Implementing Healthy Beverage Policies in Hospitals

July 12, 2012

Webinar presented by Health Care Without Harm’s Healthy Food in Health Care Program and the Healthier Hospitals Initiative

Moderator: Stacia Clinton, RD, LDN New England Healthy Food Program Coordinator and national lead for Healthy Beverage Project within Health Care Without Harm

This webinar is being recorded for archiving. For more information on this webinar series and to view past events visit: www.healthyfoodinhealthcare.org or www.healthierhospitals.org

Health Care Without Harm

- HCWH has grown to over 500 organizations in 53 countries.

Together with our partners around the world, Health Care Without Harm shares a vision of a health care sector that does no harm, and instead promotes the health of people and the environment. To that end, we are working to implement ecologically sound and healthy alternatives to health care practices that pollute the environment and contribute to disease.

- Program Areas
  - Healthy Food Systems, Waste Management, Toxic Materials, Safer Chemicals, Green Building & Energy, Climate & Health, Green Purchasing, Pharmaceuticals
Healthy Food in Health Care Program

What Health Care Facilities Are Doing

- Close to 400 hospitals have signed the Healthy Food in Health Care Pledge
- Over 40 hospitals committed to reducing the amount of meat protein on menus
- Buying local, seasonal and organic foods
- Buying hormone and antibiotic free foods
- Growing food and/or hosting farmer’s markets on-site
- Preventing waste in food services
- Composting food waste
- Implementing healthy beverage programs

www.healthierhospitals.org
Strength in Numbers

- 480 founding hospitals
- Represent over 90,000 beds
- 700,000 employees
- $20 billion spent in purchasing materials & supplies
Challenges

- Engaged Leadership
- Healthier Food
- Leaner Energy
- Less Waste
- Safer Chemicals
- Smarter Purchasing

Healthy Food in Health Care Program

Healthy Beverage Project

- Broadening the Conversation
  - SSBs & Chronic Disease
  - Naturally Sweetened Beverages
  - Artificially Sweetened Beverages
  - Tap Water Promotion
  - Beverage Waste Reduction

- Facility Education and Clinician Advocacy

- Internal Policy Development
  www.healthyfoodinhealthcare.org
Healthy Food in Health Care Program

POLL

How many of you are currently engaged in efforts to implement a healthy beverage program in your facilities?

Hint: May include but not limited to – Sugar-sweetened beverage reduction, water promotion, bottled beverage waste reduction, healthy beverage education

Implementing Healthy Beverage Policies in Hospitals

Speaker Introduction

Ted Schettler MD, MPH is the Science Director of the Science and Environmental Health Network (www.sehn.org). He also serves as science director of the Collaborative on Health and Environment (www.healthandenvironment.org). He received his medical degree from Case Western Reserve University and a masters degree in public health from the Harvard University.

James Corbett, MDiv, JD is the System Vice President of Community Health & Ethics at Steward Health Care System (formerly Caritas Christi) in Massachusetts where he provides oversight to Mission, Ethics and Community Benefits. He received his B.A. in International Relations from Syracuse University, a Juris Doctor from Saint John’s Law School, and a Master of Divinity from Duke University.
A Healthy Beverage Program in Healthcare: 
A Health-Based Rationale

Ted Schettler MD, MPH
Science and Environmental Health Network

Outline

- Beverages as integral to a healthy diet
- Trends in beverage consumption
- Health implications
- Environmental implications
- Alternative beverages
- Role of health care professionals and institutions
Beverages

- Hydration
- Source of calories
- Source of macro- and micro-nutrients
- Social function(s); e.g. tea, coffee, alcoholic beverages, sodas and other sugar sweetened beverages, sports drinks

Sugar-sweetened beverages

- Sodas, sports drinks or electrolyte drinks, sweetened tea, fruit-flavored drinks and punches, sweetened milk, and other beverages that contain large amounts of added sugar.

- Between 1985 and 2005, the overall availability of SSBs in the United States increased by 8.5 gallons per capita per year; 40% of this increase was due to sports drinks and fruit-flavored drinks. (Sturm, Pub Health, 2008)

- Energy intake from beverages more than doubled between 1965 and 2001 (11.8% of 1993 kcal in 1965 versus 21.0% of 2185 kcal in 2002)
Sugar-sweetened beverage trends: children, adolescents

- Over the past three decades, U.S. children and adolescents have significantly increased their consumption of SSBs. (Wang, Pediatrics, 2008)
- The per-capita caloric contribution of SSBs to children’s and adolescents’ diets increased from 204 calories per day in 1988–1994 to 224 calories per day in 1999–2004.
- Adolescents now obtain 10 percent to 15 percent of their caloric intake from SSBs. Other foods add more calories from refined carbohydrates

Excessive consumption of refined dietary sugars

- Higher glucose, insulin levels (glycemic response)
- Higher triglyceride levels; particularly fructose, which is metabolized differently than glucose (Stanhope, JCEM, 2011)
- Obesity (somewhat inconsistent evidence)
- Other features of metabolic syndrome, incl. hypertension (emerging evidence)
- Higher total caloric consumption; less satiety; mediated via brain neurotransmitters; glucose and fructose elicit different brain responses in people (functional MRIs) (Purnell; Diabetes, Obes, Metab; 2011)
American Heart Association

- Over the past 30 years, total calorie intake has increased by an average of 150 to 300 calories per day; approximately 50% of this increase comes from liquid calories (primarily sugar-sweetened beverages).

RECOMMENDATION:
Most American women should eat or drink no more than 100 calories per day from added sugars, and most American men should eat or drink no more than 150 calories per day from added sugars (Circulation, 2009).

High fructose corn syrup

- 55% fructose; 45% glucose
- An average of 2.55 million acres of corn are grown each year to produce HFCS.
- Requires large amounts of nitrogen fertilizer, resulting in runoff and ground- and surface-water contamination (human health concerns)
- Current practices also use large amounts of the herbicide, atrazine—now a common groundwater contaminant; (human and wildlife health concerns)
High fructose corn syrup

- Herbicide or insect resistant genetically-modified corn has led to herbicide resistant weeds; Bt-tolerant insects are emerging (*Bt: an endotoxin from Bacillus thuringiensis* with insecticidal properties)
- All of this is supported by deregulation and Federal commodity crop and insurance subsidies, which have promoted over-production
- Disproportionate impact on people whose choices are driven primarily by economic considerations;
  - reallocation of subsidies could help remedy this

Alternative beverages—considerations

- Contents: Water base? Other? What is added and why?
- Caloric content; macro- and micro-nutrients
- Diet sodas: can increase preference for sugary food and drinks

**Bottled water**
- Often found to be tap water;
  - May contain contaminants similar to tap water
  - Less oversight
- Concerns about plastic packaging; leaching chemicals?
- Manufacturing, recycling, and waste disposal concerns

**Tap water**
- Ensures availability of healthy, safe, affordable beverage for all
- Cost savings
Alternative beverages—considerations

Public health approaches that have the biggest impact are those that create a healthy environment by changing the context in which we live, work, play, and socialize.

- Create a context where making healthy choices is the easy, default decision.
- Healthy beverages are essential; sugar-sweetened beverages are important to target and reduce as one aspect of creating a healthy food environment.

Roles, responsibilities, opportunities

- Health care professionals are generally trusted, highly regarded and have an important role to play in shaping the food/beverage environment.
- Health care institutions can and should lead in modeling behavior for patients, staff, visitors, communities, and other business sectors.
Lessons Learned
Successes and challenges in implementing a system-wide healthy beverage initiative

James Corbett, M.Div., J.D.
Vice President of Community Health & Ethics
Steward Health Care System LLC
July 12, 2012
Overview

- Strategic rationales for implementing a healthy beverage initiative
- Successes and Challenges of Implementation

Payment Reform

Global Payment contracts offer a great opportunity for strategic alignment of public health efforts

- Incentives paid out of savings achieved based on:
  - Performance against benchmark
  - Year over year improvement
Saint Anne’s Hospital asking employees to “rethink” their sugary drinks and make healthier choices

By Lynne Sullivan
Herald News Extra Editor
Posted Dec 18, 2011 @ 02:54 PM

This trio recommends good old water over any of the other drinks on hand, the sugar contents of which are graphically displayed in front of them at St. Anne’s Hospital’s cafeteria. From left are: Autumn Levesque, Registered Dietician; John McCall, director of Food and Nutrition; and Maria Woods, Clinical Nutrition Manager.

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Bargaining Ends
10 Great Convertibles for This Summer

Suggested Stories
Hundreds of thousands may not inherit by age 25
Fall River, MA: The Herald News

By Marc Murnoe

Saint Anne’s Hospital is aggressively trying to get employees to rethink their sugary drinks and make healthy choices, whether it be tellingardi patients to exercise or diabetics to monitor their diet. “If we’re working with people with these problems, and not following the ethos of our organization,” Oldrid said.

Oldrid pointed to statistics that say sugar-sweetened beverages are related to obesity: drinking two 20-ounce bottles of soda daily increases the risk of obesity by 31%.

By Lynne Sullivan
CSR: Corporate Social Responsibility

CSR is about how companies manage the business processes to produce an overall positive impact on society.
Firms of Endearment

Wholefoods
Costco
Honda
Harley-Davidson
Trader Joes
Southwest Airlines
Wegmans
Patagonia
Jet Blue
IKEA
New Balance

Firms of Endearment: How World-Class Companies Profit from Passion and Purpose
Rajendra Sisodia, David B. Wolfe, Jagdish N. Sheth
Healthy Food in Health Care Program

Pilot started at St. Elizabeth’s Medical Center and Carney Hospital in March and April 2011, respectively.

Promising results have been seen in both hospitals.
Color-Coded Beverage System

Using the Boston Public Health Commission’s Rethink Your Drink campaign as a guide, beverages were designated into three categories:

- “Red” beverages are generally high in sugar, sodium and/or fat content,
- “Yellow” beverages have moderate amounts of sugar and sodium, and
- “Green” beverages have no added sugars or artificial sweeteners.

Strategy: St. Elizabeth’s

- Replaced vending machines with clear glass faces to reduce unhealthy beverage advertising.
- Installed an additional free water machine in the main cafeteria.
- Removed SSBs from patient menus - impacting an average of 170 patients per month (or an estimated 1,870 people to date).
Implementation: St. Elizabeth’s

Efforts were coordinated through the work of a Healthy Beverage Committee with members from:
- Senior Leadership Team
- Food & Nutrition Services
- Human Resources
- Employee Health
- Facilities
- Marketing and Communications
- Director of Mission and Community Partnerships
- Representative from the hospital labor union

Education: St. Elizabeth’s

SSB Committee implemented a multi-faceted education campaign which included information in:
- weekly emails,
- monthly employee newsletter
- digital signage
- Presentations at staff meetings, frontline leadership meetings, operations meetings, and within individual department meetings.
Results: St. Elizabeth’s

Between March-December 2010 and March-December 2011
- 54% decrease in sales of “red” beverages
- 3.7% increase in sales of “yellow” beverages
- 36% increase in sales of “green” beverages
- Increased revenue from previous year

Strategy: Carney Hospital

Completely eliminated all “red” beverage offerings in the hospital. Carney is the first hospital in the City of Boston to have done so.

Increased both “yellow” and “green” offerings
Implementation: Carney Hospital

Started April 2011

SSB Committee:
- Food service director
- Senior leadership team
- Inpatient nutritionist team,
- Mission and Community Partnerships Department

Results: Carney Hospital

Between April-August 2010 and April-August 2011

- 100% decrease in sales of “red” beverages
- 139% increase in sales of “yellow” beverages
- 26% increase in sales of “green” beverages
Overall Successes

Carney Hospital
- Completely eliminated all “red” beverages
- Doubled sales of “yellow beverages”
- 26% increase in “green” beverages sales
- Educational display in cafeteria
  - Information about SSBs and health consequences; healthy recipes

St. Elizabeth Medical Center
- Implemented successful education campaign
  - Information in monthly newsletters, weekly emails, digital signage and staff meetings
- Coffee retailers and gift shop participated in initiative
- Eliminated over 40 “red” beverage offerings
- 35% increase in “green” beverages sales

Post-Pilot Program

After seeing positive results at St. Elizabeth’s and Carney Hospital, the initiative was started in hospitals listed below:
- Good Samaritan Hospital
- Norwood Hospital
- Holy Family Hospital
- Quincy Medical Center
- St. Anne’s Hospital

These hospitals saw positive results!
**SSB Sales Data**

<table>
<thead>
<tr>
<th></th>
<th>Red Beverages*</th>
<th>Yellow Beverages*</th>
<th>Green Beverages*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good Samaritan Hospital</td>
<td>-6%</td>
<td>+8%</td>
<td>4%</td>
</tr>
<tr>
<td>Norwood Hospital</td>
<td>-14%</td>
<td>+11%</td>
<td>+3%</td>
</tr>
<tr>
<td>St. Elizabeth Medical Center</td>
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<td>+4%</td>
<td>+35%</td>
</tr>
<tr>
<td>Carney Hospital</td>
<td>-100%</td>
<td>+139%</td>
<td>+26%</td>
</tr>
<tr>
<td>St. Anne’s Hospital</td>
<td>-16%</td>
<td>+12%</td>
<td>+9%</td>
</tr>
<tr>
<td>Holy Family Hospital</td>
<td>-17%</td>
<td>+6%</td>
<td>+8%</td>
</tr>
</tbody>
</table>

*Numbers indicate increase (+) or decrease (-) in beverage sales
Nashoba Hospital, Merrimack Valley Hospital and Quincy Hospital are in the infancy stage of implementation and have not reported sales data yet.

**Overall Successes**

- No decrease in revenue from beverage sales!
- Carney Hospital
  - Completely eliminated all “red” beverages, doubled sales of “yellow beverages”, 26% increase in “green” beverages sales
- St. Elizabeth’s Medical Center
  - Implemented successful education campaign (info in monthly newsletters, weekly emails, digital signage and staff meetings, Coffee retailers and gift shop participated, Eliminated over 40 “red” beverage offerings, 35% increase in “green” beverages sales
- Morton Hospital
  - 8% increase in “green” beverages, and 17% decrease in “red” beverages in the first month of implementation (April 2012)
- Good Samaritan Hospital
  - Sodas, and energy drinks have seen double digit declines in sales.
Overall Challenges

• Some backlash from employees for lack of beverage selections

• Difficulty in collecting accurate sales data due to lack of scanners

• Buy-in from contracted businesses to participate in the initiative (i.e. Dunkin Donuts at Carney)

Steward’s System Wide Initiative

Instituted a system-wide vendor contract strategy

Main Requirements:
• To make sugar-sweetened beverages no more than 15% of all beverage selections available in vending and retail outlets.
• Consumption of sugar sweetened beverages will be discouraged by pricing them at a premium above healthier beverages and in less desirable locations.
• No sugar sweetened beverage signage and or marketing materials will be used in any hospitals.
• Additionally, no sugar-sweetened beverages will be sold and or served at catering events.
Healthy Food in Health Care Program

Example of Cafeteria Display

• Holy Family Hospital’s Fall 2011 Display
Implementation Tools and Resources

Healthy Food in Health Care Program

Healthy Beverage Project – Healthy Food in Health Care Program

www.healthyfoodinhealthcare.org/healthybeverage.php

- Establish Interdisciplinary Task Force
- Baseline Audit Tool
- Purchasing Tracking Tools
- Best Practices Case Studies
- Making the Case
- Policy Development Support

Healthy Beverage Purchasing Tracking - Year 1

<table>
<thead>
<tr>
<th>Beverage Type</th>
<th>Bev. Type</th>
<th>Product Detail</th>
<th>Sustainability Indicator</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
<th>YTD Total</th>
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<tbody>
<tr>
<td>Water - plain, unflavored</td>
<td>Water - plain, unflavored</td>
<td>$0.00</td>
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<td></td>
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<td>$0.00</td>
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<tr>
<td>Water - other</td>
<td>Water - other</td>
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<td></td>
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<td>Non-Dairy Alternatives</td>
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<td></td>
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<td></td>
<td></td>
<td>$0.00</td>
</tr>
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<td>100% Fruit Juice</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>100% Vegetable Juice</td>
<td>100% Vegetable Juice</td>
<td>$0.00</td>
<td></td>
<td></td>
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<tr>
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<td>Tea</td>
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<td></td>
<td></td>
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<td></td>
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<td>$0.00</td>
</tr>
<tr>
<td>Coffee</td>
<td>Coffee</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>$0.00</td>
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<tr>
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<td>$0.00</td>
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Healthy Beverages Initiative: www.healthierhospitals.org

Healthy Beverages Challenge: Increase the percentage of healthy beverage purchases by 20 percent of total beverage purchases annually over baseline year. OR achieve healthy beverage purchases of 80 percent of total beverage purchases for use throughout the hospital (patient retail, vending and catering) within three years. (Include promotion of tap water over bottled water where possible, measure = dollars.)

Step-by-step guidance on program implementation
POLL RESULTS

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Upcoming Webinars:
September 13, 2012
3:00-4:00 pm Eastern
Sustainable Food Procurement

November 8, 2012
3:00-4:00 pm Eastern
Balanced Menus