TAMING THE VENDING MACHINE MONSTER!!!

MAKING SMART FOOD CHOICES AT WORK

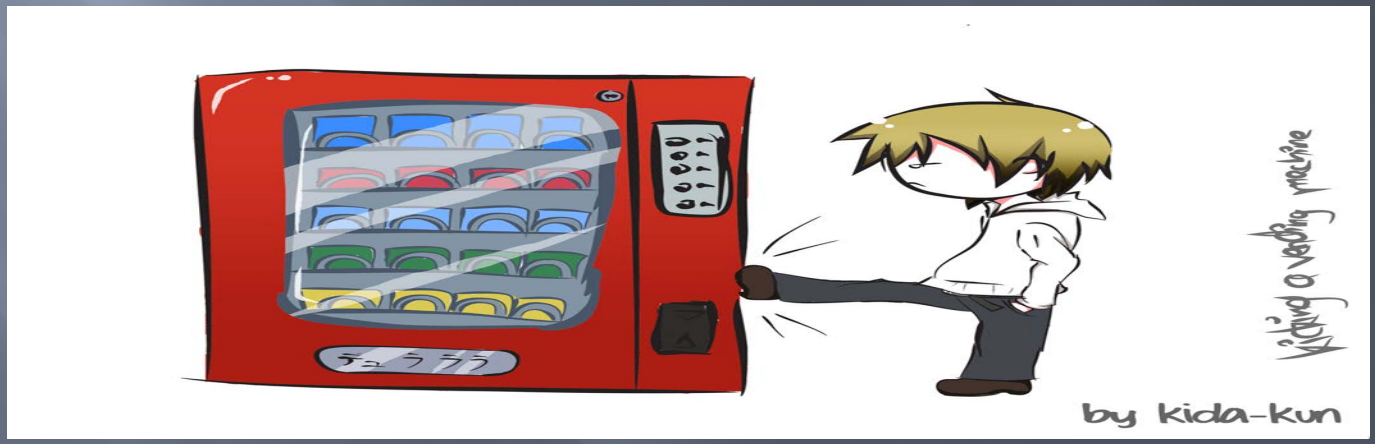
By Sneha Patadia, MS, RD, LD

Objectives

- Introduction
- Nutrition Facts Label
    - Food Label Tips
    - Snack & Beverage Guidelines
- Healthy Vending Implementation
    - Fit Pick
    - Snack Wise
- Healthy Vending Resources
- Vending Food Options

Introduction

- $190 billion/yr is spent on obesity-related problems.
- Access to healthy food and beverages is essential to obesity prevention.
- Vending machines are notorious for having "nothing but junk," readily available for the hungry, bored, and stressed.



Research

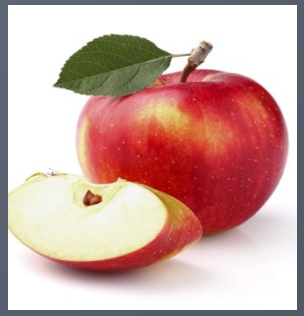
- Several studies have been done on implementation of healthy vending in schools
- Limited research is available on changes on dietary intake of participants
  - ie. Students intake after implementation of healthy vending machine options.
- However, research proves that foods and beverages available to students do influence their food selections (Cullen et al., 2007; Hartstein et al., 2008) and consumption (Cullen, Watson, & Zakeri, 2008).

“It’s not about taking anything away, it’s about giving the freedom of choice”

Our Goal

- Increase access to healthy snacks, meals, and beverages.
- Decrease availability of high calorie snacks and beverages with poor nutritional value.

Snacking



- Snacks can prevent overeating at mealtimes and throughout the day.
- For children and adults alike, snacks can provide foods and nutrients that we might miss in meals ie. fruit
- Offer a great way to eat more fruits, vegetables, whole-grains and low-fat dairy.
- And they can help boost your metabolism!

http://www.eatrightpro.org/resource/media/press-releases/national-nutrition-month/during-nnm-make-sensible-snacks-part-of-your-healthy-eating-planpro-press-release

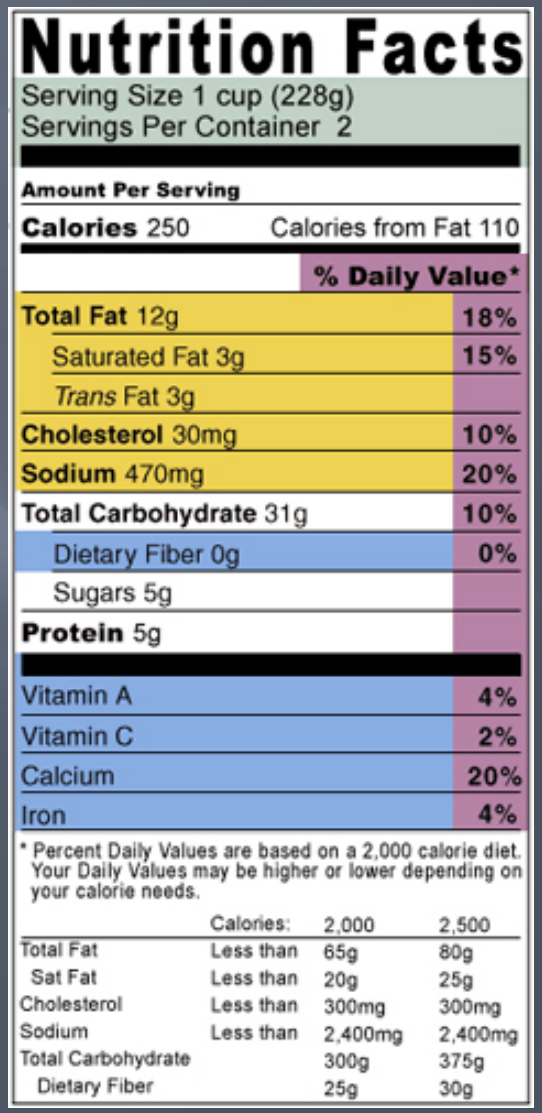
Snacks to Choose

- Fresh fruits or vegetables
- Lean meat and cheese with whole grain crackers
- Low fat popcorn, whole grain crackers, rice cakes, baked chips or pretzels,
- Pasta salad with low fat dressing

Nutrition Facts Label

- Start with ***Serving Size***
- Some snack packages and drink containers contain more than one serving

(even those that appear to be a single serving)



Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

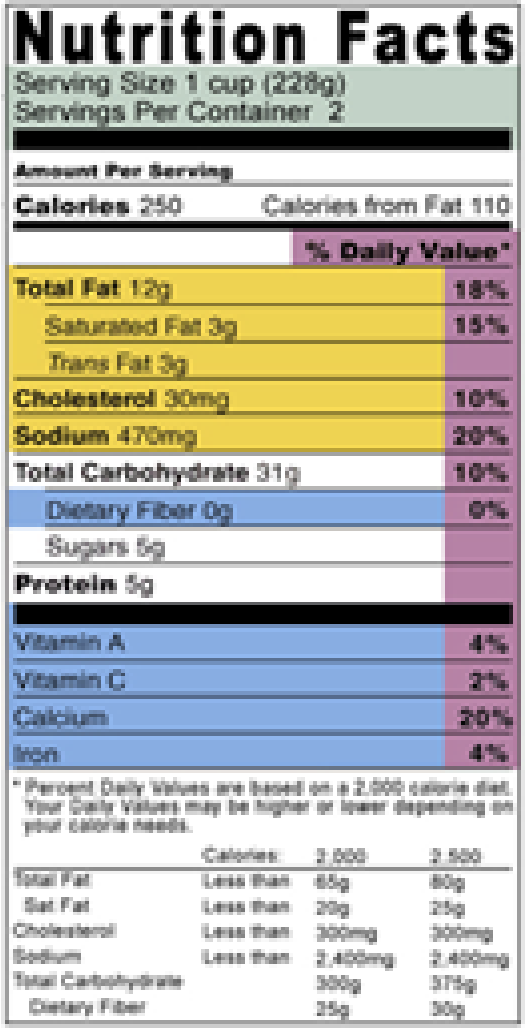
Calories 250 Calories from Fat 110

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Nutrition Facts Label



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Follow the "5/20 Rule"

5% or less = Low

20% or more = High

% Daily Values:

Fat, Cholesterol, Sodium: Maximums

Carbs, Fiber: Minimums

Food Label: Quick Tips

- Fat & Sodium Guidelines
- Choose items with **no more than**:
  - 5 g total fat per serving size
    - Exceptions: nuts, seeds, vegetable oils
  - 3 grams saturated fat per serving size
  - 250 mg sodium per serving size

Food Label: Quick Tips

- Carbohydrate Guidelines
- Try to choose foods that are:
  - **≥ 3 grams dietary fiber** per serving size
  - **≤ 9 grams of sugar** per serving size
    - Exceptions: fruit, and some dairy products
- Aim for 250 calories or less per snack
- Limit/Avoid hydrogenated oils and added sugars

Plan Ahead

- Pack your own nutritious snacks
- Walk a different path to avoid passing tempting vending machines

- Avoid carrying loose change or cash

Think before you pick!

Fit Pick

- http://fitpick.org
- Fit Pick is a program that helps buyers identify products that meet nutrition guidelines
- How? by placing green tabs and stickers in front of the products which qualify
  - based on the 35-10-35 principle.

- The snacks that meet the Fit Pick criteria have:
  - <35% of calories from fat
  - <10% of calories from saturated fat and
  - <35% of their total weight from sugar.
  - <200 calories, 230 mg or less of sodium per package

Fit Pick

- Once on the website, click on the tools & resources tab and select worksites.

- If you register, you will be given free access to a promotion materials, a list of healthy vending options and a guide to implementing the program.

Example of Healthy Vending Implemented in University

- University of Idaho, used Fit Pick for a project
- Students raised awareness for healthier options by offering samples of different drinks and snacks that had the potential to be in vending machines
- Students were allowed as many samples as they wanted, as long as they **filled out a survey about the products.**
- IdaVend donated 500 samples of snacks and drinks. The results from the first sampling in February were helpful and showed which healthy products students would most likely buy.

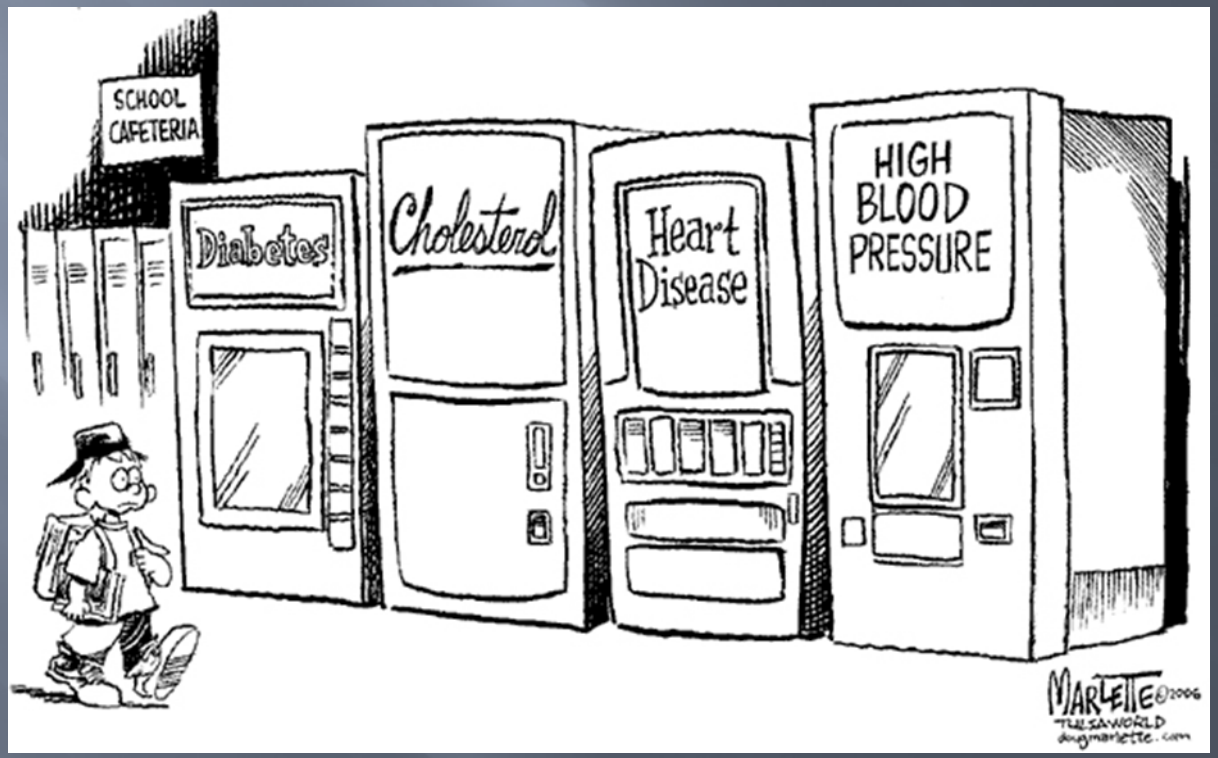
Vending Project: University of Idaho

- Only 17 percent of students had ever heard of Fit Pick but 83 percent said it would influence what they bought

- The most popular snack sampled was the Oats and Honey Nature Valley granola bar
  - 94 % of students enjoyed it
  - 82 % said they would buy the product.

- The end goal of the project:
  - Increase sales as a result of consumer awareness and marketing

- Also targets first-time vendors on a healthier market they could be missing out on



Fit Pick

- https://www.youtube.com/watch?t=168&v=GYtOxHCgsyQ

Check out this clip on one of the programs available for implementing healthy vending options at your worksite ☺

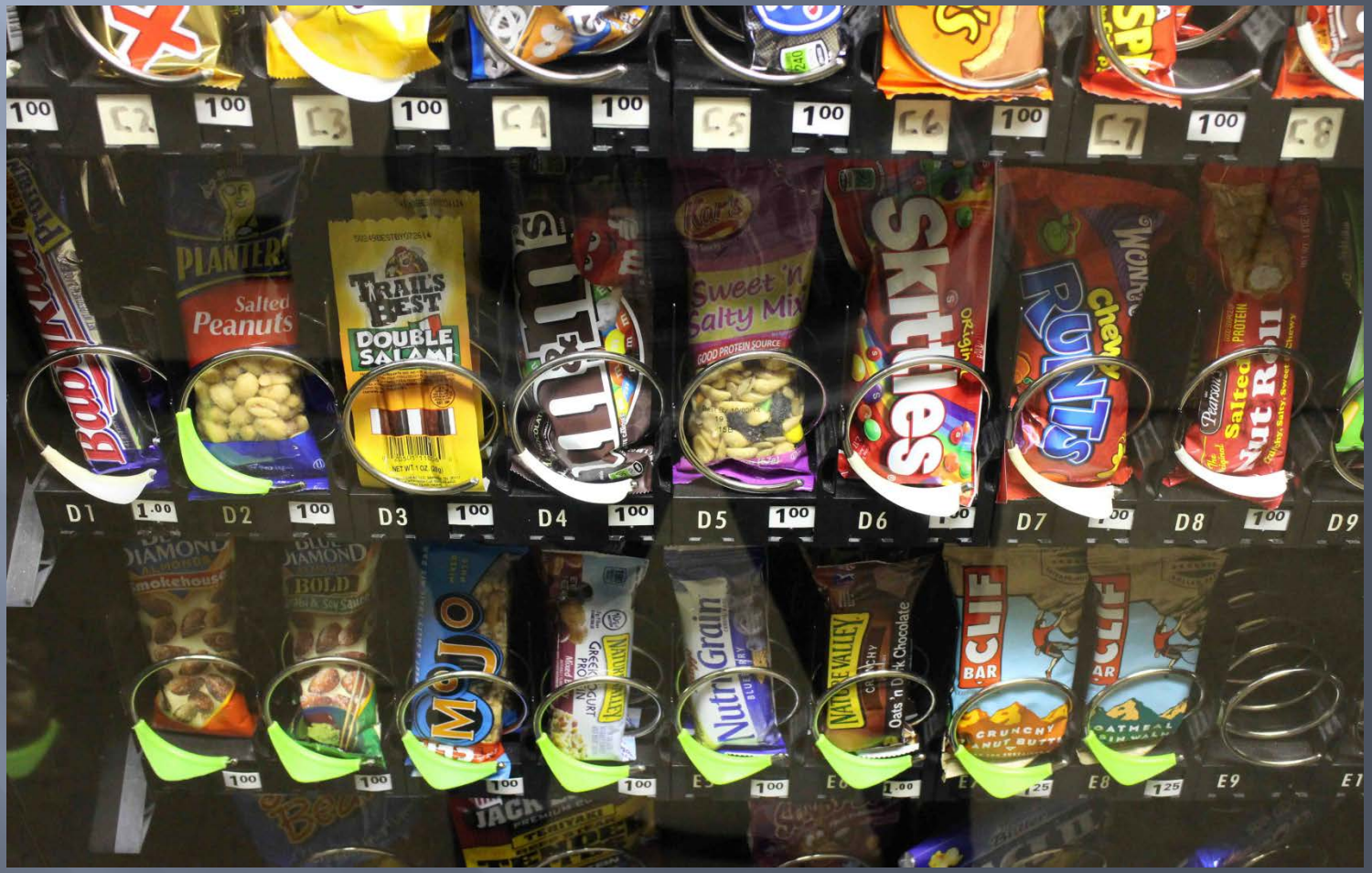
Snackwise (by Nationwide Children's Hospital)

- http://www.letsgo.org/wp-content/uploads/MHTab03D04-Snackwise-DOUBLE-SIDED-COLOR.pdf
- Snackwise is a 3 tiered system based on nutrient density. The snacks are categorized as green, yellow or red. Green indicates the best choice. Yellow indicates a snack you should choose occasionally. Red indicates a snack you should choose rarely.
- The website provides a snack list on its home page that has already categorized some popular snack items. Geared for SCHOOL IMPLEMENTATION.

Vending Machine Placement

- Eyes naturally move in a Z pattern on menu. Aim to catch the attention of the consumer on the left side and draw attention down by labeling items as healthy.
- Problem- bigger bags ie. Chips don't fit at bottom so they are the first thing seen.
- Solution- use your own guide ie. Green dot for health food row
- Red dot by top
- Yellow by sun chips, pretzels, etc.
- Green trail mix

Vending Machine Placement



Challenges

- Vendors may resist change they perceive as forced upon them
- They may feel threatened by changes that may impact their business interests
- They may push back with the argument that healthy products won't sell

Solutions

- Collaborate!
- 1. Get in touch with the person with authority to implement change
- 2. Get the SLA (State Licensing Agency) involved early on, they have the authority to contract with blind vendors in state facilities
- 3. Show them what products they already stock that meet "healthy" standards, they just need to be labeled

http://www.cdc.gov/obesity/stateprograms/pdf/healthy_vending_machine_initiatives_in_state_facilities.pdf

Healthy Vending Machine Snacks

FRUIT & VEGETABLE

- Apple Sauce
- Apples
- Canned Fruit Cups (no added sugars)
- Carrots & LF ranch
- Celery & Peanut butter
- 100% Fruit Leathers
- Fresh Fruit Cups
- Oranges

DAIRY

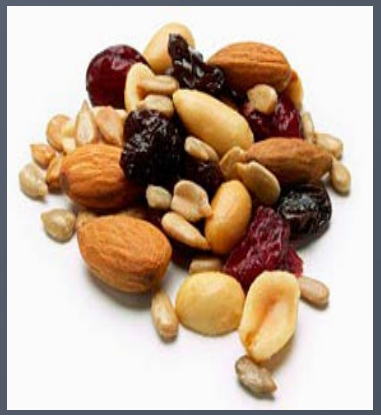
- LF Cheese & Crackers
- LF Cottage Cheese
- Pudding Cups
- String Cheese
- LF Yogurt/Greek Yogurt

Healthy Vending Machine Snacks

SWEET

- Animal Crackers
- Cereal Bars ie. Special K
- Dark Chocolate Squares
- Graham Crackers
- Granola Bars
- Kashi/Kind/Lara Bars
- Raisins (Dried Fruit)
- Yogurt Covered Raisins

SALTY



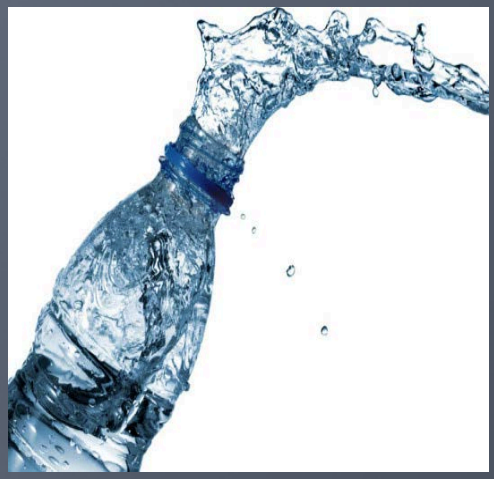
- Baked Chips
- Nuts
- Pretzels
- Pita Chips & Hummus
- Popcorn (low-fat)
- Popped Chips
- Rice Cakes
- Sunflower Seeds
- Trail Mix
- 100% Whole Grain Tortilla Chips & Salsa

Meals/Entrees

- Cereal
- Oatmeal
- Salads (apple & walnut, blue cheese)
- Sandwiches ie. turkey or black bean burger on WW bun
- Soups
- Wraps

Be mindful of your choices!

Beverages



- Water (Plain/Carbonated/Seltzer)
- LF Milk (regular, chocolate)
- LF Non-Dairy Milk ie. Almond/Soy Milk
- Sugar Free/ Caffeine Free
- 100% Fruit Juice/No Added Sugar
- 100% Vegetable Juice (Low Sodium)
- Flavored Water
- Unsweetened Coffee or Tea

Limit/Avoid…

INGREDIENTS

- Added sugars (ie. HFCS)
- Hydrogenated/partially hydrogenated oils
- Try to avoid lots of additives
- Additives: **Food additives are natural and artificial substances added to food in order to improve and preserve its flavor and appearance.**
- **Salt, food coloring, modified corn starch,**

PRODUCTS

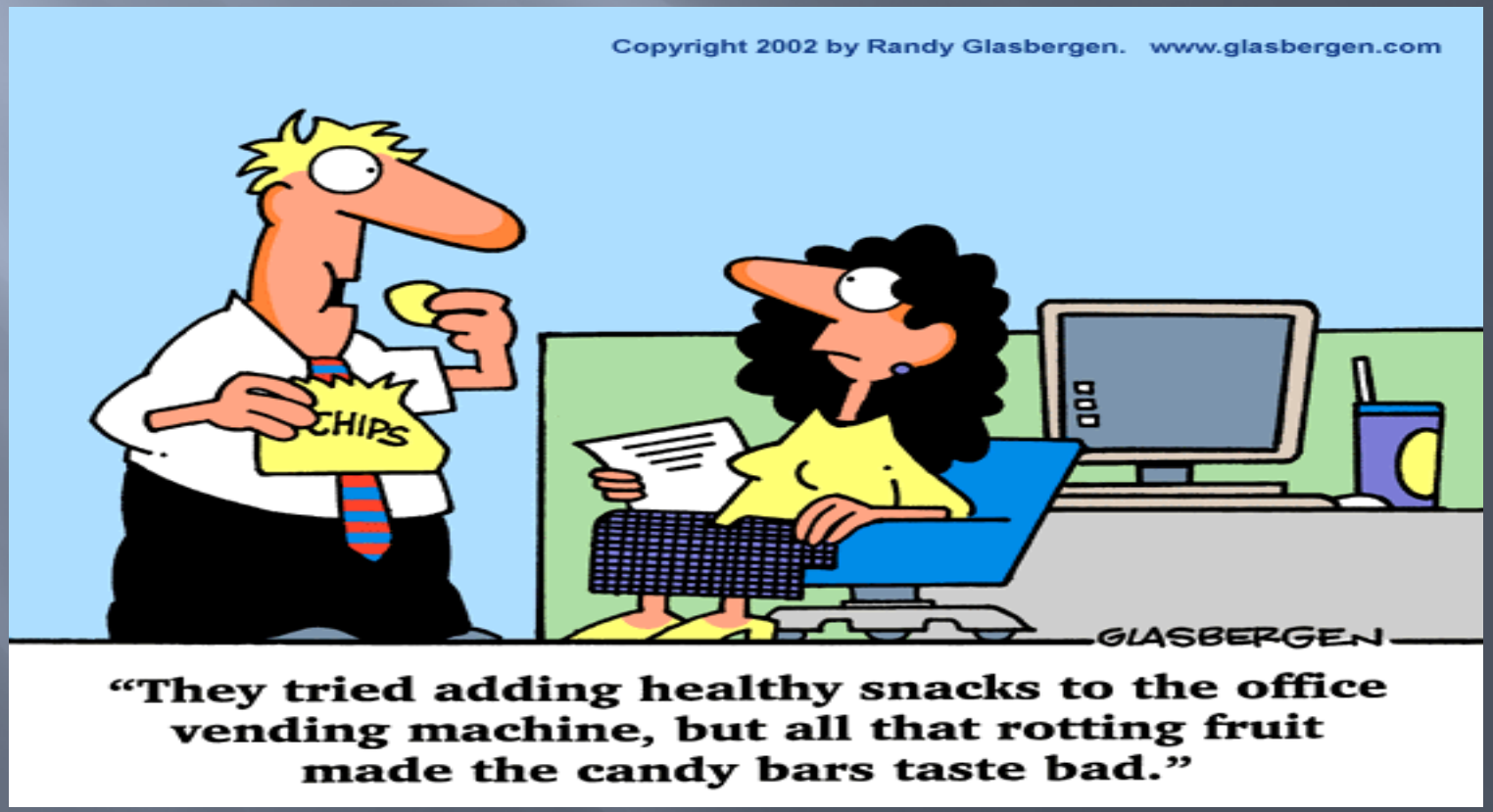
- Candy bars
- Potato chips
- Regular Soda
- Cookies
- Doughnuts
- Breaded/Fried chicken Sandwiches
- Cheeseburgers
- Snack cakes/rolls
- Fruit-flavored Drinks

Additional Resources/Toolkits

- https://www.odh.ohio.gov/~/media/HealthyOhio/ASSETS/Files/business/Resources/healthyvendingresources.ashx

H.U.M.A.N

- Helping Unite Mankind And Nutrition
- http://www.healthyvending.com/products/



Need More Information?

- For more information on implementing healthy vending machines, you may contact:

- Kristen Scott
- 614-466-2248
- kristen.scott@odh.ohio.gov

On-line Resources

- http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/ucm217762.htm
- https://www.youtube.com/watch?t=168&v=GYtOxHCgsyQ
- http://cspinet.org/new/pdf/final-model-vending-standards.pdf
- http://www.wellkeptwallet.com/wp-content/uploads/2013/11/Broke-person-with-pockets-out-525x787.jpg
- http://www.healthyvending.com/locations/hospitals/
- http://www.fourthsource.com/wp-content/uploads/2013/10/not-looking.jpg
- http://www.healthyvending.com/products/
- http://www.cdc.gov/obesity/stateprograms/pdfhealthy_vending_machine_initiatives_in_state_facilities.pdf
- Nemours.org/growuphealthy
- http://www.sparkpeople.com/assets/cartoons/diet38.gif
- http://www.nofrackingway.us/wp-content/uploads/2013/06/green-monster-300x340.jpg
- https://c2.staticflickr.com/4/3008/2366734365_cba72b7c7c.jpg
- https://s3.amazonaws.com/lowres.cartoonstock.com/miscellaneous-vending-vending_machines-helper-change-trap-jcen616_low.jpg
- http://www.eatrightpro.org/resource/media/press-releases/national-nutrition-month/during-nnm-make-sensible-snacks-part-of-your-healthy-eating-planpro-press-release

Questions?

- **Thank you!**

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