Vending Nutrition Standards
Nutrition Environment Measurement Survey-Vending Series Part 2

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Objectives

• Participants will be able to understand what makes an item green, yellow, or red.
• Participants will be familiar with common snack items available in Nebraska and their nutrient profile.
• Participants' knowledge of the NEMS-V resources and tools will increase.
Healthy Vending in the Work Place

NUTRITION ENVIRONMENT MEASURES SURVEY – VENDING (NEMS-V)
Polling question #1

About what percentage of the choices in your snack machine would you consider “healthy”

- 0 - 10%
- 11 – 30%
- 31 – 50%
- >50%
Nutrition Environment Measures Survey
Vending - NEMS-V

• Developed to assess workplace vending machines

• Originally based on the Institute of Medicine’s Nutrition Standards for Foods in Schools with some modifications

• Criteria has been updated to match Health and Sustainability Guidelines for Federal Concessions and Vending Operations (2012).

• Intended to have an easy to use coding system: red, yellow and green

NEMS-V Coding

- **RED** food and beverages are not as healthy and fall outside the Dietary Guidelines for Americans.

- **YELLOW** food and beverages are healthy foods that meet the Dietary Guidelines, may provide a serving of fruit, vegetable, low-fat dairy or whole grain but does not meet the strictest sodium guidelines.

- **GREEN** food and beverages are considered the healthiest, are consistent with the Dietary Guidelines for Americans, provide a serving of fruit, vegetable, low-fat dairy or whole grain and meet the strictest sodium guidelines.
Snack Criteria

- ≤ 200 calories per portion as packaged
- No more than 35 percent of total calories from fat*
- <10 percent of total calories from saturated fat*
- zero trans fat
- ≤ 35 percent weight from total sugars

* Excludes nuts and seeds without added fats, oils or caloric sweeteners
Beverage Guidelines

- **Green**
  - Plain water without flavoring, additives, or carbonation
  - 100% fruit or vegetable juice with less than or equal to 230 mg sodium per 8 oz. serving
  - Fat-free, 1% or 2% unflavored milk

- **Yellow**
  - Flavored milk
  - Any other beverage with 40 calories or less per 8 oz. serving
  - Any beverage with between 230 mg and 400 mg sodium per 8 oz. serving

- **Red** — whole milk; any beverage > 40 calories/8 oz. and > 400 mg sodium per 8 oz.
Sodium Guidelines

Sodium – unless otherwise specified on the specific category

- **Green** = \( \leq 230 \text{ mg} \) (roasted and salted pistachios with 160 mg sodium, Low-sodium V-8 juice)
- **Yellow** = \( >230 \text{ mg} < 400 \text{ mg} \) (smoked almonds with 380 mg sodium)
- **Red** = \( > 400 \text{ mg} \) (V-8 juice)
Sugar Guidelines

- **Green** = 2%, 1% or fat-free yogurt with no added sweeteners; fat-free, 1% or 2% unsweetened milk with ≤13 gm sugar per 8 oz. serving

- **Yellow** = 2%, 1% or fat-free yogurt with added sweeteners; fat-free, 1% or 2% flavored milk with more than 13 gm sugar per 8 oz. serving and/or artificial sweeteners

- **Red** = Regular yogurt; whole milk
NEMS-V Website Features

- **NEMS-V Tools Tutorial**: 15 minute online demonstration on how to complete a NEMS-V assessment

- **NEMS-V Healthy Choices Calculator and phone applications**: Used to determine green, yellow, or red color-coding for food/beverage choices

- **NEMS-V Healthy Choices Calculator Tutorial**: 5 minute online demonstration on how to use the Healthy Choices Calculator
www.nems-v.com – click on blue “Healthy Choices Calculator” button
Polling question # 2

- Which of the following vending machines is more likely to have at least 50% green and yellow options at pre-assessment?

- Snack
- Beverage
- Refrigerated
Focus Group Findings

- **White collar workers**
  - don't expect to find healthy choices in vending machines;
  - they are more likely to pay attention to the nutrition facts; and
  - they rationalize eating unhealthy snacks if they have eaten well or exercised that day.

- **Blue collar workers**
  - focus on the enjoyment of eating a snack;
  - not very likely to look at nutrition labels, however, are willing to change their eating habits if tasty, healthy choices are available

- **Rest area visitors**
  - more likely to adopt an “on the road” mentality - let go of everyday healthy eating habits to have a treat / indulgence
Nearly 6 in 10 respondents thought message worked best to communicate the snack rating system clearly.

Respondents liked that it illustrated examples of foods, which made the color coding system very clear.

The main message was focused on encouraging people to choose better snacks at least some of the time.

Many noted they had never seen vending machines with healthy options stocked in them.
Nebraska’s message

Illustrated food examples

Encouraging people to choose healthy options in their “mix”
Resources for Worksites, Rest Areas, Parks

- Worksite Promotional Signage (Blue Collar and White Collar)
  - Table Tents
  - Bathroom Signs
  - Pledge Cards
  - Snack Tracking Calendars
  - Paystub Stuffers
  - E-mail Messages
  - Bi-monthly Newsletters - print-ready and editable
Resources (continued)

- Vending machine clings, signs, banners and floor clings
- Videos - worksite video (10 min.); vendor video (5 min.)
- NEMS-V Report Card and Certificate
- New beverage poster
Iowa Healthy Vending Initiative

- Ultimate Goal: Project will lead to having a policy in place for state facilities to provide a minimum of 25% of food and 50% of beverage choices in vending machines as healthy options (green or yellow) based on NEMS-V criteria.

- NEMS-V Recognition Levels
  - **Bronze** (30% food or 55% beverage choices are yellow and green);
  - **Silver** (40% food or 65% beverage choices are yellow and green);
  - **Gold** (50% food or 75% beverage choices are yellow and green and no red foods are advertised).

- Project will serve as a model for other businesses across the state.
Iowa’s Core Strategies

- NEMS-V assessment
- Worksite Vending Report Card
- Worksite Wellness Committee
- Vendor Communications
- Employee Involvement
- Social Marketing Campaign
- Follow-up NEMS-V Assessment
Maintenance

- Sustained worksite leadership
- Vendor engagement
- Worksite policy or resolution
- Monitoring for compliance
Polling question #3

- Do you purchase healthy options from your worksite vending machines?
  - Yes
  - No
  - No vending machines available
Contact Information

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State and Local Public Health Actions to Prevent Obesity, Diabetes, and Heart Disease and Stroke: Grant DP14-1422

**Component 1** - support environmental and system approaches to promote health, support and reinforce healthful behaviors, and build support for lifestyle improvements...

**Strategy 1.1:** Implement nutrition and beverage standards including sodium standards (i.e., food service guidelines for cafeterias and vending) in public institutions, worksites and other key locations such as hospitals
Year 1: Baseline Assessment

Gathering and reporting baseline data across six Local Public Health Departments to identify current nutrition and beverage standards in cafeterias and vending in public institutions.
Direct Observations
Vending Results

• 104 Vending Machines across 29 locations
  – 58 Beverage machines, 37 Snack machines, 2 Hot beverage, 5 Refrigerated machines
  – 2,745 food or beverage items were assessed

• 75% foods/beverages were red (i.e., not consistent with the 2010 Dietary Guidelines for Americans)
• 17% foods/beverages were yellow (i.e., consistent with the 2010 Dietary Guidelines for Americans with some minor exceptions)
• 8% foods/beverages were green (i.e., consistent with the 2010 Dietary Guidelines for Americans)
Vending Results

• 15 machines received “awards” for meeting nutrition standards
  
  – 9 received a rating of bronze (30% food or 55% beverage choices are yellow and green)
  – 2 received a rating of silver (40% foods or 65% beverage choices are yellow and green)
  – 4 received a rating of gold (50% food or 75% beverage choices are yellow and green)
# Common Foods in NE

<table>
<thead>
<tr>
<th>Food</th>
<th>Product Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green</strong></td>
<td></td>
</tr>
<tr>
<td>Herr's Popped Chips - Sea Salt</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Kar's Roasted Salted Peanuts</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Kar's Sunflower Kernels</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Nature Valley Oats 'N Honey</td>
<td>1.5 oz.</td>
</tr>
<tr>
<td>Planters lightly salted peanuts</td>
<td>2 oz.</td>
</tr>
<tr>
<td><strong>Yellow</strong></td>
<td></td>
</tr>
<tr>
<td>Chex Mix</td>
<td>1.75 oz.</td>
</tr>
<tr>
<td>Elfin Crackers</td>
<td>12 oz.</td>
</tr>
<tr>
<td>Nature Valley Peanut</td>
<td>1.5 oz.</td>
</tr>
<tr>
<td>Nutrigrain Soft Baked Cereal Bars – Apple</td>
<td>1.3 oz.</td>
</tr>
<tr>
<td>Cinnamon</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>Product Size</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td><strong>Green</strong></td>
<td></td>
</tr>
<tr>
<td>Tropicana 100% Apple Juice</td>
<td>10 oz.</td>
</tr>
<tr>
<td><strong>Yellow</strong></td>
<td></td>
</tr>
<tr>
<td>Diet Coke</td>
<td>12 oz.</td>
</tr>
<tr>
<td>Diet Mountain Dew</td>
<td>12 oz.</td>
</tr>
<tr>
<td>Diet Pepsi</td>
<td>12 oz.</td>
</tr>
<tr>
<td>Ocean Spray 100% Apple Juice</td>
<td>15.2 oz.</td>
</tr>
<tr>
<td>Ocean Spray 100% Orange Juice</td>
<td>15.2 oz.</td>
</tr>
<tr>
<td>Food</td>
<td>Product Size</td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Red</td>
<td></td>
</tr>
<tr>
<td>Austin's Zoo Animal Crackers</td>
<td>2 oz.</td>
</tr>
<tr>
<td>Cheez-it</td>
<td>1.5 oz.</td>
</tr>
<tr>
<td>Kar's Sweet and Spicy Mix</td>
<td>1.75 oz.</td>
</tr>
<tr>
<td>Nature Valley PB and Dark Chocolate Protein</td>
<td>1.42 oz.</td>
</tr>
<tr>
<td>Sunchips Multigrain Snacks Garden Salsa</td>
<td>1 oz.</td>
</tr>
<tr>
<td>Wheat Thins Toasted Chips</td>
<td>1.75 oz.</td>
</tr>
<tr>
<td>Kellogg’s Strawberry Fruit Snacks</td>
<td>2.5 oz.</td>
</tr>
<tr>
<td>Snyder’s Pretzels</td>
<td>1.58 oz.</td>
</tr>
<tr>
<td>Rold Gold Tiny Twists Pretzels</td>
<td>2 oz.</td>
</tr>
<tr>
<td>Nature Valley Sweet &amp; Salty Nut Granola Bars Peanut</td>
<td>1.2 oz.</td>
</tr>
</tbody>
</table>
Policy Assessment Interviews

• Nutrition and Beverage Standards with regard to the vending machines:
• Also asked about institutional worksite policies and wellness-based support
• 4 institutions (3 hospitals and 1 courthouse) reported any type of nutrition standard currently in practice with regard to vending
Vending Behaviors

- n = 465 employees
- 58% disagreed or strongly disagreed that most food and beverage choices in the vending machines at work were healthy.
- 40% agreed or strongly agreed that if there were a greater variety of healthful food and beverage choices, they would use these vending machines more often than they do currently
Questions

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Upcoming Webinars

• APRIL 1, 9:30 AM MT/10:30 AM CT (NO FOOLIN’!)
  – VENDING PROMOTION AND EDUCATION OPPORTUNITIES
Upcoming Webinars

• April – WorkWell, Inc. will be coordinating a series on Breastfeeding supports

• May – WELLCOM, Physical Activity
  – May 12, 9:30 am MT/10:30 am CT, SURGEON GENERAL'S NATIONAL CALL TO ACTION
  – May 19, 9:30 am MT/10:30 am CT, "WALK IT GUIDE" - WALKABILITY STRATEGIES
  – May 26, 9:30 am MT/10:30 am CT, SUCCESS AND BARRIERS TO WALKABILITY
Thank you!