

Washoe County Healthy Vending, Concessions and Smart Cafeterias Toolkit



Acknowledgements:

This guide was developed by the Community Health Improvement Plan Healthy Vending & Concessions Workgroup.



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Why Do We Need Healthier Options

Consumption of food prepared away from home plays a large role in the American diet. Over the past several decades, Americans have grown to rely on the convenience of foods prepared outside of the home. Unfortunately, food away from home often contains fewer fruits and vegetables and have more calories, fat and sodium than food prepared at home.

Obesity and poor nutrition are serious problems in Washoe County. Having healthy food available and affordable in the work and social settings allow people to make healthier food choices. Making healthy foods available in vending machines, concession stands and cafeterias creates a healthier environment and can improve worksite wellness.

Rationale

- Americans spend one-third of their day at work
- Many people eat up to 50% of their meals outside the home
- Growing problem of overweight and obesity
- Improving access to healthy food is a key strategy of obesity prevention and can encourage individuals to make healthier choices

Who Can Use This Toolkit?

This toolkit provides guidelines and examples of how you can start making improvements at your workplace. Washoe County residents eat in a variety of community and work settings; all are appropriate places to implement the guidelines

- Worksites
- Government buildings
- Hospitals
- Social service organizations
- Childcare and after-school care
- Schools and youth programs

Washoe County Nutrition Guidelines

Vended Packaged Snacks & Beverages

Vended Packaged Snacks

Percent covered	At least 50% of foods offered for sale must meet the following nutrition standards
Calories	≤ 200 calories per package
Total Fat	≤35% of calories from fat (≤10g for a 200-calorie package), excluding nuts and seeds
Saturated Fat	≤10% per package
Trans Fat	0 g per package
Sodium	≤200 mg per package
Sugars	≤20 g sugar per package

Vended Beverages

Percent covered	At least 50% of beverages offered for sale must meet the following nutrition standards
Water	Plain, sparkling, and flavored water with ≤10 calories per serving
Milk	1% fat or less milk and milk alternatives (≤130 calories per 8 oz.)
Juice	100% fruit or vegetable juice with no added sweeteners or sugars and ≤120 calories per 8oz.(preferred serving); ≤150 calories per 10 oz.; or ≤180 calories per 12 oz.
Coffee and Tea	≤10 calories; no added caloric sweeteners

Washoe County Nutrition Guidelines

Micro Markets, Cafeterias and Concessions

Meal	Calories	Total Fat	Saturated Fat	Trans Fat	Cholesterol	Sodium	Sugars	Fruits and Vegetables	Fiber
Plates¹	≤600 calories	≤35% of calories from fat (or ≤15g)	≤10% of calories	0g trans fat	≤100mg	≤800mg	≤10% of added sugar	Must contain at least one serving ² of vegetable or fruit	≥3g Fiber
Entrees³	≤400 calories					≤700mg		No Standard	At least 1g fiber
Sides	≤225 calories	≤35% of calories from fat (or ≤8g)			≤5mg	≤300mg		Must serve a fruit or vegetable	At least 1g fiber
Soups (6 oz.)	≤225 calories				≤25mg	≤700mg		Must contain at least one vegetable	At least 1g fiber
Desserts & Snacks⁴	≤200 calories				≤20mg	≤300mg		No Standard	≥3g Fiber

¹ Plates contain at least one serving of a protein, starch, and fruit or vegetable and refer to the whole plate.

² Focus on serving sizes that make ½ the plate fruits and vegetables, ¼ wholesome carbohydrates, and ¼ lean protein and a small amount of healthy fat.

³ Entrees are one center-of-the-plate option, which are available a la carte in cafes.

⁴ Desserts must meet all the criteria or four of the criteria and contain ≤10% of the daily value for vitamin A, C, E, Iron, Calcium or Protein

Approaches for Creating a Healthy Vending Policy

Make healthy options available

There are three approaches that may help you create a healthy vending policy. The Platinum Policy, providing only healthy choices in the vending machine, could be considered the ultimate goal and promotes the most impact to vending machine selections in your organization by promoting 100% healthy vending options.

Examples of target policies:

Platinum Policy	100% of food and beverage items in vending machines must meet guidelines for healthy vending.
Gold Policy	75% of food and beverage items in vending machines must meet guidelines for healthy vending.
Silver Policy	50% of food and beverage items in vending machines must meet guidelines for healthy vending.

Make healthy options easier through pricing, marketing, and education

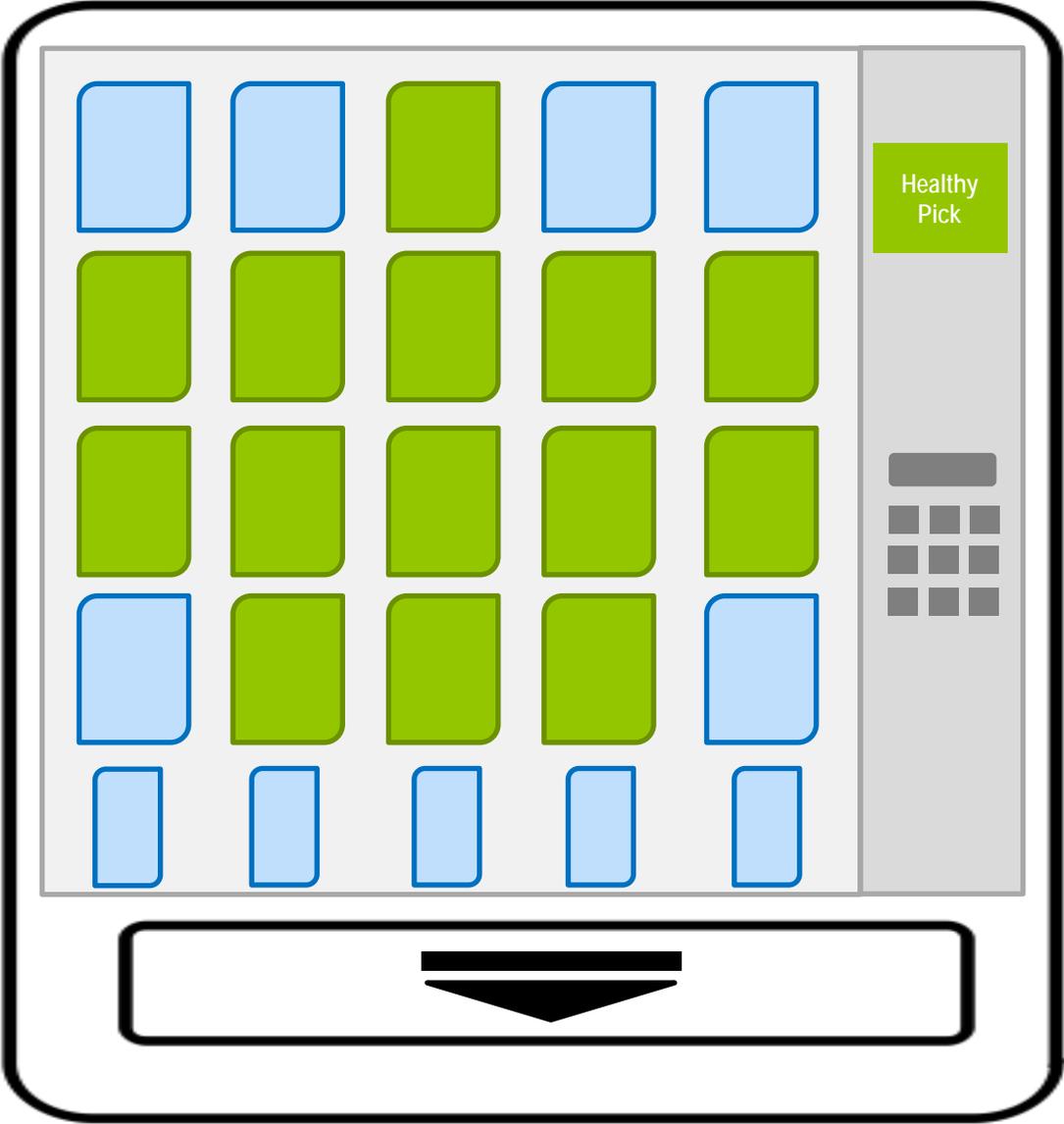
Often the least healthy options in vending machines have the lowest price and the most compelling marketing. This encourages people to purchase these products. These same strategies can be used to promote healthy options by lowering the price, increasing the visibility, and highlighting the healthiest options.

- Use education and marketing to promote healthy products. Advisory councils, wellness teams, and human resources can help with promotion.
- Work with your vendor(s) to price healthy food and beverages at the lowest cost. Be sure to get everything in writing.
- Place healthy items at eye level, with the option to rearrange items as needed.
- Use signage to identify which products are healthy.
- Limit advertising on vending machines to healthy food and beverages.

Sample Planogram for the Silver Policy

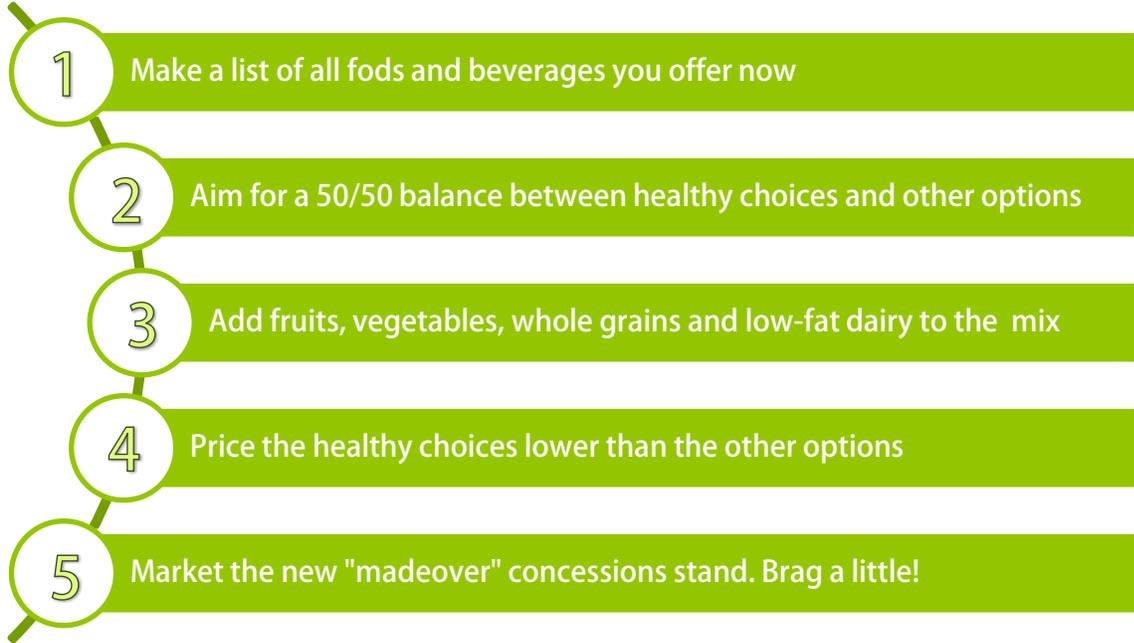
A planogram can be used to show your distributor where you would like healthier snack items placed. Distribute the planogram to your selected vendor and your site supervisor and request foods and beverages be stocked as demonstrated.

25 Slot Non-Refrigerated Snack Machine, 50% or more Healthy Options



Build a Healthy Concession Stand

Provide families healthy options to choose from when eating at concession stands. Follow these easy steps!

- 
- 1 Make a list of all foods and beverages you offer now
 - 2 Aim for a 50/50 balance between healthy choices and other options
 - 3 Add fruits, vegetables, whole grains and low-fat dairy to the mix
 - 4 Price the healthy choices lower than the other options
 - 5 Market the new "madeover" concessions stand. Brag a little!

Reference [Appendix A](#) on ways to make healthy concessions swaps.

Reference [Appendix B](#) and choose items from the GO section. Please note that some items in the SLOW section can be included in the GO section based on portion size.

Steps for Implementing Healthier Options in the Workplace

A team-based approach helps your organization increase buy-in and identify the right strategy to implement your healthy program. Here are recommendations of steps and best practices to implement healthier options in the workplace. Guidelines are recommendations and should be modified as needed.

Step 1: Create a wellness team or committee:

- Select recognized leaders (at least two) to champion the program
- Engage stakeholders such as administrators, staff, food and nutrition service providers, students, parents, and others in the planning process
- Get the purchasing/procurement department involved

Step 2: Assess the environment:

- Survey your staff and other stakeholders about current perceptions of healthy eating
- Determine where vending machines are located, what products are offered
- Talk to vendors to see what healthy options are available and review the current contract. Identify provisions for healthy items

Step 3: Create an implementation plan with goals, strategies and timeline

- Determine healthy vending policy (reference the Washoe County Nutrition Guidelines)
- Create an outreach plan to communicate changes with employees

Step 4: Promote new policy to vendors and employees

- Champion vending machine changes through all employee communication channels
- Post signage regarding new policy at vending machines

Step 5: Evaluate and enforce the new vending changes

- Continue to assess vending machines
- Compare sales of healthy options before and after implementation, if possible
- Conduct annual review and survey staff for employee satisfaction

Appendix A: Healthy Concessions Swaps

Instead of this...	Try this healthier option!
Hot Dog (full-fat)	Low-fat beef, turkey, chicken or pork hot dog, whole-grain bun
Hamburger or Cheeseburger (full-fat)	Extra lean or lean beef, turkey or veggie burger, low- or reduced-fat cheese, veggies, whole-grain bun
Fried Chicken Sandwich	Grilled chicken, low- or reduced-fat cheese, veggies, whole-grain bun
Gyros	Whole-grain pita bread, veggies, low-fat sauces
Chicken Nuggets or Tenders	Grilled chicken strips
Cheese Steak or Chicken Cheese Steak	Extra lean or lean steak or chicken (grilled without oil), low- or reduced-fat cheese, veggies, whole-grain bun
Personal Pizza	Whole-grain crust, low- or reduced-fat cheese, veggies
Kids Meals	Extra lean, lean or low-fat meat, low-fat or reduced-fat cheese, whole-grain bun
Hamburger or Cheeseburger	Grilled chicken strips with low-fat/sugar dipping sauce
Hot Dog	Offer fruit, vegetables, low- or reduced-fat string cheese, baked chips or pretzels as a side
Chicken Nuggets or Tenders	
Nachos	Baked tortilla chips with salsa instead of cheese
Soft Pretzel	Whole-grain soft pretzel
French fries	Fruit (fresh whole fruit, individually packaged fruit slices or fruit cups in 100% juice) Low- or reduced-fat string cheese Baked chips or pretzels Baked potato Salad
Salad (high calorie with full-fat cheese and dressing)	Fat-free or low-fat dressings Low-fat, reduced-fat, or part skim cheese Dark greens, Multiple vegetables other than greens
Soda	Bottled water 100% juices in small portions Fat-free (skim) or 1% (low-fat) milk, plain or flavored Unsweetened tea, iced tea or coffee Drinks with fewer than 10 calories per 8 oz.
Milk shakes or high sugar/fat smoothies	Smoothies with fresh or frozen fruit, fat-free or 1% low-fat yogurt/milk or 100% juice and no added sugar
Cookies	Animal crackers, graham crackers, whole-grain and low-fat fig bars
Cakes, brownies or pies	Low-fat options served in 2" slices
Ice cream, water ice or popsicles	Sorbet Frozen 100% fruit juice bars Fat-free, low-fat or light frozen yogurt or ice cream
Chips	Baked chips, pretzels, whole-grain low-fat crackers
Popcorn with butter	Air-popped or low-fat popcorn with no added butter
Doughnuts, croissants, danishes, muffins & bagels	Small or mini whole-grain bagels Small or mini whole-grain, low-fat muffins
Sweetened cereals	Unsweetened whole-grain cereals
Waffles or French toast made from white bread with syrup	Whole-grain waffles or French toast with unsweetened applesauce, fruit slices or berries
Egg sandwiches with meat and cheese	Eggs cooked with no added fat, low- or reduced-fat cheese, extra-lean or lean meat or veggie substitute, whole-grain English muffin or small whole grain bagel

Appendix B: Sample Items

Please note that this is not an exhaustive list, but it offers a sense of what types of products could be included in machines or concessions. Choose items from the GO section.

	GO Almost Anytime	SLOW Sometimes	WHOA! Once-in-a-while
Snacks— Non-Refrigerated	<ul style="list-style-type: none"> ▪ Popcorn (fat-free or low-fat) ▪ Whole grain cereal (hot or cold) with at least 5g fiber and no greater than 6g sugar per serving ▪ Whole grain cereal bar ▪ Whole grain crackers ▪ Rice cakes ▪ Soy crisps ▪ Fruit cup in fruit juice ▪ Jerky (low sodium) ▪ Nuts and seeds (plain or with spices) 	<ul style="list-style-type: none"> ▪ Whole grain cereals (hot or cold) with at least 3g fiber and no more than 6g sugar per serving ▪ Baked chips ▪ Animal crackers ▪ Graham crackers ▪ Pretzels ▪ Nuts (light sugar covering or honey-roasted) ▪ Peanut butter and crackers ▪ Ready-to-eat cereal (low fat, whole grain) ▪ 100 Calorie Snack Packs ▪ Fruit cup in light syrup ▪ Whole-grain, low-fat muffins ▪ Low-fat granola bar ▪ Whole-grain, low-fat fig bars ▪ Trail mix (plain) ▪ Dried fruit ▪ Jerky 	<ul style="list-style-type: none"> ▪ Candy ▪ Cookies, cakes, and pies ▪ Doughnuts ▪ Pastries ▪ Muffins ▪ Pop tarts ▪ Buttered popcorn ▪ Chips ▪ Snack mixes ▪ Cheese-flavored crackers ▪ Fruit cup in heavy syrup
Snacks— Refrigerated	<ul style="list-style-type: none"> ▪ Fruits and vegetables without added fat, sugar or salt ▪ Fat-free or low-fat yogurt, plain ▪ Fat-free or low-fat cheese or cottage cheese ▪ Hard-boiled eggs 	<ul style="list-style-type: none"> ▪ Fruits or vegetables with added fat, sugar or salt ▪ Fat-free or low-fat flavored yogurt with no more than 30g of total sugar per 8oz serving ▪ Low-fat or reduced fat pudding ▪ Reduced-fat cheese or cottage cheese 	<ul style="list-style-type: none"> ▪ Vegetables fried in oil ▪ Pudding ▪ Yogurt made from whole milk ▪ Frozen desserts
Beverages— Refrigerated	<ul style="list-style-type: none"> ▪ Water without flavoring or additives ▪ Fat-free or 1% (low-fat) milk, plain 	<ul style="list-style-type: none"> ▪ Reduced-fat (2%) milk, plain ▪ Fat-free or 1% flavored milk with up to 150 calories per 8oz serving ▪ 100% fruit juice ▪ 100% vegetable juice ▪ No- or low-calorie beverages with up to 10 calories per 8oz serving ▪ Smoothies (made with low-fat yogurt or other low-fat dairy alternatives and/or fruit/juice) 	<ul style="list-style-type: none"> ▪ Reduced-fat (2%) milk, flavored ▪ Whole milk, plain ▪ Whole milk, flavored ▪ Regular soda ▪ Sweetened teas, lemonade, and fruit drinks with less than 100% fruit juice ▪ Sports drinks, energy drinks, etc. with more than 10 calories per 8oz serving

Appendix C: Sample Employee Survey

Date: _____

This survey should take no more than 10 minutes and is meant to help us gain a better understanding of your preferences for food options in the workplace.

Please check the best answer:

1. How many times per week do you buy food and/or beverages from vending machines/cafeterias/concession stands?

- Less than 1 time/week 1-2 times/week
 3-4 times/week 5-6 times/week

2. When making a choice at a vending machine/cafeteria/concession stand, how important is:
(Mark one box for each item)

	Not Important	Somewhat Important	Very Important
Trying a new product			
Taste			
Price			
Calorie count			
Amount of fat			
Amount of carbs			

3. Are you able to distinguish healthier food and beverage options at your worksite?

- Yes No

4. If healthier food options were made available to you, would you purchase them?

- Yes No

5. Comments:

Appendix D: Sample Taste Test

*Ask your vendor about sampling items

Thanks for helping us taste and choose healthy snacks that may be added to our vending machines/cafeteria/concession stand. Your feedback is important to us!

Please circle your answers for each snack below:

Snack or Beverage	How does it taste?			Comments/Questions
Item 1	 Great!	 OK	 Pass	
Item 2	 Great!	 OK	 Pass	
Item 3	 Great!	 OK	 Pass	
Item 4	 Great!	 OK	 Pass	
Item 5	 Great!	 OK	 Pass	

Appendix E: Healthy Vending Vendors

Washoe County Vendors

- [ABC Vending](#)
- [Accent Food Services](#)
- [Alpen Glow](#)
- [C & S Vending](#)
- [Ladd Vending Services](#)
- [Reno Vending Machines](#)
- [Rounds Bakery](#)
- [Tahoe Vending](#)

Healthy Vending Vendors

- [H.U.M.A.N. Healthy Vending](#)
- [Healthy You Vending](#)
- [Insta Healthy](#)
- [Naturals2go](#)
- [Vend Natural](#)
- [Healthier4U Vending](#)

Appendix F: Promotional Materials

Place clings and stickers on your vending machine, cafeteria or concession stand to help educate and promote healthier options. Items that are healthier should be labeled with the GO sticker. To obtain promotional materials, please contact: Rayona LaVoie, rlavoie@washoecounty.us, 775-328-2404.

Cling



Sticker





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