

CAN WE HELP YOUR ORGANIZATION INCREASE HEALTHY FOOD CHOICES?

WHY PROCURE AND SERVE HEALTHY FOODS?

1 Customers are demanding healthy options.

Consumer trends are moving towards healthier options. The market for healthy snacks has grown in recent years and is expected to keep growing.¹ As such, procuring and serving healthy foods can improve profits. For example, when a cafeteria in a government building adopted healthy standards, their sales increased by 34% in the first six months.²

2 Organizations have a role to play in supporting health.

People make their food choices based on what is available in their environments. When healthy food is easily accessible and affordable it enables people to choose that option. If it is difficult to find healthy foods, people may settle for the unhealthy ones.³ Ensuring people's environments are conducive to making healthy choices is crucial to supporting health.⁴

3 Poor diet is costly.

One diet-related health condition, obesity, costs employers an additional \$13 billion every year, and is responsible for almost 10% of all medical spending.⁵ Offering healthy options can help to reduce this economic burden.⁶ Researchers have found that for every dollar spent on employee wellness, employers can expect up to a \$6 return on investment.⁷

4 Diet matters for health.

People who eat a healthy diet tend to live longer, and are at a lower risk for chronic, debilitating health conditions such as heart disease, type 2 diabetes, high blood pressure, poor bone health and certain cancers.^{8,9} For the approximately one in two American adults who already have a preventable chronic disease, healthy eating can help them manage their condition, and prevent complications.^{8,9}



HOW WE CAN HELP

We can provide you with FREE consultation to help make healthy changes to your food offerings. Kathryn Bernstein, a registered and licensed dietitian can help your institution:

- Analyze your food service and contracts
- Plan a revised menu that stays within budget
- Create an action plan
- Track progress
- Train staff
- Monitor compliance
- Connect you to resources
- And more!

In addition, all participating organizations will have the opportunity to take part in a regular “learning community” to learn best practices, share tips, and work through challenges.

CONTACT

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ABOUT ISPAN

ISPAN is a five-year, \$4.6 million initiative to implement physical activity and nutrition interventions designed to make it easier for Illinoisans to live the healthiest lives possible. ISPAN is particularly focused on low-income and rural communities and communities of color that have been hardest hit by chronic diseases like type 2 diabetes and heart disease. With funding from the Centers for Disease Control and Prevention, the Illinois Public Health Institute is collaborating with the Illinois Department of Public Health, local health departments in three regions of the state, and a unified coalition of organizations from multiple sectors to tackle the root causes of obesity and related chronic diseases.

REFERENCES

- 1 [Public Places Should Offer Better Options](#)
- 2 [Why Offer Healthier Options?](#)
- 3 [Healthy Food Environments](#)
- 4 [Adult Obesity Causes & Consequences](#)
- 5 [Healthy Beverage Toolkit for Healthcare](#)
- 6 [Nine Reasons to Offer Healthier Options at Public Facilities](#)
- 7 [Workplace Wellness Programs Can Generate Savings](#)
- 8 [Making Healthy Eating Easier](#)
- 9 [Facts About Nutrition- and Physical Activity-Related Health Conditions in the United States](#)

WHAT IS INVOLVED?

We can help your institution adopt [food procurement](#) and/or [Food Service Guidelines](#). These guidelines for healthy food service are based on the most up-to-date research and align with the 2015 - 2020 Dietary Guidelines for Americans.



Going on this journey, while certainly worthwhile, involves some time and commitment from your institution (with our help, of course). Some of the steps include:

- Make sure your agency's leadership is on board with the initiative
- Bring stakeholders together to plan for changes
- Formalize the changes in writing
- Update foods offered and contracts (as needed)
- Train key staff to implement the changes
- Ensure the new guidelines are being followed

GETTING RECOGNIZED

Make sure people know about the great work your team has done by taking advantage of our recognition program!



Once your institution is established as one that serves healthy foods, we can help you get the word out by:

- Sharing your success with our networks through our website, our monthly newsletter and on social media
- Sending you recognition language that you can share with your network
- Connect you to local and national organizations who can recognize you for your work

RESOURCES

- [Food Service Guidelines for Federal Facilities](#): The guidelines we can help your institution adopt
- [Food Service Guidelines Case Studies](#): Case studies of other organizations that have made healthy food service changes
- [Good Food Purchasing Program](#): A national initiative to use the power of procurement to positively impact communities



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