Championing Healthy Food and Beverage Environments

March 23, 2017

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Prevention Services Division
CDPHE
The Power of Why

CDPHE Mission:  
*Ensuring that all residents have the same opportunities to reach their best health and live in their healthiest environment*

Healthy Equity: when all people, regardless of who they are or what they believe, have the opportunity to attain their full health potential.

Achieving Health Equity: requires valuing all people equally with focused and ongoing efforts to address inequalities

Both obesity prevention and control and Healthy Eating Active Living (HEAL) are flagship priorities of the Governor’s health plan and most local public health agencies (LPHAs)
What we know

- In 2010, an analysis showed that dietary composition was the single largest risk factor associated with death and disability-adjusted life years.

- IOM and WHO recommend governments develop policies creating healthier food environments to help prevent and control obesity and diet-related diseases.

- Shifting dietary patterns requires complementary strategies focusing on individual, population, and system approaches to improve dietary choices and food environments.

- Food-related policies, such as restaurant menu labeling and nutrition standards in early care and education settings are strategies to improve food environments.
CO Snapshot: Veggie Consumption

Consumption Data (2015)

- % vegetable consumption less than 1 time per day
- % fruit consumption less than 1 time per day
- % consume 1 or more 5SS

Colorado Data by Demographics

- Vegetable consumption less than 1 time per day - Adults (%)
- Data Source: BRFSS

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<thead>
<tr>
<th>Age</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
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CO Snapshot: SSB Consumption

Consumption Data (2015)

- % vegetable consumption less than 1 time per day
- % fruit consumption less than 1 time per day
- % consume 1 or more SSB

Colorado Data by Demographics

Sugary drink consumption, 1 or more per day - Adults (%)
Data Source: BRFSS

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An Environmental Nutrition Approach

Individual Factors
- Counting calories
- Taste preferences
- Cost

Social Environment
- Adopting similar habits to those of friends/family

Physical Environment
- Vending and concession options
- Accessibility via sidewalks, transportation, etc.

Macro-level
- US agriculture policies favoring commodity crops (like corn)
Example: Physical Environments

The Healthy Retail Environment

A healthy retail environment is one where it is easier to make healthy choices than unhealthy ones. It encourages the purchase and consumption of fruits, vegetables, water, and other nutritious products, and places reasonable controls on tobacco products, non-nutritious foods and beverages, and alcohol.

PRODUCTS
- Incentivize stores to stock nutritious foods and beverages
- Require stores to stock nutritious foods and beverages
- Encourage stores to participate in federal food benefit programs
- Prohibit sales of flavored tobacco products, including menthol cigarettes

PLACEMENT
- Emerging policy option: Require stores to create a healthy checkout area
- Prohibit self-service displays of e-cigarettes and other emerging tobacco products

PROMOTIONS
- Incentivize stores to increase signage for nutritious foods and beverages
- Limit the amount of storefront signage
- Emerging policy option: Require safety warnings on shelves or in stores that sell sugary drinks

PRICE
- Increase taxes on non-nutritious items and decrease taxes on nutritious items
- Require minimum prices for tobacco products
- Require minimum package sizes for tobacco products
- Require proportional pricing for tobacco products
- Prohibit price discounts for tobacco products
- Incentivize customers to spend federal food benefits on nutritious foods and beverages
- Emerging policy option: Apply pricing policies to non-nutritious foods and beverages and/or alcohol

PREVALENCE
- Limit the number, density, and location of tobacco retailers
- Limit the number, density, and location of alcohol retailers
- Emerging policy option: Restrict the location of retailers selling non-nutritious foods and beverages

Learn more at changelabsolutions.org/healthy-retail
Partners, Programs, and Initiatives
Evidence for HEAL Grows

According to the Snack Food Association:
- 74% of consumers are trying to eat healthier
- 65% are eating specific foods to lose weight
- Sales growth of healthier snacks is outpacing traditional snack foods 4 to 1

More tools and resources are being published all the time at the national and local level.
Law of Diffusion of Innovation

Keep up the momentum!

- 69 states and localities have policies to improve the nutritional quality of foods and beverages on some or all of their property
- 1,000+ hospitals are implementing policies to improve foods and beverages served to patients and visitors
- Many workplaces are asking for healthier options to support employee wellness
Keep the Momentum Going!

If you want to work in HEAL space and don’t know where to begin--
let us help you get started

If you’ve started and are experiencing challenges--
let us help you overcome them

If you are finding success--please share with us and we will in turn
share with others in our CO network
Resources

http://www.chd.dphe.state.co.us/Weight/Obesity-Infographic-Colorado-Data.png
https://www.apha.org/-/media/files/pdf/topics/equity/equity_stories.ashx
http://www.hidden-sugar.org/
https://www.communitycommons.org/groups/colorado-food-system/movement-map/
https://cspinet.org/resource/fact-sheet-vending-machine-labeling
https://cspinet.org/resource/fact-sheet-healthy-product-supply-chain
https://cspinet.org/resource/fact-sheet-tips-managing-food-service-costs
http://www.exceedtool.com/
https://cspinet.org/sites/default/files/attachment/Financial%20Implications%20of%20Healthy%20Vending.pdf

We are here to help you, if there’s anything missing in this list, we are happy to help you find what you’re looking for!