Rethink Your Drink: Creating Healthier Beverage Environments In Health Care Systems
HOUSEKEEPING

- Organizers will mute all phones during the presentation
- Q & A will be at the end
  - At the end, we’ll take live questions. Please use the raise hand option to be un-muted.
  - You can ask questions through the chat option anytime during the presentation
- Technical Issues
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Presenters

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Vanguard MacNeal Hospital
Opening Remarks

Elissa Bassler, CEO

Illinois Public Health Institute
Learning Objectives

- Articulate negative health effects of sugar-loaded beverage consumption.
- Understand the unique role that hospitals can play in reducing sugar-loaded beverage consumption.
- Identify specific strategies to design and implement healthy beverage policies.
- Access tools and resources for beverage environment transformation.
POLLs

- Who is in the Audience?
- Health Impact of SSBs
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Obesity and Sugar Sweetened Beverages – Changing the Beverage Environment

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Types of Evidence

• Trends in sweet beverage intake and rates of obesity.
• Mechanisms through which sweet beverages promote obesity.
• Observational studies examining the relationship between obesity and sweet beverage intake.
• Studies with interventions designed to reduce sweet beverage intake and to assess their impact upon body weight.
Consumption Trends

**Fig. 1** Trends in US beverage consumption (fruit drinks; soft drinks; sweetened beverages) as a percentage of total daily energy intake (Nationwide Food Consumption Survey, 1977–1978; Continuing Survey of Food Intakes by Individuals, 1989–1991, 1994–1996; National Health and Nutrition Examination Survey, 1999–2001)\(^{24}\)
Obesity Trends

Figure 1. Prevalence of overweight among children and adolescents ages 6-19 years

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SOURCE: CDC/NCHS, NHES and NHANES
Consumption Trends by Age

Fig. 2 Trends in US sweetened beverage consumption by age as a percentage of total daily energy intake (© Nationwide Food Consumption Survey, 1977–1978; Continuing Survey of Food Intakes by Individuals, 1989–1991, 1994–1996; © National Health and Nutrition Examination Survey 1999–2001)\textsuperscript{24}
Caloric Contribution

• Most recent data indicates that 10% of all calories consumed by children ages 2-18 are in the form of sweetened beverages.

• 13% for adolescents.
Mechanisms

- Poor self-regulation of energy intake in liquid form.
- 64% adjustment in intake following consumption of solid foods.
- 9% adjustment in intake following consumption of liquids.
Mechanisms

• Sweet beverages may induce hunger.
• Sweet beverages associated with higher overall energy intake.
Observational Studies

- 12/16 high quality longitudinal studies (children and adults) report a strong positive association between sweet beverage intake and adiposity.
- 7/9 high quality cross-sectional studies report an association between sweet beverage intake and adiposity in children.
Intervention Studies

• 2/3 randomized-controlled trials of interventions to reduce sweet beverage intake reported significant decrease in BMI Z scores in children ages 6-18. The third study had a weaker design.
How much of an effect?

- Meta-analyses
- 0.08 z score change in BMI per 355mL of soda/day
- 14-year-old boy, 5’5” tall, and weighs 140lbs (no soft drinks)
- ..would weigh roughly 143lbs (one soft drink a day) over variable time periods.
### How much of an effect?

#### Table 1 Proportion of increase in total energy intake from sweetened beverages, 1977–2001

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<td>Total kJ (kcal)/d per capita</td>
<td>7489 (1790)</td>
<td>8653 (2068)</td>
<td>1164 (278)</td>
<td>N/A</td>
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<td>kJ (kcal)/d per capita from sweetened beverages</td>
<td>293 (70)</td>
<td>795 (190)</td>
<td>501 (120)</td>
<td>251 (60)</td>
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<td>Percentage of increase in total energy intake from sweetened beverages</td>
<td>43</td>
<td>22</td>
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N/A, not applicable.

OTHER EFFECTS

- Risk of diabetes
- Bone mineral density in girls
- Oral health
- Cardiovascular Disease
- Hypertension
- Gout
- Kidney Damage
- Poor Diet Quality
- Sleep Disorders
- Cancer
The Big Five in Childhood Obesity
Role of Hospitals

“It is unreasonable to expect that people will change their behavior so easily when so many forces in the social, cultural, and physical environment conspire against change.”

Institute of Medicine
Rethink Your Drink: Creating Healthier Beverage Environments in Health Care Systems

September 11, 2012

Stacia Clinton, RD. LDN.
Healthy Food Program Coordinator
Health Care Without Harm
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healthyfoodinhealthcare.org
“Health care professionals have an important role to play in shifting institutional practices to support health by not only educating our patients and modeling healthy behaviors, but also in advocating for changes within our environment that will support the transition to healthy habits and a healthier lifestyle.”

Health Care Without Harm
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
  - [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org)
Cost of Obesity

- Health cost of obesity in the US is as high as $147 billion annually.
- Medical costs for people who are obese were $1,429 higher than those of normal weight.
- Proportion of all annual medical costs* due to obesity increased from 6.5% in 1998 to 9.1% in 2006 – a 40% increase.
- Increased prevalence of obesity is responsible for almost $40 billion of increased medical spending through 2006.

*This total includes payment by Medicare, Medicaid, and private insurers, and includes prescription drug spending.

Cost of Processed Foods

*High Fructose Corn Syrup (HFCS)*

- Consumption of fructose has been linked to obesity and insulin resistance
  

- Detectable levels of mercury from use in production of HFCS
  

- Massive amounts of chemical fertilizers and pesticides are used to grow corn in the United States

*By reducing consumption of beverages sweetened with HFCS, there is a subsequent reduction of the impact that production of this sweetener has on our health and the environment.*
Cost to the Community: Bottle Waste

- Single-serving packaging generates significant waste and disposal costs

- Polyethylene terephthalate (PET) bottles are accepted by most municipal recycling programs yet each year in the U.S., only 23% are actually recycled

- **Six times** as much water is used in the production of bottled water as actually ends up inside the bottles
Why should the healthcare sector take a stand on SSBs?

- **Primary prevention part of mission**
  - As places of healing, hospitals have a natural incentive to provide food and beverages that are healthy for people and the environment in which we live.

- **Position to influence behavior**
  - Respected sources of health information
  - See patients and visitors at critical time
  - Hospitals bear burden of chronic disease

- **Position to influence local markets, distribution networks, national food distributors**
  - Health care food service is $12 billion market in U.S.
Improve the health of employees while saving money.

Healthcare costs (medical care and prescription drugs) were 10% higher for hospital workers than the general employee population.

Researchers calculate that a hospital or health system with 16,000 employees stands to save an estimated $1.5 million annually in medical and pharmacy costs for each 1 percent reduction in health risk.

What should hospitals be promoting?

**Healthy Beverages**

- Nutritious
- Hydrating
- Low environmental impact
- Supportive of community health
- In line with hospital mission to promote health
Creating Healthy Beverage Environment

**Program Specifications**

- Naturally Sweetened Beverages
  - Limiting portions
- Concern with Artificially Sweetened Beverages
  - Emerging research on link to increased calorie consumption
- Tap Water
  - Increased education and awareness
  - Bottled water can cost up to 4,000 times more than tap water
- Beverage Waste Reduction
  - Reducing secondary impact to the community from increased bottled beverage usage
Culture Transformation

Health Care Institutions...

Provide anticipatory guidance to patients and families about the importance of healthy foods and beverage purchasing practices to support individual and community health.

Work in health care facilities to create a healthy food and beverage procurement and service model that is recognized as integral to a preventive health agenda.

Work in the community at a local, regional and national level to promote policies that support the development of an accessible, healthy, and fair food system.
Strength in Numbers

- 480 founding hospitals
- Represent over 90,000 beds
- 700,000 employees
- $20 billion spent in purchasing materials & supplies
- 9% of total hospital sector
HHI Challenges

- Engaged Leadership
- Healthier Food
  - Healthy Beverage
  - Balanced Menus
  - Sustainable Procurement
- Leaner Energy
- Less Waste
- Safer Chemicals
- Smarter Purchasing

Tools and Resources: www.healthierhospitals.org
Hospital Internal Food Purchases Influence the Health of Patients, Staff and the Local & Global Communities

Retaining Employees and Improving Morale. According to the 2008 Society for Human Resource Management *Green Workplace Survey Brief* (www.shrm.org): "Companies that implement environmentally responsible programs cite improved employee morale, a stronger public image and a positive financial bottom line among other things."

[Image of carrots and a smiling woman with a child]
Hospitals Leading Change

Mayor Menino and Ten Boston Hospitals Work Together to Reduce Consumption of Sugary Beverages Among Patients, Staff, Visitors

Partnership builds on the Mayor’s ongoing efforts to make healthy choices the easy choices in Boston

For Immediate Release
February 17, 2012
Released By:
Mayor’s Office

For More Information Contact:
Mayor’s Press Office
Press.Office@cityofboston.gov

Boston Hospital Learning Network

Carney Hospital
Massachusetts General Hospital
Boston Medical Center
Children’s Hospital Boston
Tufts New England Medical Center

Brigham and Women’s Hospital
Faulkner Hospital
Beth Israel Deaconess Medical Center
St. Elizabeth’s Medical Center
Dana Farber Cancer Institute
"Point of Decision" Signage

http://www.bphc.org/programs/cib/chronicdisease/healthybeverages/Pages/Home.aspx
Hospitals Leading Change
Massachusetts General Hospital

Study: Colored Labels Help Cafeteria-Goers Eat Healthier

Simple but effective: red, yellow and green labels on food help diners make better choices.

By ALICE PARK | @aliceparkny | January 27, 2012 | 3

Remember the grade-school game ‘Red Light, Green Light?’ You had to run across the playground until someone said ‘red light,’ and then you had to freeze, unable to move again until you heard ‘green light.’

Nice idea, thought some researchers at Massachusetts General Hospital (MGH), could the same go-stop training manipulate the way people eat?

Source
“Changing the Context”: MAPPS Strategies

**Media**
Eliminate SSB marketing within organizations

**Access**
Less access to SSBs – vending, cafeteria, patient tray service, catering
More access to healthier beverages

**Price**
Increase for SSBs/Decrease for healthier drinks

**Promotion and Placement**
Placement strategies in access locations
Carney Hospital
No Red Beverages Sold
Since March 2011

Norwood Hospital
47.1% Green Beverages
4.4% Yellow Beverages
18.3% Red Beverages

Good Samaritan Medical Center
Oct 2011

Saint Anne’s Hospital
Nov 2011

Sugar Sweetened Beverage (SSB)
Reduction Initiative

Since early 2011, Steward Health Care has served as a strategic partner of the Boston Public Health Commission in their citywide Sugar Sweetened Beverages (SSB) reduction campaign, made possible by funding from the US Centers for Disease Control’s Communities Putting Prevention to Work (CPPW) program. While our program initiated in our Boston hospitals, we are in the process of expanding the program to our other institutions.

Many people don’t realize how much sugar and how many calories are in common beverages. Sugar-sweetened beverages, like sodas and flavored drinks, are now the largest source of added sugar in Americans’ diets and can account for a large percentage of a person’s daily caloric intake. The SSB reduction program seeks to highlight the public health risk of over-consuming SSBs and to make healthier beverage consumption the easier choice.

At St. Elizabeth’s, for instance, simple systems changes implemented through our SSB reduction initiative have created a profound environmental impact. With support from Boston Public Health Commission and Health Care Without Harm in the form of health information, technical assistance, and educational materials, our efforts have included the removal of more than 20 varieties of sugar sweetened beverages from coolers and fountain drink machines in our cafeteria, the introduction of a color-coded beverage education system to inform consumers about healthy beverage choices, strategic product placement, and much more. The result has been over a 41% reduction in SSBs and over a 40% increase in healthier beverage consumption. These changes have not only had an overwhelmingly positive impact on the health of our employees, patients and visitors, but have also served as the catalyst for other hospitals and community groups to launch similar SSB reduction initiatives.

At a time when health care costs and chronic disease rates continue to skyrocket both in Massachusetts and across the country, collaborative, prevention-based efforts, like those made possible by stimulus funding are critical to ensuring cost-containment and health improvement in our communities, and Steward Health Care and 1199SEIU United Healthcare Workers East are proud to partner in those efforts.

I like my Coke but I believe it is a positive move that Steward is eliminating sweetened beverages and substituting healthier drinks. It is important that we have good health so we can take good care of our patients.

Case Study available at www.healthyfoodinhealthcare.org
• **Michigan:** 2010 - Michigan Hospital Association and HCWH start a conversation about healthy beverages in health care with the Healthy Food Charter

• **Boston:** April 2010 - Boston Hospital Learning Network formed

• **Chicago:** April 2012 - Illinois Public Health Institute hosts a Rethink Your Drink Symposium at Rush Medical Center featuring an announcement from Vanguard Health System is eliminating SSBs from the Chicago facilities

• **Philadelphia:** June 2012 - Einstein Medical Center hosts Rethink Your Drink Symposium to kick-start interest in their region

• **National:** July 2012 - HCWH hosts webinar on healthy beverages attracting over 350 registrants from the health care sector

• **National:** HCWH Health Care Professional Pledge to support healthy beverages in health care reaches 550 signatories and growing!
Scott Steiner, FACHE
COO & Interim CEO
Vanguard MacNeal Hospital
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The Vanguard Health Chicago Story

VANGUARD MISSION
To Help People Achieve Health for Life

VANGUARD VISION
To create life-long relationships by changing the way health and healthcare are delivered in our communities
Vanguard Health Chicago

Four Hospitals in Vanguard Health Chicago

– MacNeal Hospital (Berwyn, IL)
– Weiss Memorial Hospital (Chicago, IL)
– West Suburban Hospital (Oak Park, IL)
– Westlake Hospital (Melrose Park, IL)
MacNeal Timeline

• 2009: Holiday Party Menu Changed
  – Reduced the calories in food
  – Replaced sugar-loaded punch
  – Added more culturally appropriate foods
  – Reduced the number of sweets on sweet table
• 2010 - 2011
  – Salad Bar Revamped; New pricing initiative
  – Cafeteria Menu Changed
  – Candy and sodas removed from vending machines
  – Meal Deals served with water instead of sugary drinks

• 2012
  – Fryers Removed
  – All sugar-loaded beverages removed
Vanguard Beverage Change Timeline

**January, 2012:** Representatives from IPHI & AHA meet with Vanguard MacNeal staff

**February, 2012:** Representatives from IPHI and AHA meet with Vanguard Chicago Market team members

**April, 2012:**
- Representatives from IPHI & AHA meet with Vanguard Chicago CEOs and senior staff members
- Vanguard Chicago Healthy Beverage Work Group created with representatives from all business units (senior management, clinical management, food & nutrition directors, human resources, community relations and market office.)
April, 2012 (cont’d)

- Working group attends *Rethink Your Drink* symposium
- Public announcement of change in beverage environment
- Story covered by Chicago Tribune, WBBM-TV and WLS-TV
Healthy Beverage Team At Work!
Policy Change

• All sugar-loaded beverages removed from vending machines, cafeterias and lounges. They are replaced with drinks with less sugar and artificially-sweetened beverages. Drinks served in meetings and catering events meet the same criteria. Within the year, Vanguard will eliminate all sugar- and artificially-sweetened drinks.
Strategies

- Reduced price of non-sugary beverages, including water to encourage consumption
- More potable drinking water is available
  - Hydration stations
  - Free infused water is available in cafeteria
- Removal of all signage marketing events
- Education about sugary drinks and events highlighting healthy beverages
A message from the Market President

June 21, 2012

Committed to our Mission

Faithful to our mission, “Health for Life” we are going to start off our new fiscal year that begins on July 1 demonstrating our commitment to our mission through our actions. You have previously heard that we are moving away from providing and selling sugar-sweetened beverages in all of our facilities and we will be putting this plan in motion starting next month. We have already started increasing our offering of healthier beverage options and will continue to do so until we reach our goal of eliminating sugar-sweetened and artificially sweetened drinks in the coming year. We recognize that our employees, patients and visitors have the right to choose other beverage alternatives and these drinks can be brought into the facilities, we will simply not provide them. In the coming weeks you can expect to see and read more about this initiative.

Also, as active members of the community, Vanguard Health Chicago has partnered with the American Heart Association to serve as a Signature Sponsor of this year’s Heart Walks. I am personally honored to serve as the Event Chair for the Metro Chicago Heart Walks this fall. We have set a goal to raise $180,000 in fundraising from our Heart Walk team. I am looking for individuals from all sites to sign up as team captains and recruit walkers to our team. Details on Market challenges and fundraising competitions will be forthcoming.

I look forward to walking and living our mission with all of you.

Bill Foley,
Market President

Sample Communication Material

Vanguard Health Chicago is a growing healthcare system, which includes Michael Hospital in Bensenville, West Memorial Hospital in Chicago, West Suburban Medical Center in Oak Park, Westlake Hospital in Melrose Park, as well as academic affiliations and partnerships. Vanguard Medical Group deploys over 150 providers across more than 70 locations throughout the Chicago area. We embrace health for life – our commitment to creating lifelong relationships by changing the way health and healthcare are delivered in our communities. In everything we do, we ask ourselves “is this helping someone achieve health for life?”
Rethink What You Drink.

GREEN
- Drink Plenty
- Water
- Skim or 1% milk

YELLOW
- Drink Occasionally
- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice

RED
- Drink Rarely, If At All
- Regular sodas
- Energy or sport drinks
- Fruit drinks

Faithful to our mission of helping others achieve Health for Life; Vanguard Health Chicago is helping our employees, physicians, patients and visitors make healthier beverage choices. Join us on our journey and start rethink your drink.

Vanguard Health Chicago
MacNeal Hospital | Weiss Memorial Hospital | Westlake Hospital | West Suburban Hospital
Sample Buy-in and Education Strategy
Challenges

• Managing four different cultures and institutions at different points of change
• Juice sizes
• Tracking strategies
• Ongoing education needs
Lessons Learned

• Revenue impact
• The “Coca-Cola” story
• Misplaced fear and discomfort
Questions?

We’ll take live questions at this time. Please use the raise hand option to be un-muted.
Materials Available

- Webinar Recording & PowerPoint Slides
- Rethink Your Drink Symposium (APRIL 25, 2012) Enduring Webinar

Available at: www.iphionline.org
Rethink Your Drink
Healthy Beverage Toolkit for Healthcare

Download copies at:
www.iphionline.org
Thank you!
Illinois Public Health Institute
For more info: Terri.Johnson@iphionline.org
312-850-4744

Please complete the evaluation form.