Increasing Availability of Non-Sugar Sweetened Beverages (SSBs) in Public Places

New York State Association of County Health Officials (NYSACHO)
Outline

• NYSACHO
  ▫ New York State County of Health Officials
• What are SSBs?
• Request for Proposal (RFP)
• Funded Counties Work Highlights
• Conclusion
Organized in 1979, the New York State Association of County Health Officials (NYSACHO) is a membership organization representing the 58 local health departments in New York State including New York City. Membership consists of the health commissioners and public health directors. Their senior staff participates in committees, meetings, and conference calls.

NYSACHO is incorporated as a not-for-profit, non-partisan charitable organization with 501(C)(3) tax exempt status.

The NYSACHO General Membership meets monthly, providing a unique opportunity for the exchange of ideas and experiences among local public health officials as well as with state health department staff and others. Through the dissemination and discussion of important information at these and other forums, NYSACHO strengthens the provision of local public health programs and services.
## NYSACHO

<table>
<thead>
<tr>
<th>Mission:</th>
<th>Vision:</th>
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<tbody>
<tr>
<td>“NYSACHO supports and empowers local health departments in their work to promote health and wellness and prevent disease, disability and injury throughout New York State.”</td>
<td>“Strong, vibrant local health departments creating healthy, safe communities in New York State.”</td>
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</table>
A sugar-sweetened beverage is a drink with sugar added. Sugar has many names. To find out if a drink contains sugar, look for any of these words on the list of ingredients: sugar, high-fructose corn syrup, brown sugar, corn sweetener, corn syrup, dextrose, fruit juice concentrates, glucose, honey, invert sugar, molasses, sucrose, syrup or cane sugar. You don’t need added sugars in your diet at all, but there is a recommended maximum intake. A typical adult diet (2,000 calories per day) should include no more than 130 calories from added sugar. One 20-ounce soda has nearly twice that many calories.
How much sugar is in your drink?

Monster Energy 16 oz. 200 calories
Mountain Dew 16 oz. 125 calories
Mountain Power 20 oz. 190 calories
Snapple Sweet Tea 16 oz. 150 calories
Coca-Cola 16 oz. 120 calories
Reefhook Raspberry Banana 12.5 oz. 200 calories

13.5 teaspoons
8 teaspoons
19.25 teaspoons
10.5 teaspoons
8.5 teaspoons
17.5 teaspoons

Consumption of sugar sweetened beverages may be the single largest driver of the obesity epidemic according to a 2009 study in the New England Journal of Medicine.

The extra calories from sugary sodas and other sugar-sweetened beverages add up to 30 extra pounds a year for the average American. 

Reduction in sugar-sweetened beverage consumption can prevent or delay the onset of type 2 diabetes, hypertension, and obesity.

Alliance for a Healthier Rhode Island

http://tinyurl.com/rialliance

This artwork was created by our colleagues from the Alliance for a Healthier Vermont. We thank them for sharing!
**Public health implications**

- In an adult diet of 2000 calories only 130 should be “added sugar”

- From 1977-2002 the caloric intake from sugary drinks has increased by 228%\(^3\)

- Sugary drinks in the 1950s ranged around 6.5 fluid ounces while today they are 20+ fluid ounces\(^2\)

- SSBs consumption includes 224 calories per day (11% of total calories) among youth and 203 calories per day (9% of total calories) among adults\(^3\)

- **Health Problems\(^3\)**
  - Weight gain from excess calories
  - Dental cavities
  - Gout
  - Non-alcoholic fatty liver disease
  - Elevated triglycerides
  - Elevated uric acid levels
  - Obesity
  - Heart Disease
  - Diabetes
  - Chronic Diseases

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**Single greatest source of added sugar**

**Solid scientific proof of harm**

**Completely empty calories**

The extra calories from this increase in sugar can lead to weight gain, and that puts people at risk for obesity, diabetes, heart disease, and other chronic health problems. While the consumption of SSBs is just one piece of the obesity epidemic puzzle, there is growing evidence that choosing healthier drinks such as water can help increase a person’s chances of maintaining a healthy weight.
US Obesity Epidemic

Source: the Organisation for Economic Co-operation and Development (OECD 2010)
SSB intake is associated with inadequate intake of several important nutrients, including calcium, iron, folate and vitamin A.
Direct medical costs may include preventive, diagnostic, and treatment services related to obesity. Indirect costs relate to morbidity and mortality costs. Morbidity costs are defined as the value of income lost from decreased productivity, restricted activity, absenteeism, and bed days. Mortality costs are the value of future income lost by premature death.
The evidence linking obesity and drinking sugary beverages has been the impetus for public health advocates to focus on developing innovative practices to increase access to healthier options in public places. NYSACHO received a federal ARRA grant through the NYSDOH to channel funding to single county health departments or regional coalitions or consortiums to work within their counties to focus on increasing availability of healthy beverages.

SSBs Request for Proposal

- **Eligibility:** Single County Health Department or Regional Groups
- **Focus:** Develop procedures/practices to increase the availability of healthy beverages in county buildings
- **Timeline:** (9 months)
- **Rationale:** Relationship between consumption of sugary drinks and obesity
- **Methods:** Work with local government officials, private employers and community groups

The evidence linking obesity and drinking sugary beverages has been the impetus for public health advocates to focus on developing innovative practices to increase access to healthier options in public places. NYSACHO received a federal ARRA grant through the NYSDOH to channel funding to single county health departments or regional coalitions or consortiums to work within their counties to focus on increasing availability of healthy beverages.
Criteria for Selection of RFP

• Rating Scale- High, Medium, & Low
  ▫ Experience and Past Performance
  ▫ Personnel & Organization
  ▫ Strength of Work Plan
  ▫ Strength of References
  ▫ Evidence of commitment and involvement of key players with procedural/best practice implementation
  ▫ Strong, active involvement of LHD

• Personnel – structure of organization to support grant activates.
• Work plan – how comprehensive the workplan was, how they impacted their target populations.
• Strength of references were for coalitions or consortiums which had LHDs within them. Support from key people for ex: county executives, public health directors or commissioners
Part of NYSACHO’s funding was subsequently awarded to three counties and one consortium – Orange, Clinton, and Rockland County Health Departments, and the S2AY Rural Health Network (horizontal network comprised of the Public Health Departments in six (6) rural counties (Schuyler, Seneca, Steuben, Ontario, Wayne and Yates), with the presence of a legislator, consumer and provider from each county.

They were chosen for their plan on innovative strategies to promote the drinking of water and increase the availability of healthy beverages in vending machines. To advance the project’s goals, public health educators in these four areas informed local officials about the sugary beverage and obesity link, using a variety of methods to promote healthier beverage choices in county and municipal buildings.
Selected Counties Work Highlights

- COLLABORATIONS AND PARTNERSHIPS
- PRODUCTS AND MATERIALS
- PRESS AND NEWS
- SUCCESSES
- CHALLENGES AND BARRIERS
- LESSONS LEARNED
- PRACTICE/PROCEDURAL CHANGES
- TESTIMONIALS FROM PARTNERS
- SUSTAINABILITY PLANS
• Assessments of all vending machines were conducted to get an idea of beverage availability in the county. Photovoice assessments were conducted as well.

• Rockland signed an agreement with the NYC Health Department for the use of the Pouring on the Pounds materials.

• When working with the vendor to develop a revised product list, they created a survey to send to employees to gain their input. They received approximately 300 responses. While the vendor assumed that diet sodas would be most popular. They actually scored the lowest on the list of “would purchase” items, and seltzer and unsweetened ice tea (which were unavailable at that time in the vending machines) scored the highest. About 24% purchased items 1-2 times a week, 29% said they would purchase more from the machines if choices were healthy.

http://rocklandsteps.org/index.php?section=beverages
Collaborations & Partnerships

<table>
<thead>
<tr>
<th>Organization/Agency</th>
<th>Role on the project</th>
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<tr>
<td>Steps Collaborative</td>
<td>• Shared resources and the campaign content and materials with their networks</td>
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<tr>
<td>Lead agency is the Department of Health, but this group has representatives from over 20 community organizations.</td>
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<tr>
<td>NYC Department of Health &amp; Mental Hygiene</td>
<td>• Allowed use and modification of their “Pouring on the Pounds” campaign materials</td>
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<tr>
<td>Scene International</td>
<td>• Tailored campaign materials and implemented media campaign</td>
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<tr>
<td>Transportation of Rockland</td>
<td>• Facilitated bus campaign, and specifically placement of brochures at front of bus</td>
</tr>
<tr>
<td>Worksite Wellness Committee</td>
<td>• Generated ideas (such as placement of campaign materials in cafeteria), and dissemination of messages</td>
</tr>
<tr>
<td>This committee consists of employees from the Department of Health &amp; Summit Park Hospital</td>
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</table>
| County of Rockland, Purchasing Department | • Assisted with understanding the current vending contract  
• Helped facilitate relationship with the vendor |

Purchasing department was essential with every county. Major lesson learned was to bring them in in the beginning.
Collaborations & Partnerships
Continued

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<tbody>
<tr>
<td>Current vending contractor</td>
<td>• Provided insight about vending sales and machine set-up, informed the county on availability of “healthier” products, provided beverages for taste tests, and approved placing decals on the machines</td>
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<tr>
<td>Creating Healthy Places to Live, Work, and Play worksite program</td>
<td>• Encouraged implementation of educational campaign at other worksites in Rockland County</td>
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<tr>
<td>School Health &amp; Wellness Coalition/Head Start</td>
<td>• Posted materials, decals, and disseminated materials to parents and employees</td>
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Products & Materials

- Leaflets
- Brochures
- Wallet cards
- Decals
- Door clings
- Posters
The NYCDOHMH 2009 public-awareness campaign, which includes posters in the subway system and a multilingual Health Bulletin.
NYCDOHMH POURING ON THE POUNDS CAMPAIGN

ARE YOU POURING ON THE POUNDS?

You're drinking 85 PACKETS OF SUGAR in just 4 sugary drinks a day.

You have to walk 3 MILES from Union Square to Brooklyn to burn off the calories from ONE 20oz. SODA.
Created Quick Response code was added that can be scanned with smart phones and takes the person directly to their website.
Mall Door Clings

Worked with Palisades mall during holiday time
Mall Directory
Pouring on the pounds?
Health Dept suggests re-think your drink

Are you pouring on the pounds with too many sugar-sweetened drinks? If you are like many of us, the answer is yes.

The good news is that the Rockland County Department of Health recently received a $36,000 grant to encourage residents to re-think their drink and consume less sugar-sweetened beverages like soda, sweet tea, and energy and sports drinks. The campaign, called "Are You Pouring On the Pounds?" was adopted from the New York City Department of Health and Mental Hygiene and funded by New York State Association of County Health Officials (NYSHCO).

"Many of us consume too much sugar without even realizing it. Sugar in sweetened drinks contains extra calories that can lead to obesity and diabetes. Americans consume 200 to 300 more calories each day than we did 30 years ago. Nearly half of these extra calories come from sugar-sweetened beverages. Choose healthier drinks such as water, seltzer, fat-free (unsweetened) milk, or unsweetened teas," said Dr. Joan Fucillo, Rockland County Commissioner of Health.

The awareness campaign involves messages in various media. In addition, materials such as brochures, posters, and vending machine decals were developed to encourage people to make a healthier choice. A wallet size card that compares the calories of different beverages is also available. These materials and resources are available free of charge.

"We encourage local organizations and worksites to participate in this campaign. It can be as simple as offering healthy beverages, like water, or seltzer, at meetings and events or displaying an educational poster in your office kitchen," said Melanie Sheffield, Campaign Coordinator.

Call the Health Department at 845-364-2500 or email steps@co.rockland.ny.us for more information and for copies of our free campaign materials. View these materials and watch the video at www.rocklandsteps.org/beverages.
Successes

- Vending machines
  - Seltzer is selling!
  - Employee taste tests and surveys

- Media campaign
  - Bus ads, 30 second audio and scrolling text
    - Brochure slots on buses (English & Spanish)
  - Mall advertisements: door clings and directories
  - 30 second commercials on TV

Media Campaign
Bus ads, 30 second audio and scrolling text on effects of SSBs
  - Brochure slots on buses (English & Spanish)
Mall advertisements: door clings and directories
30 second commercials on TV local cable provider – for example: Food Network, BET, ABC Family, E entertainment, Spike, TBS—2 months Dec and Jan – 5 to 7 times a week.
Challenges/barriers

- Practice Changes

- Vending contractor

“Bottled water sold at a lower price than carbonated sweet drinks. A minimum of 25% of the food/snack products offered shall be low fat, reduced calorie and/or low sodium products.”

• The vendor was not always responsive in a timely fashion, several products we thought would be available were not, and not all the machines have been consistently changed to the new product mix. Recently, when sharing with the Purchasing Department that they noticed many of the machines were selling water at the same price as SSBs, found out that the vendor had put in a request for this change, and the purchasing department approved it. Unfortunately, none of this was shared with the local health department at the time of request or approval.
Lessons learned

- Role of purchasing department
- Role of media partners
- Start small

- The county would definitely involve the purchasing department more with the entire process to help convey the seriousness of the changes to the vendor. They were involved in the beginning to help facilitate the relationship with the vendor but were not closely involved with the communication or changes requested to the vendor.

- The good relationship and communication with the media company, Scene International, which we subcontracted with, was a major reason for the success of the campaign materials and implementation. They really understood the county’s intentions, vision, and were able to work within the parameters of contracting with a county agency. Although Rockland used NYC’s concept and materials as a basis, they were still able to customize and localize it to Rockland County, which enhanced the success.
Testimonials

“One of the nutrition related goals for one of the clients I work with has been to decrease/stop consuming soda and increase water consumption. During our last visit he began to talk about the posters regarding sugar-sweetened beverages he has been seeing while riding the bus. These posters have not only reinforced what we had been discussing but also reinforced it at the point of consumption since many people drink these beverages while riding the bus. They also contributed to moving him from the contemplation stage to motivation and action. It is great to have a moment at work when one can remember that no matter what department we work for, all our work supports each other and contributes to bringing us one step closer to a healthier Rockland County.”

Public Health Nutritionist, Rockland County
Sustainability

- County-wide healthy beverage initiative
- Lunch & Learns at worksites
- Continuation of work through worksite wellness programs

- Rockland will continue to distribute materials and make presentations about SSBs particularly as lunch & learns in worksites.
- Promoting healthy meeting guidelines and improved vending options to other employers in our county is a component of the worksite wellness program that will continue indefinitely.
Orange County

- Proclamation
- Practice and meeting guidelines
- Advertising campaign in Crystal
  Run Galleria mall
- Vending machine changes
- Educational material
distribution

- Worked with a mall around the holidays
Currently Orange worked with a Little League concession stands. They provided the Little League with refillable water bottles with the Orange logo and LL logo.
<table>
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<tr>
<th>Organization</th>
<th>Actions</th>
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| Port Jervis Youth/Community Center | • Installation of Water station  
• Developed practice for Recreation Program which recommends water and healthy beverages for participants |
| City of Middletown DPW | • Set up a practice for making water easily accessible for employees. This was supported with the installation of refrigerators and provision of refillable water bottles |
| City of Middletown Recreation and Parks Department | • Installation of two water stations to increase water availability  
• Development of practices which promote healthy beverages in vending machines, place healthy beverages at prime slots in machines, and make water available for visitors and staff on site |
| Town of Monroe Senior Center | • Made changes to vending machine to increase amount of water and placement of water at eye-level  
• Made practice change to offer water as alternative to sugary drinks at events  
• Changed size of water cup at water cooler to increase water usage |
| Honorehg (Emergency Housing) County-owned building | • Set up a practice for vending machines to increase the number of slots for healthy beverages and for providing water as an option at meetings.  
• Installation of water station to increase water availability for employees, visitors, and families staying in emergency housing |
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<tr>
<th>Organization</th>
<th>Activities</th>
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| SUNY Orange                          | • Agreement with vendor supplying campus vending machines to move water and healthy beverages to higher slots  
• Set up a campus-wide practice for healthy meeting guidelines (to include healthy beverages)  
A review was done of water fountains for cleanliness and maintenance to encourage availability of water |
| Orange County Social Services        | • Water stations were installed at two public sites  
• Practices to encourage water consumption for employees and the public |
| Orange County Government Building    | • Water stations were installed in vending location for employees and visitors |
Water Station
Disseminated a vendor survey at the Crystal Run Galleria Mall. The survey evaluated water purchasing habits of customers. 8 vendors in the food court moved water up front by their cash registers and in their vending machines. Provided information on the educational work that Orange was doing at the mall on healthy beverages. Vendors were amenable to making these changes. A post survey with the vendors showed that water sales went up. The current average sales of water for all 8 vendors is 42.8%. Previous to water campaign, the average sales of water for food court vendors was 36%.

**Products & Materials**

- Table tops: “Water is the Best Drink!”
- Water stations
- Posters
- Fact sheets on importance of consuming healthy beverages
Crystal Mall Food Court Table Top
Water is the Best Drink!

- Drink a glass of water in the morning to start your day off right.
- Have a glass of water with your meals to help with digestion.
- Water has zero calories and sugar! A switch to water from a 20 oz soda will save 270 calories and 16 tsp of sugar.
- Having a glass of water with every meal can keep you from overeating.
- To prevent dehydration, drink water before you start physical activity and drink more after you are done.
- Water helps keep your whole body healthy.
- Water keeps your energy levels up.

Edward A. DeMaio, County Executive
Jim M. Hecken, M.D., M.P.H., Commissioner of Health

(945) 568-9247
Successes

- Vending machine changes
- Practices that encouraged healthy beverage choices
- Water stations
Vending machines contracts sometimes come with perks that are a benefit to the agency. The vendors set up the vending machines with the selection they feel will be the most profitable, and making changes toward a healthier mix is sometimes difficult. Also, some sites seemed unsure of the procedure for making contract changes with the vendor, or who was in charge of making that change.

Challenges/barriers

- Fall 2011, flooding in Orange
- Time constraints
- Vending machine contracts
Lessons learned

• Sell ideas using evidence

• Gain information sooner on how vending contracts work

• Distribute sample practices to worksites

Providing a solid background on the importance of increasing the availability of healthy beverages was very helpful. The Project Coordinator made available sample practices and worked to customize them to fit the site. Extensive follow-up and provision of technical assistance was helpful.
Practices/procedures developed

**Middletown Parks & Recreation:**
- On site vending machines will include **at least one** healthy beverage besides bottled water
- Water and low-sugar beverages will be **placed at eye level** in vending machine
- Water will be offered as an option at meetings
- Water will be made **easily accessible** for staff and visitors

**Town of Crawford Community Services:**
- Vending machine will have **at least one** healthy option in all municipal buildings
- Water will be made available to all staff

**Port Jervis Library:**
- Water will always be provided **free of charge** at library sponsored programs and meetings including carbonated water without sweeteners, nonfat or 1% milk, and whole fruit slices in place of sweetened beverages
Practices/procedures developed

SUNY Orange:
• Move water and healthy beverages to higher slots in vending machines

Town of Monroe Senior Center:
• Add slot for water in vending machine (total of 2) and place in higher slots

City of Newburgh Office:
• Proclamation!

Orange County Government:
• Increase healthier beverages by 30% and place at eye level

City of Middletown DPW:
• Healthy beverages for employees and make cold water available on site

Town of Crawford Summer Camp:
• Refillable water bottles
Testimonials

- “The grant has fostered a new partnership with the Healthy Orange team that will potentially lead to other health-related actions.” Library Director of Port Jervis

- “The information enabled us to learn about how our vending machine contracts work, how we can work with our contractor toward replacing some of the contents to include more water, more low calorie beverages as well as healthier snack choices. In addition, we focused more attention on the water fountains in each building and were able to step up their usage by improving visibility and cleanliness....raised our awareness of the potential for our Wellness Center to influence our students and employees to change some old habits and opt for healthier food and beverage choices.”
  Coordinator of Health Services, SUNY Orange
Sustainability

• Healthy Orange Coalition
  ◦ Educational information

• Through the Healthy Orange Coalition (a coalition of various departments within the county government and local non profit organizations and faith based organizations) they will continue to work on practices and activities to promote healthy beverages.

• They will continue to work with other worksites and agencies to provide educational information and to promote practices that support healthy beverages on site.
Clinton County

- Practices
- Media Campaign
- Presentations
- Beverage taste tests
- Outreach Campaign
  - Newspapers, magazines and community based newsprint
# Collaboration & Partnerships

<table>
<thead>
<tr>
<th>Organization/Agency</th>
<th>Role on the project</th>
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<tbody>
<tr>
<td>Clinton Community College</td>
<td>• Contacted and negotiated practices with businesses, worked with vending companies</td>
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<tr>
<td>AmeriCorps</td>
<td>• Provided volunteer(s) to help with promoting healthy beverage consumption, organizing promotional events</td>
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<tr>
<td>Action for Health Committee (Various community groups)</td>
<td>• Supported and promoted chronic disease related initiatives</td>
</tr>
<tr>
<td>WPTZ, City Rec Dept., PARC Wellness Center, Twin State, Government Center</td>
<td>• Implemented practices that encouraged increased availability of healthy beverages, worked with vending companies, supported promotional events</td>
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<tr>
<td>The Development Corporation</td>
<td>• Provided resources and space for worksite wellness workshop</td>
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</table>
Products & Materials

- Posters
- Flyers
- Brochures
- Toolkits
Press and news

**SUGAR SWEETENED BEVERAGES IN THE WORKSITE**

People are always searching for new and easy ways to cut excess calories from their diets. Sugar-sweetened beverages (SSBs) are drinks that contain added caloric sweeteners such as high-fructose corn syrup, agave, or sugar. In fact, SSBs are the largest source of added sugar in the average American’s diet. While soft drinks, or sodas, is often the first beverage considered when thinking about sugar, the top-selling alcoholic drink is beer, which is also an SSB. It isn’t the only sweetened beverage. Consumers are offered a multitude of beverage choices, making it difficult to choose a drink that won’t sabotage health. Sweetened teas, energy drinks, juice drinks, water enhanced with sweeteners, and flavored water are all available. What can health conscious consumers do?

Vending machines are a common source of SSBs and are often found at worksites and community locations. The Clinton County Health Department recently received funding from the New York State Association of City and County Health Officers, NYSACHOs, to help worksites decrease the possibility of unhealthy drinks in vending machines and help workers make healthier beverage choices, through very simple measures. This can offer choices to consumers opting for a healthy first option.

This doesn’t mean that vending machines will only contain water and diet drinks. Offering choices that include healthier options, along with some of the usual SSBs, may help employees make better choices. The Health Department is assisting worksites to develop policies that promote low or no caloric beverage choices. These beverages fall into the category of having no more than 25 calories per 8 ounce serving. Worksites will offer fewer low or no caloric beverage options and limit the visibility of high calorie beverage selections. For example, any drinks can be placed in the lower rows of the vending machines whereas the healthier choices can be placed at eye level. Although this may seem like a small change, research indicates that people will purchase products at eye level than those found on the lower rows in vending machines. Currently, the Health Department is working with the City of Plattsburgh Recreation Center, YMCA, MAC Wellness Center, and other businesses to develop and implement policies that follow these guidelines. The businesses that have already begun to make the changes in the vending machines have reported positive feedback from the customers. Simple changes do work!
Healthy Beverage effort targets vending machines

By SHERRY FINN
Contributing Writer

PITTSBURGH — Don’t look for sugary beverages in the vending machines at the Pittsburgh Recreation Center.

“We’ve taken those right out,” City Recreation Director Steve Peters said.

“The most fascinating statistic for me,” he said in a phone interview Thursday, “is there are 30 teaspoons of sugar for every Mountain Dew, which is an enormous amount of sugar.”

Instead, there are o-
**Successes**

- 6 week media campaign
- Promotional events
- Worksite wellness training
- Practices adopted

- Media campaign for 6 weeks during the holiday season. They received permission from the New York City Department of Health to use the “Pouring on the Pounds” ad campaign, which has been very successful in New York City. These ads were run for six weeks during holiday season in six different publications for maximum visibility. Radio ads were created. Radio ads were run on two different stations for three week periods each throughout the day to reach a wide audience.

- Promotional events, including taste testing, enticed employees and prompted them to ask more questions about the project. It also promoted the changes being made in the beverages offered in the vending machines. Otherwise, many employees commented that they would not have noticed the difference.

- The wellness training – relayed information and provided toolkits to businesses that were not officially part of Clinton’s focus and target. This allowed the project to become more sustainable because these businesses now have the tools to begin implementing these changes into their workplace without the help of the health department.
Lessons learned

• Have staff member/s devoted to this project

• Small “changes”

• Vending company
  ▫ Start with financial perspective rather than public health
  ▫ Then move to benefits of changing to a healthier product mix
Practices/procedures developed

- 4 practices developed
- Language focused on increasing availability of healthy beverages
  - Nutritional Standard: more than 25 cal per 8 ounces would be classified as an SSB
  - Placement of healthy beverages higher up in vending machines
Additional staffing would help sustain the project because it would allow for an employee to focus on the project and work solely on increasing healthy beverage consumption in the community.

**Sustainability**

- AmeriCorp volunteers
  - Informational presentations on healthy beverages
  - Resources and tips to worksites on making beverage changes
The S2AY Rural Health Network is a horizontal network comprised of the Public Health Departments in six (6) rural counties (Schuyler, Seneca, Steuben, Ontario, Wayne and Yates), along with a legislator, consumer and provider from each county.

- One major prong of our project focused on County government in four counties: Yates, Schuyler, Steuben and Wayne. **Health and human service committees of the legislature in all four of these counties received at least one educational presentation regarding increasing healthy beverage choices.**
- Also provided education at point of service
# Collaborations & Partnerships

<table>
<thead>
<tr>
<th>Organization</th>
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<tbody>
<tr>
<td>Yates County Public Health</td>
<td>Assist in adopting healthy beverage practices</td>
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<tr>
<td>Wayne County Public Health</td>
<td>Assist in adopting healthy beverage practices</td>
</tr>
<tr>
<td>Steuben County Public Health</td>
<td>Assist in adopting healthy beverage practices</td>
</tr>
<tr>
<td>Schuyler County Public Health</td>
<td>Assist in adopting healthy beverage practices</td>
</tr>
<tr>
<td>Municipalities</td>
<td>Assist in getting educational materials out, adopting healthy beverage practices, getting on agendas for Board meetings</td>
</tr>
<tr>
<td>Worksites</td>
<td>Assist in getting educational materials out, adopting healthy beverage practices, getting to the appropriate people for approval</td>
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Products & Materials

- Pouring on the Pounds campaign materials
- S2AY materials
Wayne County gets on the vending machine bandwagon

The Wayne County Board of Supervisors voted 3-2 Monday to follow a policy requiring vending machines to offer a limited variety of items, with the goal of helping curtail a rising obesity rate.

Supervisors Christopher Smith, Jasna Godfrey, and John LeBlanc enacted the policy, which requires vending machine manufacturers to offer a selection of products that include healthy options such as water, unsweetened apple or orange juice, and unsweetened tea. The selection is intended to encourage healthier eating habits and reduce the consumption of high-calorie, high-sugar products.

The new policy is part of an effort to combat the rising obesity rate in Wayne County, which is one of the highest in the nation. According to the Centers for Disease Control and Prevention, 34% of adult residents in Wayne County are overweight or obese, which is higher than the national average of 31%.

The policy is expected to be implemented within the next month, with vending machine providers required to offer a selection of healthy options.

The policy comes in the wake of other efforts to combat obesity, including the implementation of healthy eating programs in schools and the promotion of physical activity through community programs.

The goal of the policy is to create a healthier environment for residents of Wayne County, and to encourage healthier eating habits among schoolchildren and adults alike.

The policy is expected to be a significant step towards reducing obesity rates in Wayne County and improving the overall health of its residents.

Current research suggests that policies such as these can help reduce obesity rates and improve overall health outcomes. By offering healthier options in public spaces like vending machines, residents are more likely to make healthy choices when they are on the go.

The policy is expected to be well-received by residents of Wayne County, who have long been concerned about the rising obesity rate and the health of their community. The policy is a significant step towards creating a healthier environment for all residents of Wayne County.
The educational aspect of this was fantastic. People in general were just not aware of the calories being consumed in sugary beverages, and their effect on obesity and overall health.

Worksites were consistently encouraged to offer employees’ healthier beverages. Reiterated that education alone is not sufficient. They shared articles of interest, on topics such as “maintaining healthy profits” when sites were faced with criticism or fears that limiting the sale of sugary beverages would greatly impact their revenues.
Challenges/barriers

- Short timeline
- Possible loss of revenue
Lessons Learned

- Importance of education on sugary beverages & their connection to overall health
- Environmental level changes
- Work with vending contractors and union reps earlier
- Encourage worksites to monitor vending machines
Practices/procedures developed

Child and Family Resources Inc & Agri Business Child Dev:
- Provide beverages with **no more than 25 calories per 8 oz.** serving at all company functions (excluding low fat milk)

Wayne Community Action Program:
- Remove beverage vending machine from administrative building.
- **Serve only healthy beverage** options at all company functions

The Falls Home:
- Moved beverage vending to basement from entry level to reduce accessibility
Practices/procedures

**Clute Skate Park:**
- Discontinued sale of soft drinks

**Catholic Charities of Steuben County:**
- At least 50% of beverage vending machine offerings to include combination of healthy choices and limit portions to no greater than 12 ounces
Sustainability

- Introduce concept to other counties
Cutyour-sugar.org

- Resource website
  - Case Studies
  - Grant Activity & Practice Ideas
  - Toolkits
  - Vending machine information
  - http://www.cutyour-sugar.org

- Bimonthly Updates
  - News, information, articles on healthier beverage choices
REFERENCES

1. UCLA Center for Healthy Policy Research [www.healthpolicy.ucla.edu]
2. [http://www.cdph.ca.gov/SiteCollectionDocuments/StrategiesToReduce_Sugar_Sweetened_Bevs.pdf](http://www.cdph.ca.gov/SiteCollectionDocuments/StrategiesToReduce_Sugar_Sweetened_Bevs.pdf)