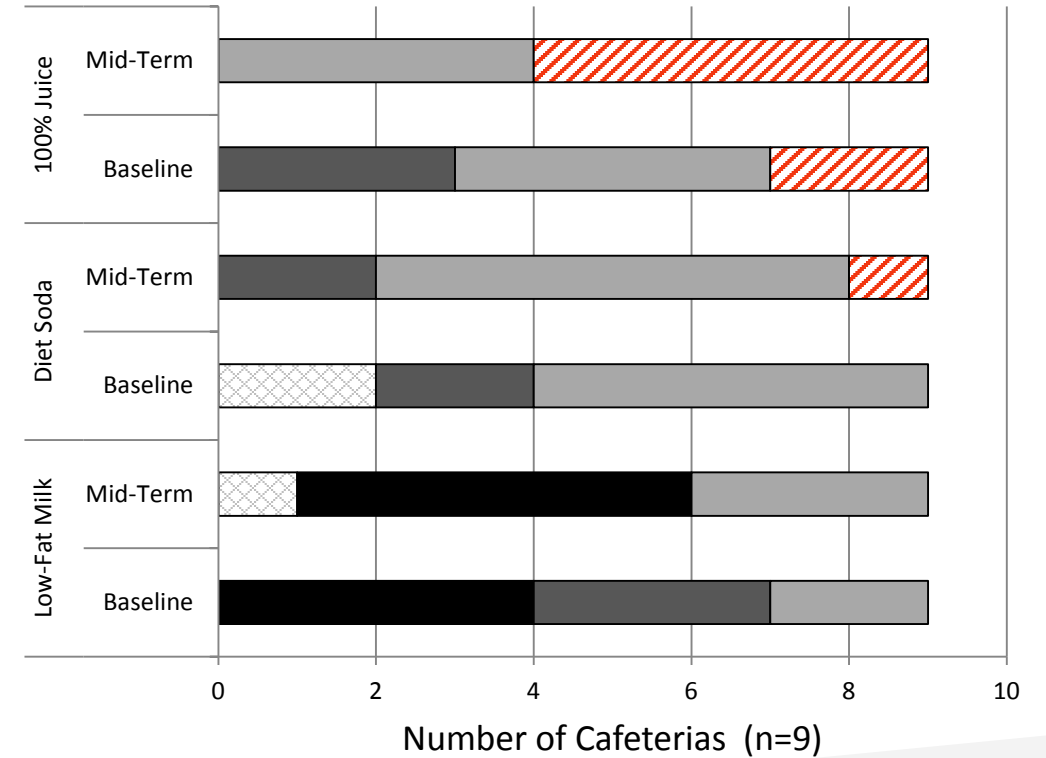


Healthful vs Non Healthful Proportions: Snacks and Beverages

Healthy Proportion of Snacks in Cafeterias



Healthy Proportion of Beverages in Cafeterias





Placement and Promotion

More than half met criteria ↓	Less than half met criteria ↓
<i>Healthful</i>	
Cafeteria has signs or other displays that encourage general healthy eating or healthy food choices (posters on wall, signs, table tents, etc.) (8/10)	Cafeteria has other information about promotions or pricing strategies (farmers markets, discounts on healthy items, locally grown, etc.) (0/10)
Feature of the day or special combination meal is promoted (10/10)	Brochure/nutrition information is on the intranet/internet (4/10)
Fruit is well lit (7/10)	Healthier options are indicated on salad bar (Go, Slow, Whoa icons or other systems) (0/10)
Fruit is appealing in appearance (looks fresh, not bruised, etc.) (7/10)	Cafeteria identifies menu items as "healthy" or "light" (1/10)
Vegetables are well lit (7/10)	When terms "healthy" or "light" are used, standards are listed for these items (0/10)
Vegetables are appealing in appearance (looks fresh, not discolored, etc.) (10/10)	Nutrition information is posted on menu boards, brochures, or in other display areas (1/10)
Washington-grown products are available (7/10)	Some fruit is located near the register/point of purchase (4/10)
	Some vegetables are located near the register/point of purchase (2/10)
	Washington-grown products are promoted/marketed (0/10)
<i>Non-Healthful</i>	
Cafeteria has signs or displays that encourage overeating (supersizing, all you can eat, etc.) (10/10)	Cafeteria has signs or displays that encourage less healthy eating or less healthy food choices (4/10)



Vending

- Evaluated 52 beverage machines and 45 snack machines in 10 different agencies
- Criteria: 50% of snack and beverage items must meet healthy criteria
- Findings
 - 38% of beverage machines met the target for 50% healthy items
 - 0% snack machines met the target for 50% healthy items
 - 26-64% of beverage items in agencies met the criteria for healthy
 - 4-15% of snack items in agencies met the criteria for healthy



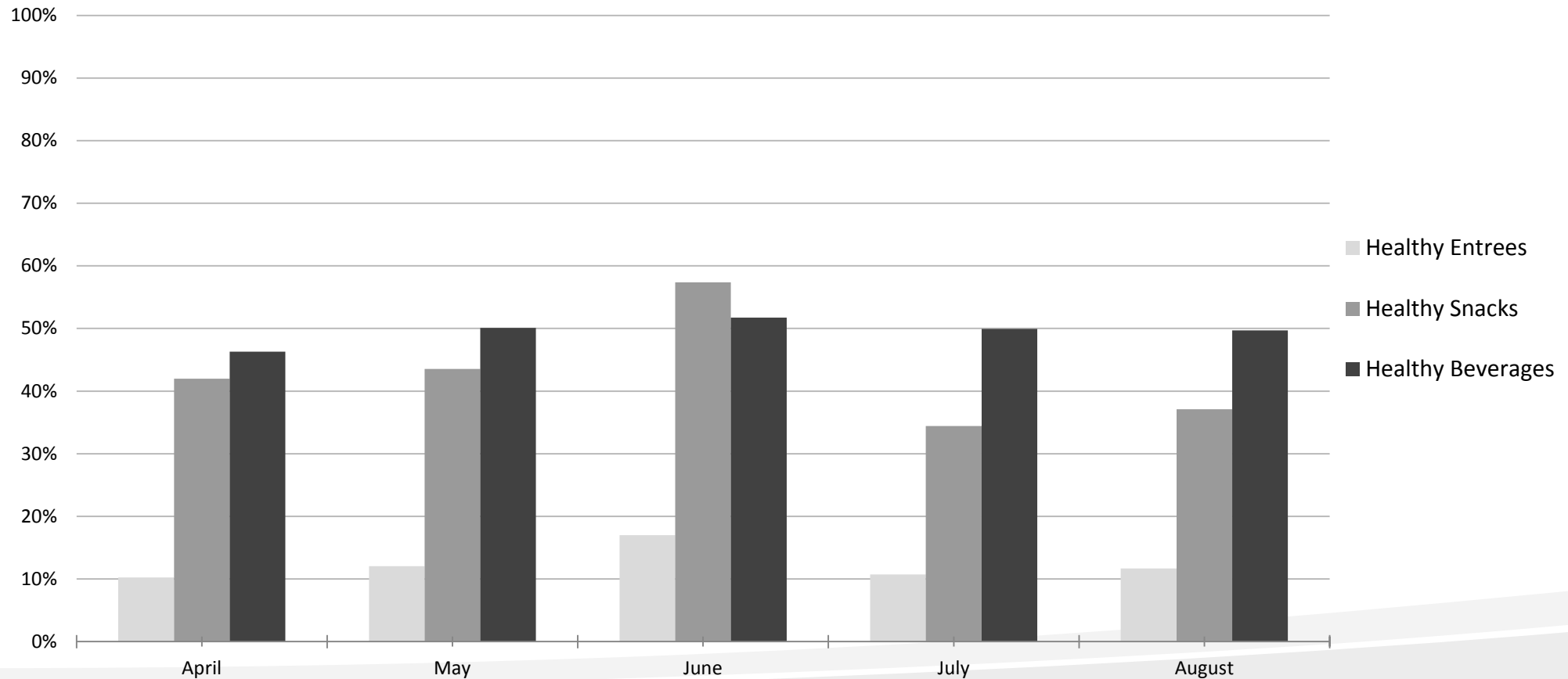
Micro-Markets

- Evaluated 3 micro-markets in 3 different agencies.
- Criteria: 25% of grab-n-go entrée and 50% of snack and beverage items must meet healthy criteria
- Results-of the 3 micro-markets assessed:
 - 1 grab-n-go entrée section met criteria
 - 2 beverage sections met criteria
 - 0 snack sections met criteria



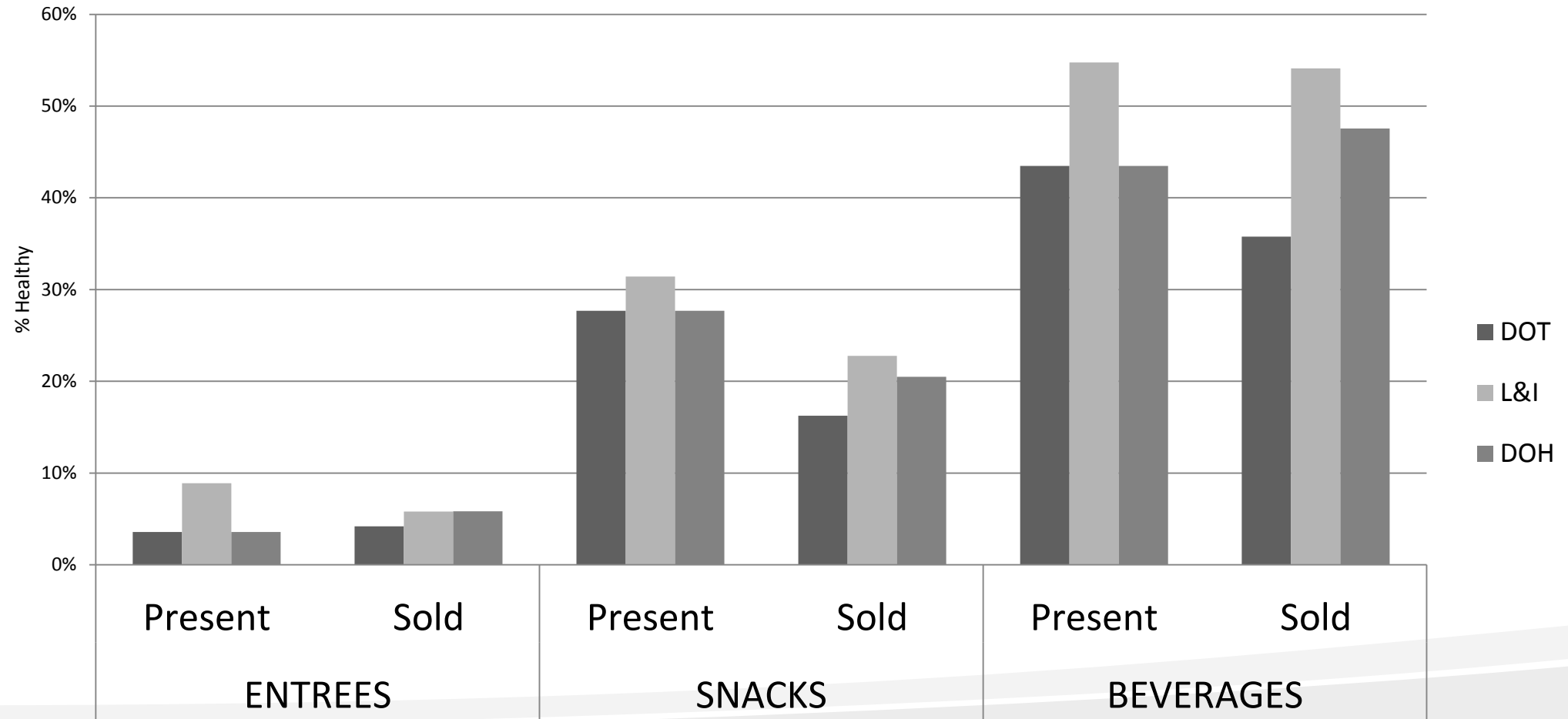
Micro-Market Sales – Percent Healthy Items

Percent Healthy Entrees, Snacks, & Beverages Sold





Healthy Items Present vs Sold





Most Frequently Purchased Items from Micro-Markets

- Snacks: hard boiled eggs, cheese squares, string cheese, and almonds
- Entrees: Lunchables[®] and hummus & pretzels
- Beverages: water, Talking Rain[®] (sparkling flavored water), and Starbucks Refreshers[®] (fruit/coffee drinks with added sugar).



Interviews: Key Themes

6 Cafeteria Operators (CO)

- Believe their role in offering healthy foods is important
- Are not sure of effectiveness of guidelines yet, but understand need for long-term commitment
- Believe they are fully observing the guidelines
- Believe that some of the guidelines are unclear
- Have concerns about food availability and cost, communication and support and lack of product information
- Believe that internal and external support, positive customer feedback and being personally motivated help them to be successful



11 Worksite Wellness Coordinators (WWC)

- Some are uncertain of their specific role
- Request more training
- Seek cross-agency and peer-to-peer sharing
- Want better tracking systems and data
- Acknowledge support they receive from DOH staff (as do COs)
- Are frustrated with lack of progress in vending changes (as are AL)



13 Executive Agency Leads (AL)

- Rely heavily on wellness coordinators but realize that they sometimes have limited capacity for this work
- Noted successes include increased healthy food in meetings and in cafeterias
- Identified need for training (including employees) regarding nutrition and wellness
- Note differences in workforces as an important factor in effective implementation
- Recognize need for long term commitment
- Note need for data showing progress along the way and for accountability steps



Recommendations - Cafeterias

- Clarify criteria
- Address criteria that have not been met yet in either assessment...why? Realistic? More support needed?
- Develop customized implementation plans with operators
- Offer financial incentives to try new foods-for example some kind of revenue loss protection when new items are piloted



Recommendations – Micro-Markets and Vending

- Capture more information about product availability, stock dates, sales trends and purchases.
- Finalize micro-market criteria and work with vendors to provide technical assistance
- Continue working with food suppliers to communicate demand for healthier products.



Recommendations – Collaboration/Communication

- Offer more technical assistance and resources. For example, provide operators with lists of items that meet guidelines
- Share best-practices and success stories between agencies
- Improve and expand opportunities to build relationships between key stakeholders (i.e. WWCs to WWCs, WWCs to vendors, WWCs to COs)
- Widely celebrate and communicate successes of implementation of guidelines!



Recommendations - Customers

- Capture customer feedback about food available in worksites
- Explore reasons for use of vending vs. micro-markets vs. cafeterias
- Encourage vendors and cafeteria operators to include taste tests and other vendor-sponsored activities



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