



PRACTICE
Greenhealth®



health care
Culinary Contest

Reimagining Hospital Food



Reimagining Hospital Food: Inside the Health Care Culinary Contest

September 26, 2017

Welcome



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Agenda

- Reimagining Hospital Food - *Recipe Contest Overview*
- Contest Support - *Regional Opportunities and National Webinars*
- Culinary Inspiration- UW Health and UH Health System
 - Plant Forward
 - Sustainable and Local Sourcing
 - Promoting Healthy Choices
- Q&A

MENUS of CHANGE

The Business of Healthy, Sustainable, Delicious Food Choices



“In the United States, food expenditures have increased 20-fold in the past half-century, while healthcare costs have increased 118-fold. While many factors are responsible for rising healthcare costs, three fourths of all chronic diseases can be tied to diet and lifestyle choices.

Similarly, our dietary choices are a substantial contributor to some of our most important environmental challenges, from climate change and water scarcity to maintaining our soil resources. Along with chefs, medical professionals are some of the most trusted and influential voices on what we should eat.

We are inspired to be working with Health Care Without Harm to change what we eat and to work together to help shape a healthier, more sustainable future of food.”

– Arlin Wasserman, Chair, Menus of Change Sustainable Business Leadership Council & Partner, Changing Tastes

Food Day 2016

WE'RE DOING OUR PART FOR

FOOD DAY 2016

BY SERVING

*DELICIOUS, HEALTHY, FOOD PRODUCED WITH CARE
FOR THE ENVIRONMENT, AND THE PEOPLE WHO GROW, HARVEST AND EAT IT.*

Health Care Without Harm

PRACTICE Greenhealth



Recipe Contest Overview

- Contest opens **October 2, 2017**
- Submissions deadline is **November 30, 2017**
- Detailed email communication
- Full details will also be available on the contest site:
<http://noharm.org/healthcareculinarycontest>
- Six finalists will receive dinner for two at a local farm to table restaurant
- One Grand Prize winner will receive:
 - A trip to CleanMed 2018, the premier national environmental conference for leaders in health care sustainability, May 7-9 in San Diego, Calif. including flight, accommodations, and meals.
 - The winning meal will be featured, and the chef will be honored at CleanMed.
 - Acknowledgment at the 2018 Menus of Change Summit hosted by the Culinary Institute of America.



Submission Details

THREE STEPS TO PARTICIPATE

1. CREATE A QUALIFYING RECIPE. Don't forget a Clinician Sponsor!
2. FEATURE YOUR RECIPE - Social media opportunities to share pictures and details of your recipe. #hospital food
 - a. CELEBRATE FOOD DAY. Serve your recipe before or on October 24th and celebrate by joining the conversation on social media.
 - b. PARTICIPATE IN ANTIBIOTIC AWARENESS WEEK. Serve a recipe featuring one of the target products or strategies during Antibiotics Awareness week and celebrate by joining the conversation on social media.
 - November 13th - Antibiotic Awareness Week Day 1 - Beef recipe
 - November 14th - Antibiotic Awareness Week Day 1 - Turkey recipe
 - November 15th - Antibiotic Awareness Week Day 1 - Plant-based recipe
 - November 16th - Antibiotic Awareness Week Day 1 - Wild Seafood recipe
 - November 17th - Antibiotic Awareness Week Day 1 - Pork recipe
3. SUBMIT COMPLETE RECIPE AND ADDITIONAL DETAILS BY NOV 30.

Qualifying Recipes

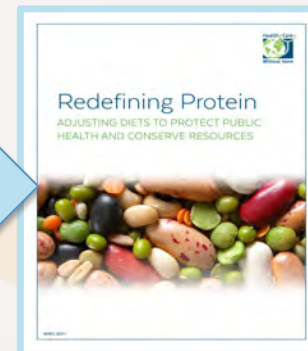
Less Meat - plant based (*vegetarian or vegan*) OR use a less meat strategy such as blended meat or meat as a condiment (*1.5 oz or less per meal*).

- If you choose to include **meat**, it must be “Better Meat”.
 - Raised without the routine use of nontherapeutic antibiotics.
 - Carry an accepted Health Care without Harm label claim or certification.
- If you choose to include **seafood**, it must be a wild sourced variety.

Entry must also include a photo, sourcing details and a completed post contest survey to qualify.

Why Less Meat?

Dietary patterns rich in a diversity of unprocessed plant-based foods, with moderate to little meat intake (including Mediterranean-style, pescatarian, vegetarian, and vegan diets) reduce the risk for many diet related chronic diseases and adverse health outcomes



Recipe Details

- Ingredients
- Measurements
- Detailed step-by-step procedures for:
 - Preparation
 - Cooking
 - Serving
 - Equipment and specific serving utensil(s).
- Serving/Scale
 - Portion sizes(s) for single serving.
 - Total recipe yield (measured or weighed)
 - Pans size, number of pans (if more than one), weight or measure in a pan
- Nutrition portfolio
- If recipe contains Better Meat provide details (sourcing story)
 - HCWH accepted claims/certifications

[Understanding Labels: Meat and Poultry](#)



Don't forget the sourcing story!!!
Points awarded for sustainable and local sourcing of plant based ingredients, dairy and eggs, seafood and meat.

Bonus!

Identify a Clinician Sponsor

- This is a physician, pharmacist, nurse, or other allied health professional who agrees to participate in the event by assisting with promotion and education.



Disqualifications

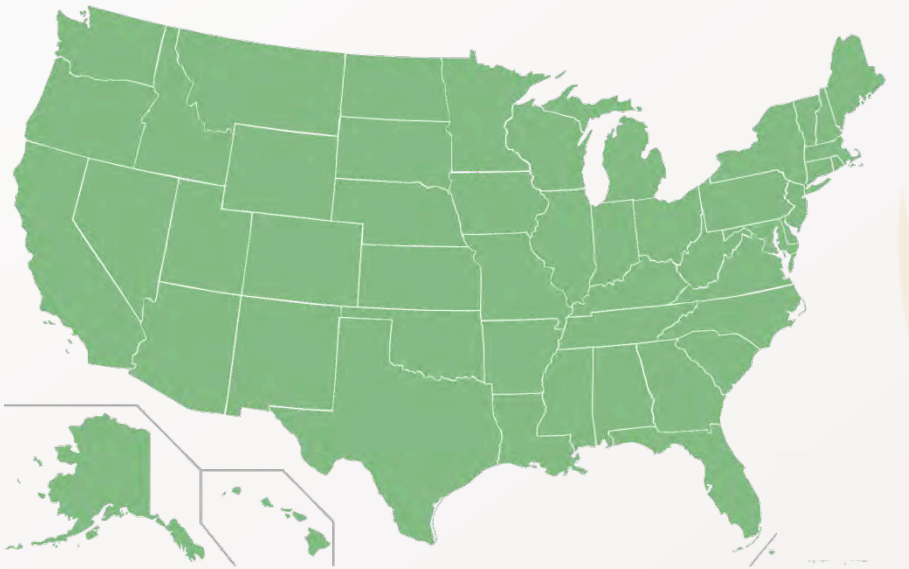
- Use of processed meat
 - Consistent with recent American Medical Association Policy:
<https://policysearch.ama-assn.org/policyfinder/detail/H-150.949?uri=%2FAMADoc%2FHOD.xml-0-627.xmlAs>
 - Processed meat defined by WHO:
www.who.int/features/qa/cancer-red-meat/en/
- Use of processed plant protein “meat analogs” that is not a whole protein (eg. fake bacon or meat crumbles)
- Submission of incomplete recipe
- More than one recipe per facility



Recipe Contest

Supporting Resources

Regional sourcing opportunities
Upcoming national webinars





New England



Nourished by New England

- 4 local items highlighted for purchasing each season.
- Health care participants receive marketing materials to promote their efforts.
- Food producers highlighted on website through video profiles and virtual tradeshow.
- Recipes made with local items can be entered into recipe contest.

To participate contact John Stoddard

jstoddard@hchw.org

Learn more: <https://noharm-uscanada.org/NourishedByNewEngland>



Mid-Atlantic (PA, MD, DC, VA, DE, and NJ)



The **Common Market**, a Mid-Atlantic food hub is offering Health Care Culinary Contest participants in PA, MD, DC, VA, DE, and NJ with an ideal ingredient, turkey raised locally without the routine use of antibiotics.

The turkey products are from **Koch's Turkey Farm** located in eastern PA and all of the products offered meet Health Care Without Harm and Practice Greenhealth's **criteria for "better meat."** Whole turkeys are available as well as a number of different cuts.

If you would like to take advantage of this opportunity:

- Submit your recipe between **Oct. 2** and **Nov. 30**
- Mention the Common Market and your locally raised-turkey along with the sourcing story submitted with your recipe.
- On **Nov. 14** we will highlight turkey as part of **Antibiotic Awareness Week**, so you may wish to feature your meal on that day.

To participate contact Kristen Markley before October 30, 2017

kmarkley@hcwh.org





California

ProCureWorks.
a new recipe for human and environmental health

Bay Area:

- ProCureWorks - A cross-sector collaborative purchasing project involving school districts and hospitals across CA.
- Carried at US Foods Livermore:
 - Chicken- Local, No antibiotics ever
 - Beef- Sustainable, Grass-fed

San Diego or Los Angeles:

- Sourcing local seafood
 - Purchase direct- Catalina Offshore & Santa Monica Seafood

For details contact Courtney Crenshaw

ccrenshaw@hcwh.org

Clinicians, Register Today

Clinical meets culinary: Your health professional sponsor



Oct. 10 | 3:00 p.m. EST

Learn how the recipe contest connects clinicians to food service to serve healthy meals and address antibiotic resistance. Hosted by the Clinician Champions in Comprehensive Antibiotic Stewardship (CCCAS) collaborative.

RSVP at:

<https://recipecontestcliniciansponsor.eventbrite.com/>



Register Today

The Better Bird: Egg-cellent Sourcing Criteria and Practices



Oct. 11 | 4:00 p.m. EST

This webinar, featuring speakers from a variety of health care facilities, explores criteria and pathways for purchasing poultry and eggs raised without antibiotics.

RSVP at <http://bit.ly/betterbirdwebinar2017>



Guest Speakers

UW Health – University of Wisconsin Health

- Ellen Ritter - Executive Chef, Culinary and Clinical Nutritional Services
- Lisa Boté - Sous Chef, Culinary and Clinical Nutritional Services

UH Health System- University Hospitals

- Anthony P. Verona CEC, CCA - Culinary Director Sodexo Health Care



UW Health Culinary and
Clinical Nutrition Services

Catalyst for this Movement

- UW Health Administrative Policy 3.00 - Nutrition and Sustainability Policy approved and implemented January 2016.

Our Mission

- We are committed to partnering with local/sustainable farmers and producers to bring seasonal produce, artisan products, and proteins to UW Health.

Sustainability at UW health is:

- The impact of production, distribution, and overall supply chain on consumers' and the environment's overall health.
- Our policy goal was to have a minimum of 20% of our food system be environmentally, economically, and socially responsible. As of 2017, we are on track to exceed 30%.
- Long term to have the majority of purchases meet the sustainability criteria and have 100% of proteins be antibiotic free.

Plant Forward & Changing Behavior

Salad Bar - Quality & Pricing Strategy

- From 12,000 per month to 23,000!

Organic Soy

- Avoiding GMO's and supporting responsible practices.

Jackfruit!

- The next big thing in plant forward-sustainable, responsible, versatile.

Better Meat

- RWA/No Antibiotics Ever Program.
- Locally sourced, pasture foraged beef & pork from 60-70 WI family farms.
- Humane handling and processing practices for all categories.
- Goal of 100% RWA by the end of 2017 (even chorizo!).

Marketing & Education

- Demo the products and offer free samples! Who doesn't love free food?!
- Encouraging behavioral changes through pricing strategies and subliminal messaging.

THE GRILL

Open
11 am-close

Our meat and poultry are raised without antibiotics by farmers committed to sustainable and humane practices

BUILD YOUR BURGER

Vegetarian Patty.....	\$3.25	Organic Chicken Breast.....	\$4.25
Wild Alaskan Salmon.....	\$3.35	Wisconsin Grass-Fed	
High Plains Bison.....	\$4.25	Beef Patty.....	\$5

CHOOSE YOUR WISCONSIN CHEESE \$50

Cheddar Baby Swiss Pepper Jack

CHOOSE YOUR BUN OR WRAP

Multigrain Classic White Whole-wheat Ciabatta Lettuce Wrap

CHOOSE YOUR SANDWICH

Classic Grilled Cheese.....	\$2.50
Grilled Ham and Cheese.....	\$3
Albacore Tuna Melt.....	\$4
Fresh Mozzarella, Tomato, Basil.....	\$4

CHOOSE YOUR BREAD

Whole-wheat Texas Toast Ciabatta

QUESADILLAS

	sm	lg
Cheese.....	\$2.50	\$4
Fajita Vegetables.....	\$2.50	\$4
Chicken.....	\$3	\$4.50
Steak.....	\$3	\$4.50
Chicken and Steak.....	\$3.50	\$5

CHOOSE YOUR TORTILLA

Flour.....	small, large
Corn.....	small

Because we care for patients with complex medical concerns, we cannot serve raw or undercooked meat, seafood or eggs.

Incorporate the initiatives and partnerships into a branded concept for the organization. Be consistent in marketing tools, verbiage and presentation.

UWHealth

From Farm to Table and Beyond We Are Health

We are committed to partnering with local farmers and producers to bring local and seasonal produce and artisan products to UW Health.

<p>20 PERCENT GOAL for environmental, economic and socially responsible food practices</p>  <p>34 filtered water bottle refilling stations</p>  <p>REPLACED STYROFOAM with biodegradable and recyclable containers and flatware</p>	<p>Clean environment</p>  <p>COMPOST coffee grounds for natural fertilizer and landscaping at UW Health sites</p>  <p>Bottles made from RECYCLED MATERIALS</p>	<p>Reusable beverage container INCENTIVES</p>  <p>Encourage RESPONSIBLE waste reduction and management</p>
<p>HEALTH-MINDED adult and pediatric room service menus</p> <p>Example is FARM TO TABLE concept</p>  <p>HOUSE-MADE salad dressings and vinaigrettes</p>	<p>Healthy food environment</p> <p>MY SMART CHOICE menu, beverage and vending options</p>  <p>Increased volume of "FROM-SCRATCH" cooking and baking practices</p> <p>REDUCED saturated and trans fat</p>  <p>Herbs, spices and seasonings used to REDUCE SODIUM</p>	<p>Focus on whole, minimally processed foods using exceptional ingredients</p>  <p>LABELING SYSTEM identifies ingredient, nutrition and allergen information</p> <p>High-temp, radiant heat OVENS replace deep fryers</p> 
<p>LOCAL FARMERS AND PRODUCERS COMMITTED TO SUSTAINABLE AND HUMANE PRACTICES: coffee, produce, cheese, cage-free eggs, and antibiotic-free, grass-fed beef, pork and poultry</p> 	<p>Partnerships</p> <p>375 weekly community-supported agriculture (CSA) shares</p> 	<p>Seasonal FARMERS MARKETS</p>  <p>REAP Food Group</p> <p>SECOND HARVEST FOODBANK of Southern Wisconsin</p>
<p>COST NEUTRAL pricing initiative</p> 	<p>Financial Sustainability</p> <p>PRICING STRATEGIES to promote healthy choices</p> 	<p>Menu engineering for COST EFFECTIVENESS</p> <p>THE GRILL</p> 

We are proud to support and contribute to a greater UW Health and community. For more information, please contact us at WeAreHealthUWHealth.org.

Local Sourcing at UW Health



HARVEST OF THE MONTH

Featuring sustainable and seasonal eating

January



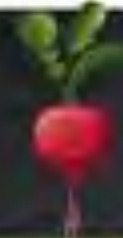
Cabbage

February



Winter Squash

March



Root Vegetables

April



Leafy Greens

May



Asparagus

June



Rhubarb

July



Berries

August



Zucchini

September



Herby Greens

October



Apples

November



Cranberries

December



Sweet Potatoes

HARVEST
OF THE
MONTH

UWHealth

Follow UW Health Culinary
Services on Social Media!

@UWHealthEats





University Hospitals

Cleveland | Ohio

Service Excellence

University Hospital and Sodexo Overview

- 14 hospital health system in Northeast Ohio
- Sodexo and UH have been partners since 1998
- Sodexo manages 4 service lines
 - Food and Nutrition
 - Environmental Services
 - Facilities Management
 - Construction
- 639 Sodexo managed client employees
- 152 Sodexo managers
- 1,301,372 patient trays served annually
- 13m in retail and catering sales annually
- Cafeteria, catering and patient menus feature healthy items utilizing Sodexo's award winning Mindful program
 - Over 50% of menu is health and wellness based
 - Over 40% of guests purchase healthy items
 - No fryers, energy drinks or sugar based beverages
 - Antibiotic free/no added hormone chicken products, hamburgers, ground beef, ground turkey, etc.
 - Local produce always used when in season
 - Recycling and composting program in place to divert food waste

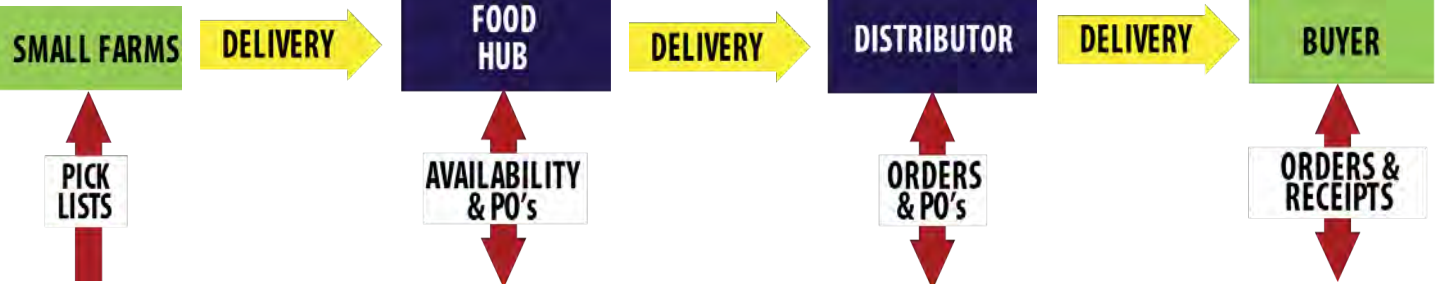
Service Excellence

Less Meat- use of protein alternatives and plant forward techniques

- Plant forward recipes
 - Implemented System wide vegan menu
 - Researched vegan menu diets
 - Used Sodexo recipe resources and vegan implementation guides
 - Sodexo recipe data base (FMS)
 - Campus menus
- We have designed a menu that will drive customer satisfaction at a lower overall cost vs. purchasing vegan pre prepared menu items.
- We have designed a menu structure that offers greater variety for our vegan customers.
- We have designed the soup, composed salads and side dishes with purchasing and cross utilization of products in mind.
- We have designed a menu for our changing consumer base.
- We have incorporated soups, composed salads, and side dishes to enhance the overall customer experience and satisfaction.
- We have designed a menu that offers vegan menu options on daily basis
- Menu examples:
 - Grilled Sweet Potato Salad
 - Mixed Grain And Chick Pea Salad
 - Southwest Three Bean Barley Soup
 - Chana Masala
 - Broccoli w/ Roasted Walnuts
 - Charred Corn w/ Chili & Garlic

Service Excellence

AZOTI



- We change menu items weekly for items that are not on the demand plan report.

AZOTI

Demand Planning

Off-Season
Forecast with
the Farmers

Dual Sourced Ordering

Harvest Time
Transparency &
Waste
Reduction

Optimization Services

Order
Monitoring &
Issue
Escalation

Service Excellence

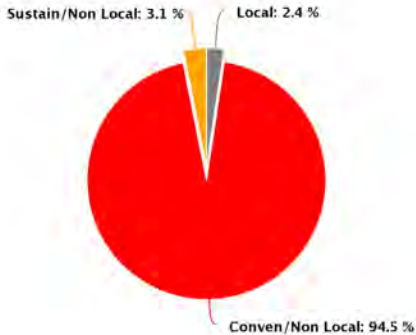
Marketing

- Menu sampling with Sr. leadership
- Vendor sampling in cafes
- Food demos
 - Food Day
 - Antibiotic Free Week
 - HCWH Recipe Contest
 - Farmer Markets
- Table tents
- Intranet
- Social Media
 - @sodexocheft
 - @Sodexo UH
- Internal marketing with system chefs
 - Conference calls
 - WebEx
 - Quarterly chef meetings
- Offer wellness items at a discounted rate

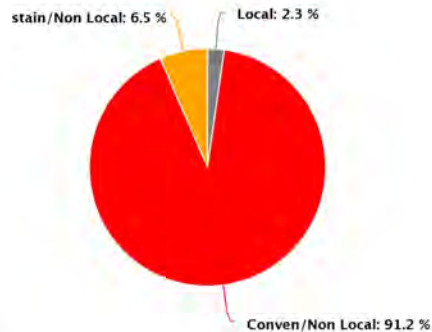


Food- Local/Sustainable Spend

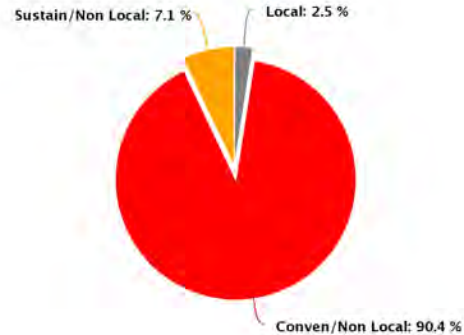
2014



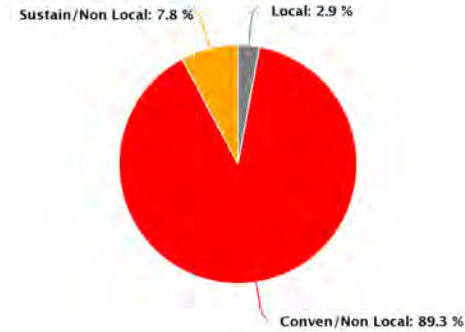
2015



2016



2017



Target: 9.5% Increase Local/Sustainable food spend year over year

Performance: 10.7%

Action: Procured Local Romaine, green beans, tomatoes, cucumber, greens, melons, etc.

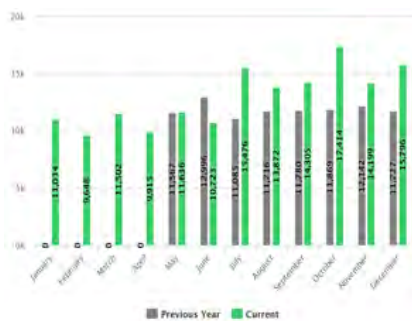
Action: Modified menus to include more local items. Granola, canned tomato products, sausage, fish, etc.

Action: Partnered with Azoti

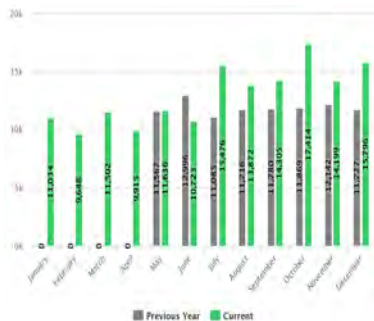
Service Excellence

Food- Beef Reduction

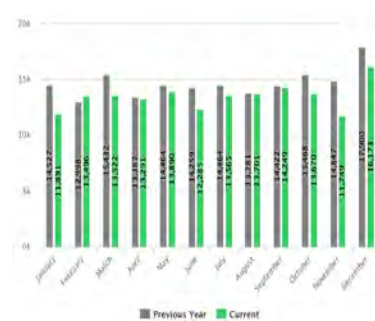
2014



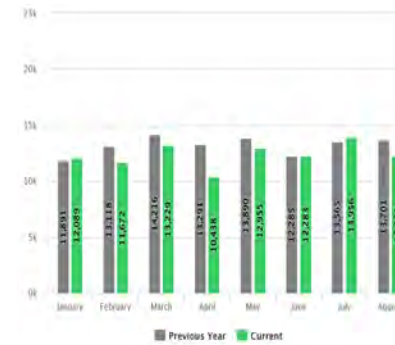
2015



2016



2017 to date



Current % Compared to Previous **63.91 %**
 Previous Pounds 94,882
 Current Pounds 155,200

Current % Compared to Previous **13.14 %**
 Previous Pounds 155,520
 Current Pounds 175,949

Current % Compared to Previous **-8.22 %**
 Previous Pounds 175,949
 Current Pounds 161,484

Current % Compared to Previous **-6.72 %**
 Previous Pounds 105,957
 Current Pounds 98,842

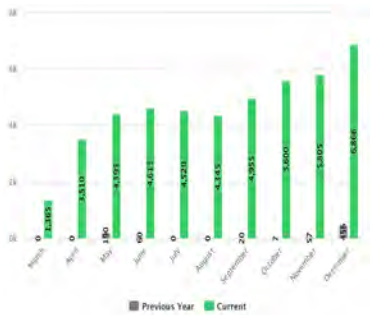
Target:
 Performance:
 Action:
 Action:

5% reduction in beef by pounds over year
 2017 projected= 10.39%
 Modified menu to reduce beef, added vegetable based proteins to menu
 Modified recipes to reduce beef, replaced menu items with Abf meats

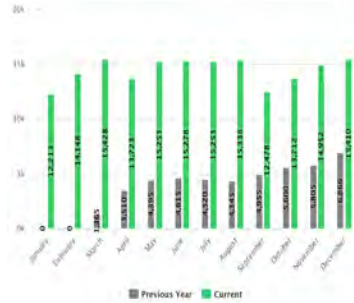
Service Excellence

Food- Antibiotic Free Meat Purchases

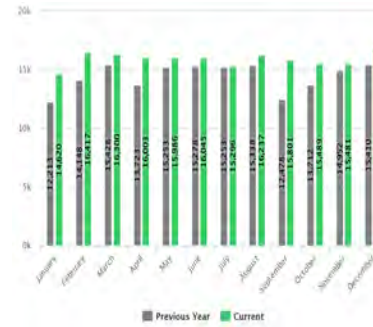
2014



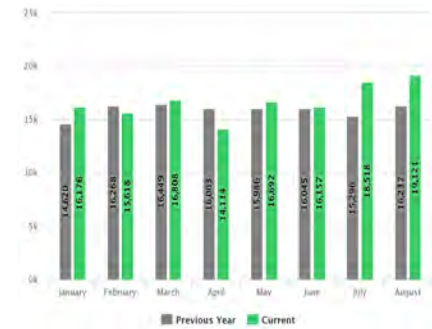
2015



2016



2017 to date



Current % Compared to Previous **5716.86 %**
 Previous Pounds 790
 Current Pounds 45,976

Current % Compared to Previous **276.68 %**
 Previous Pounds 45,976
 Current Pounds 173,184

Current % Compared to Previous **9.98 %**
 Previous Pounds 173,184
 Current Pounds 190,463

Current % Compared to Previous **4.96 %**
 Previous Pounds 126,905
 Current Pounds 133,204

Target:
 Performance:
 Action:
 Action:

5% increase year over year
 2017 projected= 7.12%
 Added and procured Abf chicken products, pot roast, ground beef, burgers, ground turkey, etc.
2014 =7.9% 2017=28.5% On total meat purchases

Food- Sustainability. Goals for 2017 and year to date accomplishments

Long Term Goals

- 20% local/sustainable by 2020;
- Continue to increase our abx free meat options; 100% by 2023

2017 Goals

- Review US foods top 40 COP and convert 3 items to ABF by end of 2017.
- Convert 3 food items to sustainable by end of 2017.
- Convert 3 food items to local by end of 2017.
- Feature 1 local vendor with emphasis on healthful, sustainable, and local products in the food service operation at as many medical centers as possible.

Accomplished 2017 Goals

- Review US foods top 40 COP and convert To ABF by end of 2017.
 1. Ground Turkey
 2. Pre grilled chicken breast
 3. All Tyson Red Label products
- Convert 3 food items to sustainable by end of 2017.
 1. Canned Tuna (MSC certified)
 2. Cod Loin (MSC certified)
 3. Barramundi (MSC certified)
- Convert 3 food items to local by end of 2017.
 1. Canned marinara and diced tomato (May 2017)
 2. Chorizo sausage 1920677 (March 2017)
 3. Granola (Sirna 5550) (April 2017)
- Feature 1 local vendor with emphasis on healthful, sustainable, and local products in the food service operation at as many medical centers as possible.
 1. Cedar Land-Featuring local, wellness product in multiple retail UH locations.
 2. East Coast Custard- Featuring local custard at UHCMC for cancer patient menu
 3. OH Chips

Q&A



health care Culinary Contest

Reimagining Hospital Food



Ellen Ritter- ERitter3@uwhealth.org

Lisa Bote- LBote@uwhealth.org

Anthony Verona- Anthony.Verona@uhhospitals.org