

UNIVERSITY OF IOWA

Healthy Guidelines: Food and Vending Services

Recommendations developed by the
Healthy Campus Nutrition Advisory Group

April 27, 2010

Overview

A review of campus nutrition practices in the areas of food and vending service was conducted by Health Iowa and UI Wellness staff members at the request of the Integrated Health Management (IHM) Advisory Group. A report was provided to the IHM Advisory Group with the group supporting the recommendation to convene key stakeholders from across campus and form a Healthy Campus Nutrition Advisory Group. Vice President's Tom Rocklin and Susan Buckley sponsored the group to work on developing healthy nutrition goals and guidelines for the campus. The Healthy Campus Nutrition Advisory Group met over the course of the 2009 – 2010 academic year and developed the goals and recommendations found within this report.

Charge

The Healthy Campus Nutrition Advisory Group was charged with the development of healthy nutrition goals for campus and the identification of best practices in support of these goals relative to food service and vending service on the UI campus. The full charge and committee membership are provided in the Appendix of this report.

Goals

The Healthy Campus Nutrition Advisory Group outlined the following goals related to healthy campus nutrition.

- Provide a supportive environment for students, faculty and staff relative to the availability of healthy food items on campus.
- Create greater awareness of healthy nutrition across campus.
- Base healthy food and vending service recommendations on best practice and evidence based guideline relative to healthy nutrition.
- Offer recommendations that are cost neutral to the organization and associated departments.

Recommendations

The following recommendations were a result of discussion by the group of current practice, best practice and evidence-based guidelines in the area of healthy nutrition. Additional consideration was given to the cost of implementation of these recommendations within the food service areas on campus, and the availability of viable products to meet the guidelines. For Food Service, a three-year plan is proposed for meeting the Healthy Food Guidelines due to the degree of change that would need to occur given current practice. For Vending Service, a one-year plan is proposed given less change would need to occur based on current practice.

The Advisory Group included communication and education as part of the recommendations. It is the belief of the group that while the development and implementation of the guidelines is an important endeavor, behavior change and health improvement will come from effective communication and education about the guidelines and healthy nutrition in general.

Recommendation One: Food Service

Healthy Food Guidelines

Year One	Year Two	Year Three
For 30% of food products offered – limit fat to 30% or less of total calories	For 40% of food products offered – limit fat to 30% or less of total calories	For 50% of food products offered – limit fat to 30% or less of total calories
For 50% of food products offered – Trans Fat = 0 (per label in single servings)	No change from Year One	No change from Year One
For 50% of food products offered – added sugars less than or equal to 25% of total calories	For 50% of food products offered – added sugars less than or equal to 25% of total calories	For 50% of food products offered – added sugars less than or equal to 25% of total calories
For 30% of food products offered – sodium less than or equal to 480 mg/serving (600 for entrees, sandwiches, main dish)	For 35% of food products offered – sodium less than or equal to 480 mg/serving (600 for entrees, sandwiches, main dish)	For 40% of food products offered – sodium less than or equal to 480 mg/serving (600 for entrees, sandwiches, main dish)
Within each category of breads, entrées, deli, cereal and starch at least two products will use whole grain a major source.	One additional category* to be added to Year One recommendation.	One additional category* to be added to Year Two recommendation.
For 50% of the products offered, whole fruit and fruit juice is used vs. artificially sweetened juices or syrups.	For 50% of the products offered, whole fruit and fruit juice is used vs. artificially sweetened juices or syrups.	For 50% of the products offered, whole fruit and fruit juice is used vs. artificially sweetened juices or syrups.

***The above recommendation is based on percentages in identified food categories. Food categories include: Breads, Breakfast Entrees, Breakfast breads/Pastry, BYO Deli, Cereals, Desserts, Entrée, Entrée Salad, Entrée Hot Sandwich, Entrée Cold Sandwich, Fruit, Soups, Starches, Vegetables**

Recommendation Two: Vending Service

The University of Iowa currently uses Aramark as its vending services contractor. Aramark has a healthy snack item program -“Just 4U” - that is available to all clients (see Appendix for Just4U description). This program was reviewed by the Advisory Group and determined to be in alignment with the overall health goals for the campus related to nutrition. While University of Iowa Hospitals and Clinics (UIHC) does not use Aramark – vending service is run internally – the Aramark criteria is supported by UIHC and can be incorporated into their existing vending structure.

Healthy Vending Criteria

Based on the “Just 4U” program, items must meet at least one out of four of the following criteria to be considered a healthy food item.

- 5 grams of fat and less than 30% of calories from fat per serving

- 100 or fewer calories per serving
- 15 carbs or less per serving
- 100% juice

Additional Criteria

- 20% of items offered within a vending machine meet the healthy criteria.
- Vending machine includes a “healthy row or column” where healthy items are grouped together.

Recommendation Three: Communication and Education

- Develop a “healthy nutrition” graphic and tagline to be used in promotion of healthy food options on campus.
- Develop marketing and communication materials as appropriate (examples include brochure, display).
- Develop and implement a communication plan regarding the healthy nutrition guidelines.
- Develop and provide educational presentations for students, faculty, and staff regarding healthy nutrition and associated campus guidelines

Recommendation Four: Evaluation

Measures of success related to implementation and impact of the Healthy Nutrition Guidelines are defined as follows, and provide a method for evaluating progress over time.

- Meeting criteria each year as outlined in the Healthy Food and Vending Criteria
- Improved awareness on campus regarding healthy food and vending options
- Review of sales data with a demonstrated change in purchase patterns trended over time

A survey may be used to determine baseline knowledge and awareness of healthy food choices followed by a repeat survey one-year after full implementation of the guidelines.

Work Groups for Implementation

If the recommendations are accepted, the establishment of work group(s) to oversee the implementation of the guidelines will be needed. The Advisory Group recommends establishing two work groups – 1) Communication and Education, and 2) Evaluation. The Advisory Group would draft the charge for each work group and recommend individuals to participate as members. It is anticipated that these groups would begin work by Fall 2010.

Appendix One

Healthy Campus Nutrition Advisory Group

Background:

A review of campus nutrition practices in the areas of food and vending service was conducted by Health Iowa and UI Wellness staff members at the request of the Integrated Health Management Advisory Group. A report was provided to the IHM Advisory Group with the group supporting the recommendation to convene key stakeholders from across campus and form a Healthy Campus Nutrition Advisory Group.

Charge:

The Healthy Campus Nutrition Advisory Group is charged with the development of healthy nutrition goals for campus and the identification of best practices in support of these goals relative to food service and vending service on the UI campus.

Sponsors:

Tom Rocklin, Vice President for Student Services
Susan Buckley, Vice President for Human Resources

Relationship:

This advisory group on nutrition will report to the campus Integrated Health Management Advisory Group.

Membership:

Membership will be comprised of representatives from the following campus entities:

Student Health Services/Health Iowa (Co-chair) – Tanya Villhauer
UI Wellness/Human Resources (Co-chair) – Joni Troester
UI Wellness/Human Resources – Megan Moeller
UIHC Food and Nutrition Services – Joan Dolezal, Laurie Kroymann
IMU Food Service – Richard Geer
University Housing Food Service – Greg Black
Purchasing – Debby Zumbach, Jim Jetter
Staff Representative – Ann Synan, College of Dentistry
Faculty Representative – Jane Pendergast, College of Public Health

Expected Outcomes

- Develop goals for healthy nutrition related to food and vending services on campus, and a plan to evaluate progress toward these goals.
- Develop campus guidelines for food and vending services with respect to healthy nutrition.
- Identify strategies for influencing food and vending services provided through contracted vendors.
- Formulate recommendations for environmental support of healthy nutrition practices on campus.

Meetings

This group will be time limited. Formation of the group will occur Summer 2009 with the first meeting in August 2009. Meetings will occur monthly during Fall 2009 semester, and bi-monthly for the Spring 2010 semester. Working sub-groups may be formed to focus on specific aspects of the charge and meet more frequently if needed. A progress report will be provided at the Fall 2009 and Spring 2010 IHM Advisory Group meetings.

Resources

This group will share resources among members as needed to accomplish goals. If strategies requiring additional funding are suggested, it will be the responsibility of the sponsors to explore funding options.

Deliverables:

A final report to the Integrated Health Management Group is due May, 2010.