

Local Obesity Networking Call

May 19, 2016

Healthy Hospital Movement Across the U.S.

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Colorado Healthy Hospital Compact

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Perspective of a New Partner in the Compact

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Discussion questions

- Are you currently working with hospitals in your area on healthy living programs?
- Would you be willing to work with us on recruiting hospitals in your area to join the Compact?
- What incentives would help encourage your hospitals to participate?



Healthy Hospital Movement Across the U.S.



What is your hospital's mission statement?



- Does the food and beverage environment in your hospital complement or contradict it?



Is your hospital fast food free?



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Health of the Healthcare system

- Health care workers have higher obesity rates than just about any other industry
- Especially true for lower-income earners (i.e., service providers vs “diagnosers”)
- **Prevalence of Obesity Among U.S. Workers and Associations with Occupational Factors**
Luckhaupt, Sara E. et al. American Journal of Preventive Medicine, Volume 46, Issue 3, 237-248



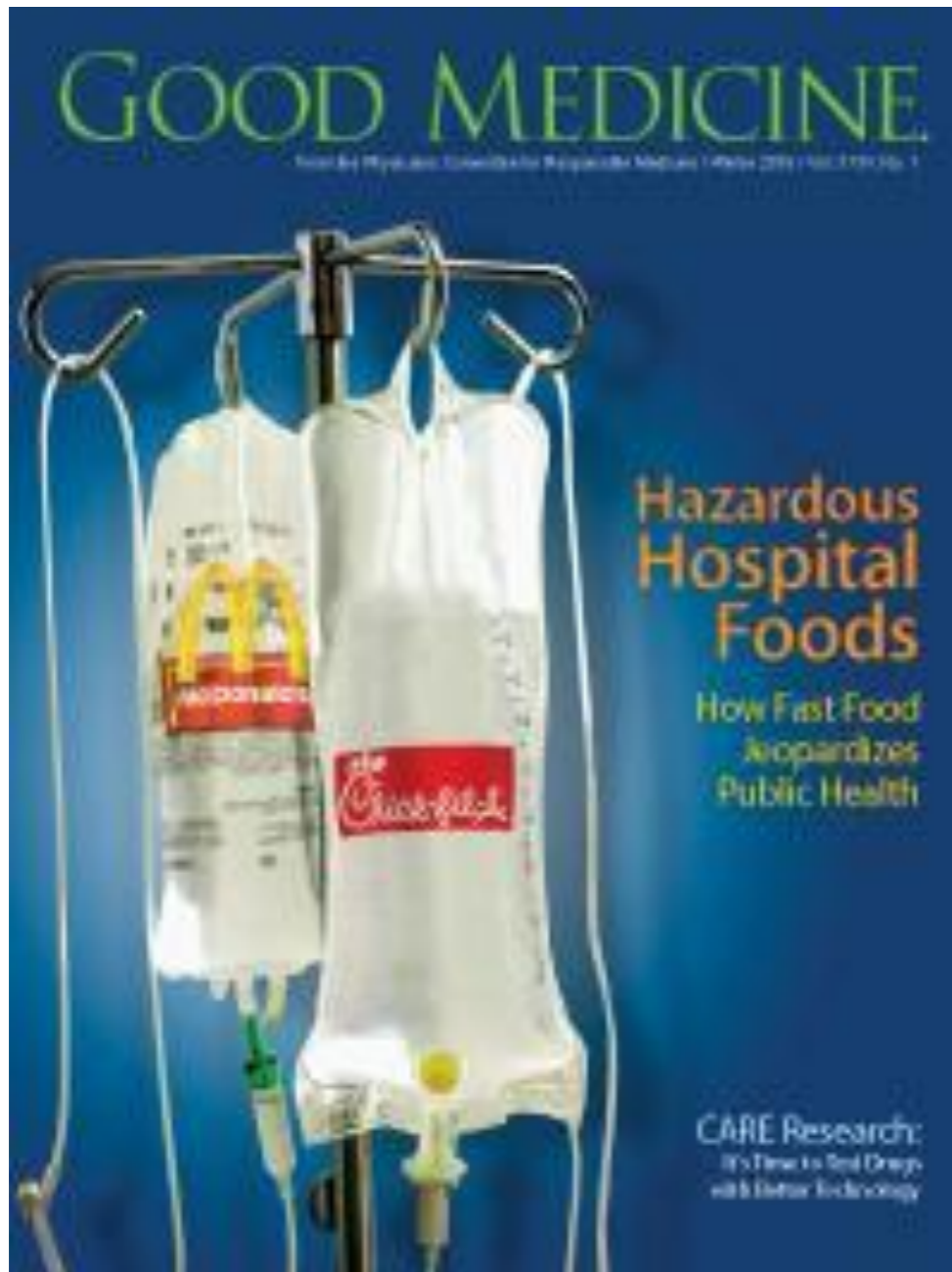
Healthy Lifestyle **Is** Medicine

Healthy Living Is the Best
Revenge: Findings From the
European Prospective
Investigation Into Cancer and
Nutrition–Potsdam Study. *Arch
Intern Med.* 2009;169(15):1355-
1362..

- Smoking
- Physical Activity
- Diet
- Alcohol



Mixed Messages



A National Movement

- Health Care Without Harm: Healthy Food in Hospitals
- Partnership for Healthier America
- State/local initiatives



Health Care Without Harm: Healthy Food in Hospitals



Menu of Change

HEALTHY FOOD IN HEALTH CARE

A 2015 Program Report with Highlights and Survey Results



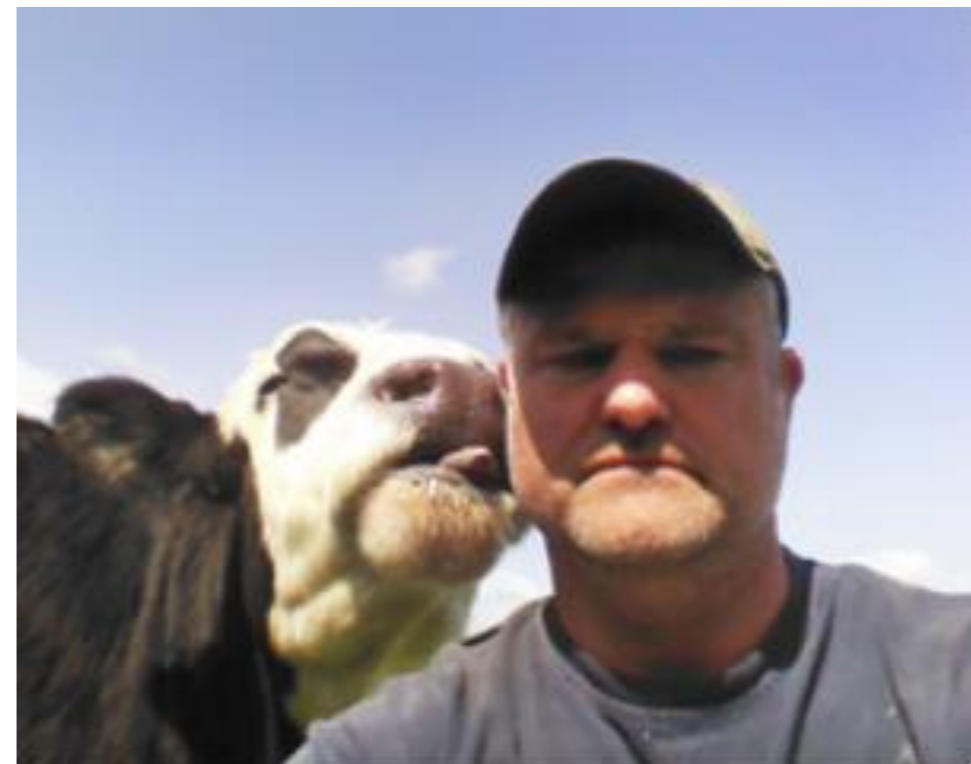
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Health Care Without Harm: Healthy Foods in Hospitals

Maryland: “Balance Meets Taste” fundraiser

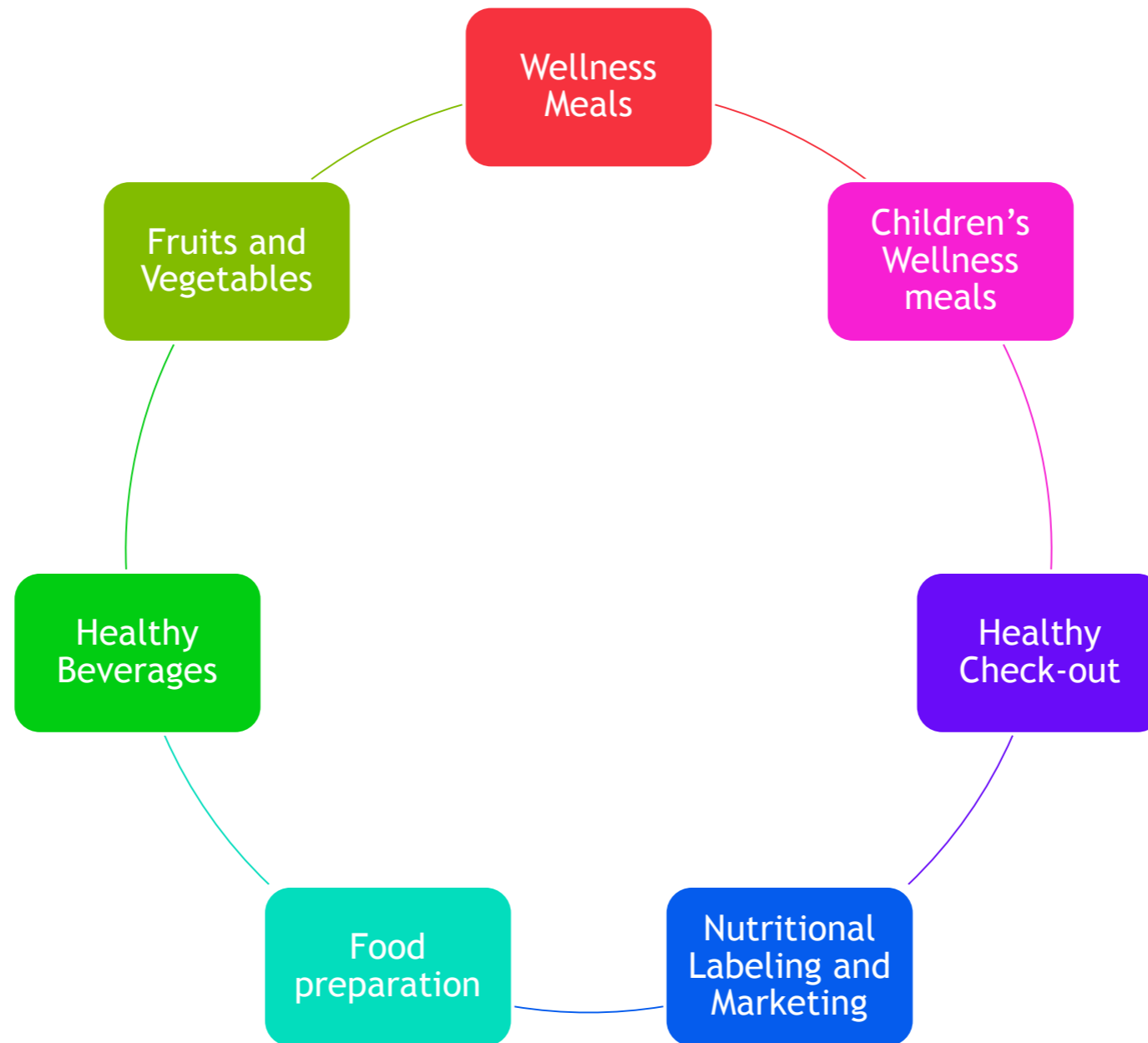
Vermont: “Rooftop Garden”

Michigan: Good Food Charter



Shane Hughes from Liberty Delight Farms with one of his cows. Union Hospital of Cecil County, MD purchases sustainable meat from this farm. (Holly Emmons)

Partnership for Healthier America: Hospital Healthier Food Initiative



Healthy Hospital Initiative: New York City Health Department

- ✓ Food
- ✓ Beverage
- ✓ Vending
- ✓ Patient Meals



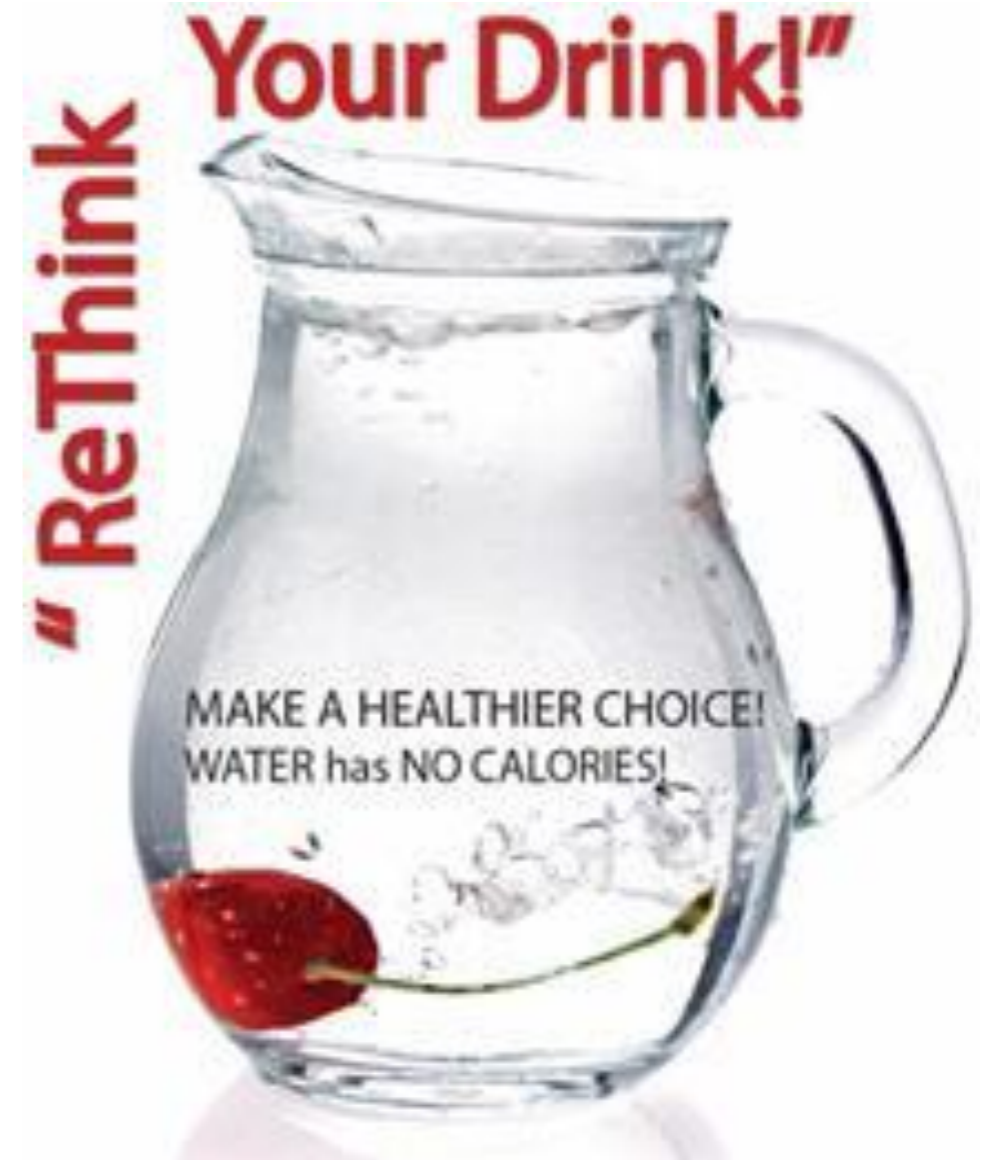
Texas Goes Vegan

**Veggies In Cattle Country:
Leading Texas Hospital Now
Promoting Plant-Based Diet**
Midland Memorial
quote from Facebook “if Texas
can do it, all hospitals can”



Strategies

- Campaigns to eliminate SSB
- Making water free and accessible
- Eliminating unhealthy choices from vending machines and replacing with healthy snacks
- Removing unhealthy choices from patient menus and meals
- Removing fryers



Strategies

- Discounting wellness meals
- Marketing healthy items
- Removing unhealthy items from check out areas
- Calorie and nutritional labeling

Can a Traffic Light Guide You to Make Healthier Choices?

A traffic-light label and more visible placement of healthy foods and beverages increased healthy choices in a hospital cafeteria.

People's choice of red-label items **decreased** by **20%** over two years.

People's choice of green-label items **increased** by **12%** over two years.



Learn more about applying behavioral economics to health at www.rwjf.org/behavioral-economics

Robert Wood Johnson Foundation

Source: Anne N. Thorndike, MD, MPH, Jason Riis, PhD, Lillian M. Sonnenberg, DSc, RD, Douglas E. Levy, PhD, "Traffic-Light Labels and Choice Architecture: Promoting Healthy Food Choices," *American Journal of Preventive Medicine*, February 2014.

Strategies

- On site farmers markets, on-site gardens
- Utilizing local sustainable food sources
- Educating medical staff and retraining kitchen staff
- Setting goals for reducing annual meat purchasing



Thank you!



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CHHC

Colorado Healthy Hospital Compact

Overview and Hospital Highlights

Website:

<https://www.colorado.gov/cdphe/healthy-hospital-compact>

Google Group:

https://groups.google.com/a/state.co.us/forum/?hl=en#!forum/cdphe_chhc-network

Contact:

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Colorado Healthy Hospital Compact

Mission Statement:

To advance the health of Colorado communities by creating healthier nutrition environments in Colorado hospitals.

✓ Patients

✓ Families

✓ Visitors

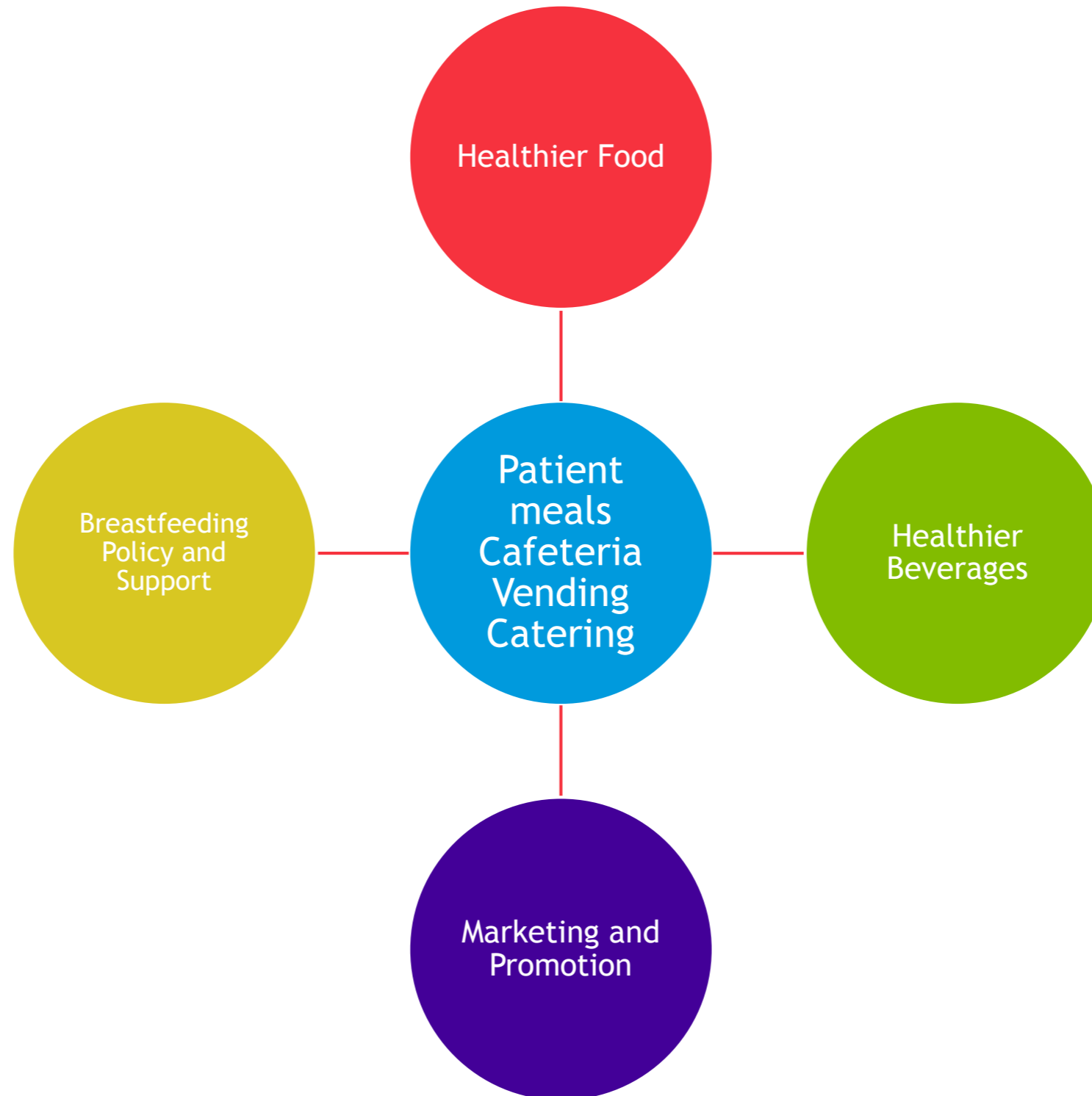
✓ Staff



Acknowledgements

- ❖ Founding Partners and Collaborators
 - Children's Hospital Colorado
 - Denver Public Health
 - Jefferson County Public Health
 - Kaiser Permanente Healthcare
 - LiveWell Colorado
 - Lutheran Medical Center
 - Tri-County Health Department
 - University of Colorado School of Medicine
- ❖ Special thanks to Centura Health for technical assistance in developing the compact
- ❖ Funding provided in part by a grant from the CDC
- ❖ Time and talent donated by partner hospitals and collaborators

Components

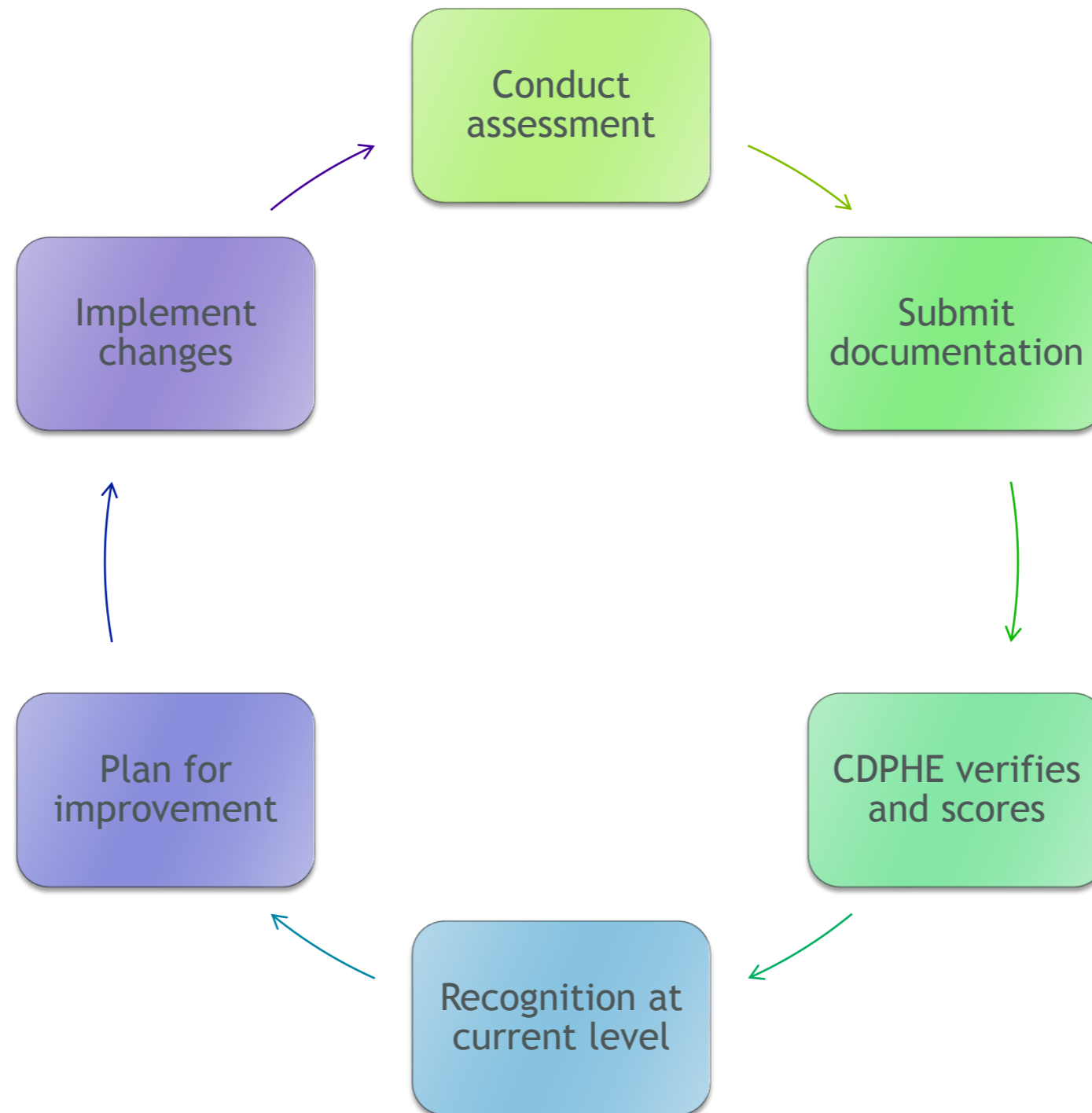


Joining the Compact

- ✓ Executive sponsorship - Partner Agreement
- ✓ Form a steering committee
- ✓ Identify a Coordinator
- ✓ Choose a program or programs
- ✓ Free drinking water readily available



Next Steps: Assessment, Verification and Recognition



Why Join?

- Positions hospitals as centers of wellness in their communities
- Public recognition and promotion
- Learning community
- Aligns with other hospital initiatives and community benefit programs
- Healthier workforce
- Role model for other institutions



healthy hospital at Children's Colorado

Create Healthy Hospital Initiative, adopting the "start at home" approach



Complete a community needs assessment and identify obesity prevention as a top priority

Create Healthy Hospital Committee with 5 focus areas:
employee wellness
nutrition
 spiritual & emotional
 physical activity
 environmental

Fruit is a great source of vitamins and minerals to keep you strong and healthy!

Highlight healthy items at employee holiday dinner; begin fruit promotion in cafeteria.



Attached stoplight signage to vending machines

Install **Garden of Hope** on hospital lawn; offers a **calm, peaceful place** to reflect, meditate or gather.



Stairwell Murals Painted



Breathe.
 Encourages team member resiliency through mindful breathing techniques.

Wastebasket Challenge

Over 150 employees to eliminate their personal wastebasket, supporting sustainability efforts by increasing the amount of waste that is recycled and encouraging physical activity.



Hiring of **healthy hospital** Coordinator

Evolution of Healthy Hospital at Children's Hospital Colorado

2010

2011

2012

2013

2014

2015

2016

Establish on-campus partnership with the **Anschutz Health and Wellness Center**

Form Obesity Prevention Leadership Committee



Complete the **Cafeteria Employee Survey** and the **CDC Pilot Cafeteria Assessment**; launch Healthy Kids Meals and Healthy Meals

Hang signage promoting stair usage



employee wellness
 ●●● MY HEALTH. MY LIFE.
 Launch employee wellness brand; conduct Mix It Up Challenge to encourage employees to eat **fruits and veggies**; re-assess cafeteria using CDC pilot tool

LIGHT:SIDE
 Implement stoplight signage in cafeteria and begin offering healthy items at point of sale; add spa water and revamp salad bar.

Thrive Across America challenge



Recognized as "Gold" status

under the Colorado Healthy Hospital Compact as one of the founding hospitals, CHCO, supports the mission to protect and promote the health of hospital patients and their families, visitors and staff; lead by example and foster a culture of wellness by improving the quality of the nutrition environment.

Price differential pilot in cafeteria to encourage purchase of healthier items
 Decrease the cost of healthy items and increase the price of unhealthy items



Children's Hospital Colorado



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Recognition Opportunities

CDC Highlights March 2016

http://www.cdc.gov/nccdphp/dnpao/state-local-programs/pdf/hospital_highlight.pdf

DNPAO State Program Highlights: Obesity Prevention in Health Care Settings



The Centers for Disease Control and Prevention (CDC) and state health departments collaborate in a number of areas to prevent and control obesity and other chronic diseases. These areas include nutrition, physical activity, and breastfeeding. This highlight focuses on the Colorado Department of Public Health and Environment's (CDPHE) coordinated efforts to implement strategies to make the hospital environment healthier.

This state was selected because its efforts include

- **Comprehensive Change**—activities enable the alteration of broader societal trends and support existing or provide more opportunities to improve health in hospital settings.
- **Collaboration**—the state health department played a major role in working with partners and local communities to move activities forward.
- **Significant Reach**—activities have the potential to affect a large proportion of the intended target population.
- **Replicability/Transportability**—activities can be duplicated and similar effects be achieved by other similar entities.
- **Potential for Sustainability**—activities can endure without continued financial and programmatic investment.

The Colorado Healthy Hospital Compact at a Glance

The Colorado Healthy Hospital Compact was formed as a collaborative organization dedicated to protecting and promoting the health of patients and their families, visitors, and staff by improving hospital environments. Participation allows hospitals to engage with communities, collaborate with other hospitals in a noncompetitive environment, achieve recognition, and be centers of wellness.

CDPHE played a vital role in convening partners to help develop the Compact. This broad collaboration among public health practitioners, nonprofit health partners, and health care staff as well as support from leadership across these partners was required to move efforts forward and develop standards for the Compact. It created the necessary synergy of talent, resources, and purchasing power. As efforts progress, CDPHE continues to play a major role in the Compact by providing staffing and technical assistance to develop healthier food environments and encourage breastfeeding efforts. Today 10% of Colorado's hospitals have joined the Compact and many more have expressed interest in participating in programs the Compact offers.

Participation

The process to join the Compact is simple and designed to minimize cost and time barriers to participation. To participate in the Compact, the hospital will

1. Submit a signed commitment from hospital leadership.
2. Identify a person to guide the work and serve as a liaison to CDPHE and Compact partner hospitals.
3. Form a steering committee to manage Compact activities.
4. Designate at least one program area for initial focus: food, beverages, marketing or breastfeeding.
5. Provide quarterly progress reports to hospital leadership.
6. Participate in an annual review to measure progress and compliance with Compact standards.

National Center for Chronic Disease Prevention and Health Promotion
Division of Population Health



263506-A
March 2016



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Impact

- Changing nutrition environments
 - Make it easier to choose wisely
 - Shifting social norms
- Impact with suppliers
 - Purchasing power
 - Wider selection of healthy options
- Improved collaboration among hospitals and food service providers
- Synergy--talent and resources
- Life course approach from breastfeeding onward



Progress to Date

Partners in the compact: 14

Levels of achievement

Bronze - 3

Silver - 5

Gold - 2

Platinum - 0

New partners in process of
conducting baseline assessments - 4



Role of Local Public Health

- Public Health Improvement Plans
 - 70% of counties prioritized obesity
- Outreach to local hospitals
 - Recruitment
 - Community engagement
- Leadership role in community health
- Leverage existing health care initiatives

Community Health Improvement Plan



- ▶ Increase access to healthy food and physical activity
- ▶ Collaboration with multisectoral partners
- ▶ Environment, systems and policy change

Healthy People, Healthy Places



Challenges

- Resistance to change
 - On the part of consumers
 - On the part of institutional leadership
 - On the part of suppliers/vendors
- Organizational change
- Multiple vendors and food service providers
- Fear of revenue losses
- Limited healthy options (especially vending)



Hospital Highlights

Gold Level Recognition

Children's Hospital Colorado
Lutheran Medical Center

Silver Level Recognition

Avista Adventist Hospital
Littleton Adventist Hospital
St. Anthony Summit Medical Center
Yampa Valley Medical Center
University of Colorado Hospital

Bronze Level Recognition

Denver Health
St. Anthony Hospital
Longmont United Hospital

Partner Hospitals

Medical Center of Aurora
Sky Ridge Medical Center
Exempla Good Samaritan
Medical Center
St. Anthony North Hospital





Children's Hospital Colorado


Children's Hospital Colorado

- Nationally recognized by CDC
- Hired a Healthy Hospital Coordinator
- Price differential program
 - Increased prices of some top selling unhealthy items
 - Decreased prices of healthy options
- Utilizes a 'stop-light' system to promote healthy options



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University of Colorado Hospital

- On track to become a Certified “Baby-Friendly” hospital
- Uses  icon on menus to signify healthy options
- Increased awareness of need to improve
- Goal of 60% healthier beverage choices by end of 2016
- Striving to offer delicious and healthy options

Littleton Hospital

- Posts nutrition information on menus
- Offers gluten free options
- Color-coding system for beverages
- Promotes healthy snacks at checkouts
- Removed deep fried items
- Offers minimum of three healthy meals per day
- Extensive salad bar with pricing incentives

TODAY'S Grill SPECIALS

Broiled Trout w Corn Salsa & Parslied Potatoes 🍅
34Calories 14.96Fat 14Carb 2Fiber 33.8Protein
\$4.50

Grab & Go Chicken Caesar Salad w Fresh Whole Wheat Dinner Roll 🍅
290Calories 6Fat 34Carb 8Fiber 31Protein
\$4.50

Sole Florentine w Steamed Brown Rice 🍅
398Calories 9.6Fat 49.8Carb 4.5Fiber 12.5Protein
\$4.50

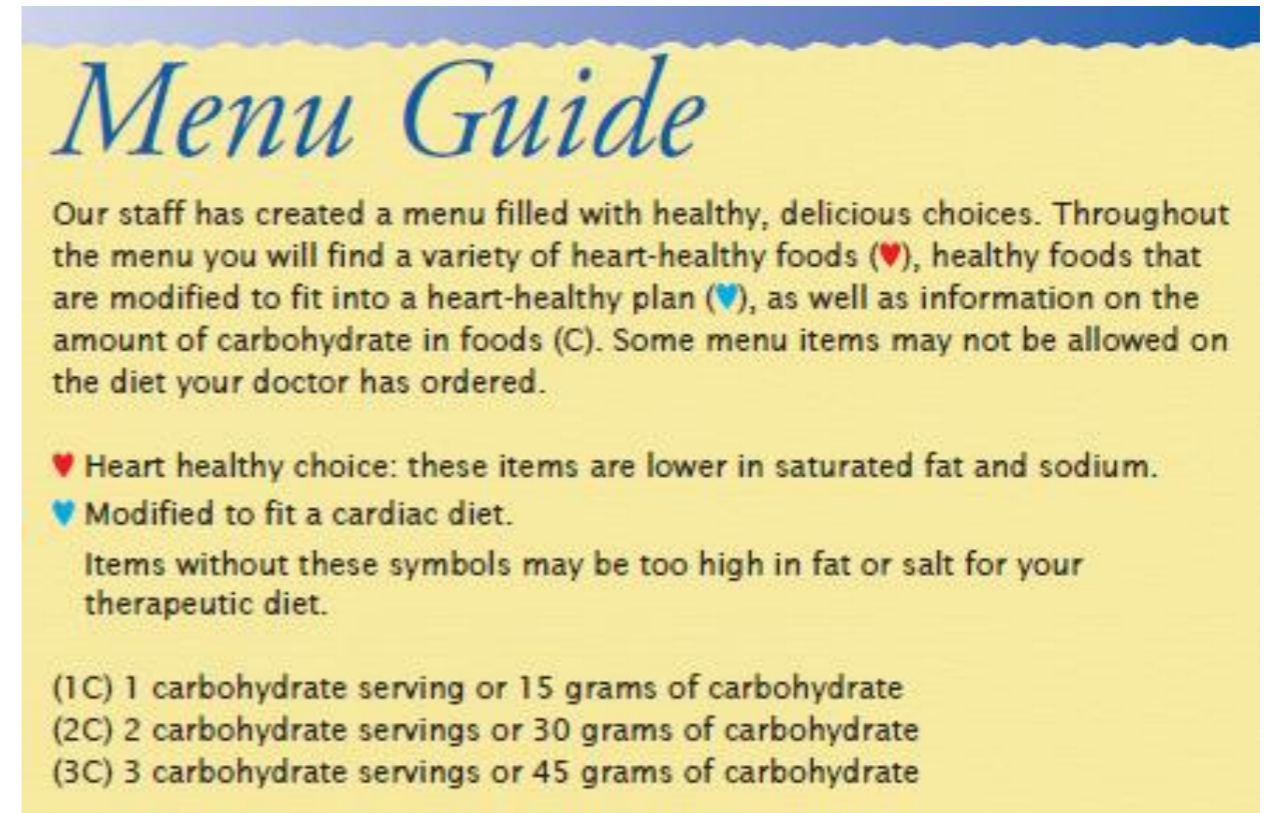
Penne w Pistachio Pesto & White Beans w Choice of Side
495Calories 25.5Fat 56.5Carb 4Fiber 12.5Protein
\$5.25

 **INSPIRE HEALTH**

Littleton Adventist Hospital
Centura Health

Longmont United Hospital

- Joined in early 2015
- Replaced many SSB options with healthier options
- Switched to skim/lo-fat milk
- Utilizes Mindful Choice logo
- Two-tiered pricing - 25% discount for healthy options



Menu Guide

Our staff has created a menu filled with healthy, delicious choices. Throughout the menu you will find a variety of heart-healthy foods (♥), healthy foods that are modified to fit into a heart-healthy plan (♠), as well as information on the amount of carbohydrate in foods (C). Some menu items may not be allowed on the diet your doctor has ordered.

- ♥ Heart healthy choice: these items are lower in saturated fat and sodium.
- ♠ Modified to fit a cardiac diet.

Items without these symbols may be too high in fat or salt for your therapeutic diet.

(1C) 1 carbohydrate serving or 15 grams of carbohydrate
(2C) 2 carbohydrate servings or 30 grams of carbohydrate
(3C) 3 carbohydrate servings or 45 grams of carbohydrate

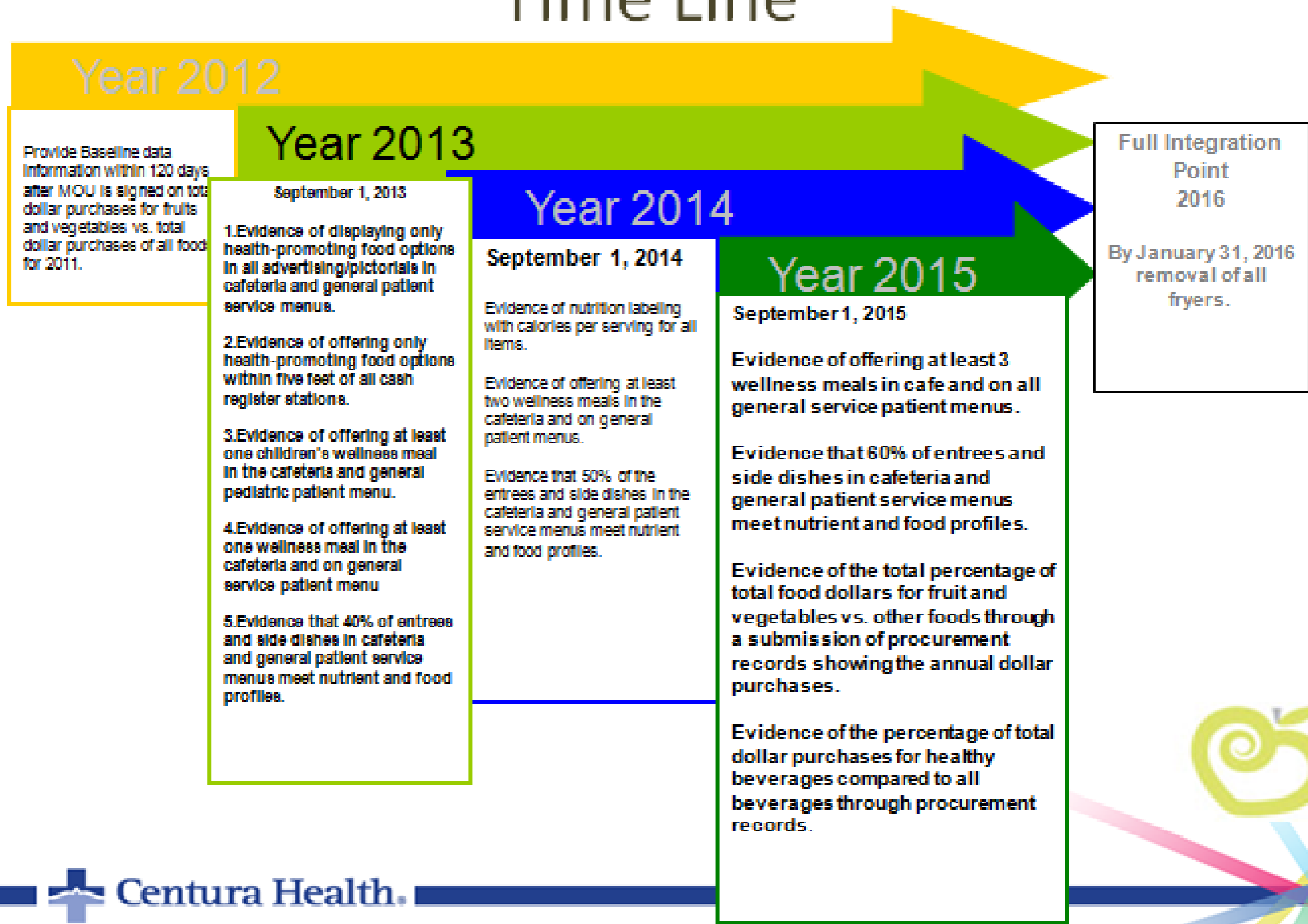
Denver Health



- Utilizing Sodexo's Mindful Icon to identify all healthy items
- Replaced all vending machine "wraps" to advertise only water instead of soda
- Beverage offerings in vending machines are at least 50% healthy
- Communication about the changes made at least bi-monthly to all staff through emails, screen savers, table tents, etc.
- Over the last 1.5 years, healthy meal option sales have increased from 15% to 32.5%
- Increase in variety of healthy entrees, averaging 9 healthy entrees per week in 2014 to 20 healthy entrees per week today.
- Working within their POS system to better capture sales data for future tracking of progress.



Time Line





September 2011

The Clear and Present Danger of SSBs

Hello! I'm checking in on how you're doing with the sugar-sweetened beverage phase-out on the Exempla Lutheran campus. I know this change has been a challenge for many of us, but I also still firmly believe it's the right thing to do. As you know, we have chosen not to sell sugar sodas based on a concern for the health of our associates and our commitment to the community, as have many hospitals, such as the Cleveland Clinic. Of course, associates may choose to bring SSBs from home for personal consumption. Those of you who know me know how much I value the freedoms we enjoy in this great country. However, it is my heartfelt wish that we will all choose a healthier path.

My friends, as I've mentioned earlier, this is the only real choice for a hospital that cares about both its associates and the community. Exempla Lutheran has a leadership role in working to improve community health. This community health responsibility begins with us—the women and men who make Lutheran a great place. If we aren't making an effort to manage our own health, how can we inform our patients and the community on better health practices? It comes down to a sense of personal responsibility—and ultimately, to how credible we appear to those whose health we toil tirelessly to improve.

I hear some rumblings now and then here at Exempla Lutheran about the supposed cancer-causing properties of diet beverages. I understand these concerns. I too have found myself carried away by news "hype" on more than one occasion. However, I'm one who believes we can find an article on the Internet to support every viewpoint—regardless of the author's qualifications. While the Internet is an incredible information-gathering tool, it's also an unfortunate source of misinformation. For example, some Internet stories claim that low- and no-calorie sweeteners cause cancer and other illnesses, but the U.S. National Cancer Institute states that scientific evidence *does not show* that these sweeteners are linked to cancer risk in humans.

All low-calorie sweeteners the FDA allows for use in foods and beverages—including aspartame, sucralose, saccharin, acesulfame potassium and rebiana—have been cleared as safe for all populations, including children, people with diabetes and women who are pregnant or lactating. The only exception is individuals born with the rare inherited disease, phenylketonuria (PKU). The FDA is arguably the most rigorous entity in the world for screening the health and safety of food, drugs and supplements. It leaves no stone unturned.

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Thoughts/comments on this issue?
Email grantsmailbox@exempla.org



Get involved!

JOIN THE MOVEMENT

BECOME A PART OF CULTURE CHANGE

IMPROVE OUR NUTRITIONAL ENVIRONMENTS

PROMOTE A CULTURE OF WELLNESS

PREVENT CHRONIC DISEASE



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Thank you!



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