Managing Healthy, Sustainable Initiatives

Presenters:

Kate Hill, Product Management, CBORD

Michelle Gottlieb, Co-Coordinator

Healthy Food in Healthcare Program, Health Care Without Harm

David Schwartz, Campaign Director, Real Food Challenge

Brad Krakow, Project Manager, CBORD

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Agenda

Kate Hill
Product Management
CBORD

- Sustainability and how it applies
- Organizations and resources
- Examples of programs
- Best practices for tracking, promoting, and reporting

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Michelle Gottlieb, Co-Coordinator

Healthy Food in Healthcare Program

Health Care Without Harm

Sustainability and How it Applies

Organizations and Resources

Successful Initiatives in Healthcare

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Healthy Food in Health Care

The Role of Health Care in Promoting Healthy and Sustainable Food Systems

CBORD Webinar

Michelle Gottlieb

Co-coordinator

Healthy Food in Health Care

Health Care Without Harm

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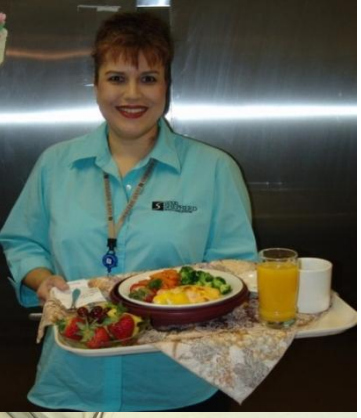
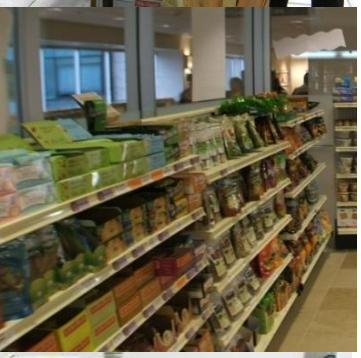
Together with our partners around the world, Health Care Without Harm shares a vision of a health care sector that does no harm, and instead promotes the health of people and the environment. To that end, we are working to implement ecologically sound and healthy alternatives to health care practices that pollute the environment and contribute to disease.

- HCWH has grown to over 500 organizations in 53 countries.

- **Program Areas:**

  Healthy Food Systems, Waste Management, Toxic Materials, Safer Chemicals, Green Building & Energy, Climate & Health, Green Purchasing, Pharmaceuticals






Healthy Food in Health Care Program

National Initiative of Health Care Without Harm founded in 2005 to leverage the **massive purchasing power and health authority** of the healthcare sector to support healthy, sustainable food systems.

HFHC works with hospitals across the country to help improve the health and sustainability of their food services.

- Definition of **healthy food**:
  - Nutritious, whole foods and beverages
  - Environmentally sound
  - Economically viable
  - Socially responsible

Farm as Factory

"The economic reductionism of modern industrial agriculture subjects the farm to the simplification, standardization and abstraction of a factory."

James Scott, 1998

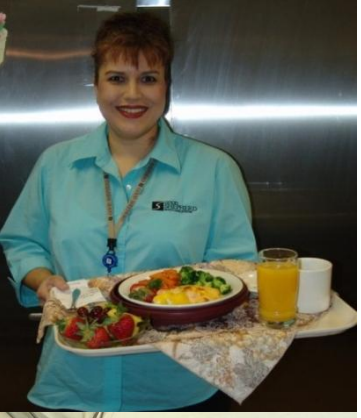
- Focus on inputs / outputs
- Specialization
- Resource intensiveness
- Large-scale

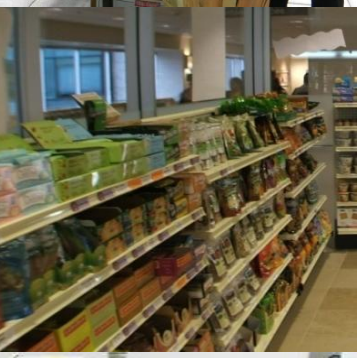
Where in the Food System do Health Concerns Exist?

Production	**Pesticides**, chemical fertilizers, **antibiotic and hormone use** in meat and dairy production, infectious agents, **arsenic,** environmental degradation
Processing	Increased reliance on imported, unregulated processed foods; melamine; residual mercury; **food-borne illness**
Packaging / Transportation	**Bisphenol A (BPA)**, phthalates, perfluorochemicals, air quality, food miles, widespread use of plastics leading to large volumes of waste both in landfills and incinerated, environmental degradation
Consumption	Fast food, sugar-sweetened beverages, high fructose corn syrup, marketing, **obesogens,** nutritionally deplete foods

Toxics in the Food System

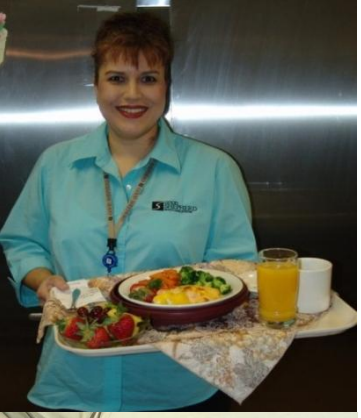
- Pesticides
- Bisphenol A
- Phthalates
- Dioxins
  - PCBs
- Metals
  - lead, mercury, cadmium, manganese
- PBDE flame retardants

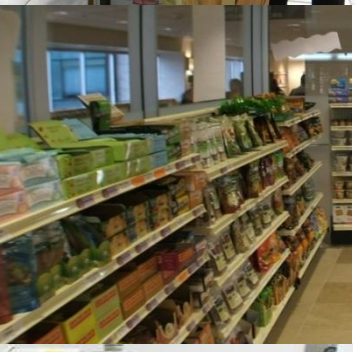




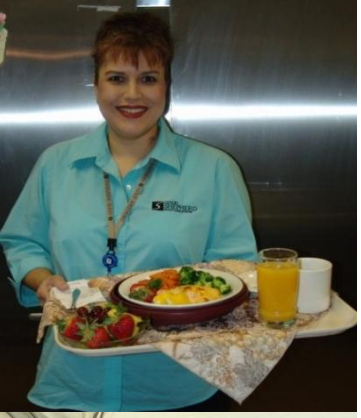

Why Healthy Food in Health Care

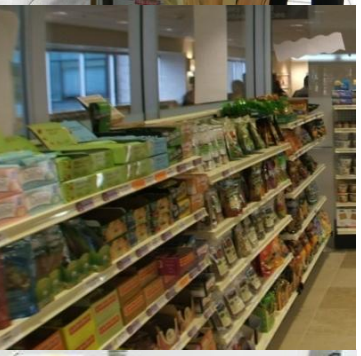
- National health crisis of diet related diseases
- Increasing understanding of linkages between industrialized food systems and human and environmental health
- Health care in prime position to support a healthier food system and food environments:
  - Major employer
  - Health authority
  - Community member, leader and anchor
  - Large purchaser of food





- Hospitals' purchasing decisions have an:
  - Economic Impact – on growers, producers, other businesses, and communities
  - Health Impact – directly and indirectly on employees, patients, visitors, and community members
  - Environmental Impact – thus also impacting human health






Healthy Food in Health Care Program

Key Strategies:

- Sustainable Food Policies and Action Plans
- Purchasing Local Sustainably Produced Food
- Menu Changes to support whole, seasonal, meat reduced meals
- Farmers' Markets/ Farm Stands/ CSA's
- Hospital Gardens
- Healthy Beverage/ Healthy Vending Programs
- Composting and Waste Reduction

www.healthyfoodinhealthcare.org

HFHC Program Initiatives

Healthy Food Pledge

food matters

Clinical Education & Advocacy Program

Local & Sustainable Purchasing Initiative

Balanced Menus Initiative

Healthier Hospitals INITIATIVE

HHI – Call to action for the health care sector – Healthier Food Challenge

Healthy Beverage Initiative

Trends: Healthy Food and Beverage Environments

HOSPITAL GREEN CHEF

Labeling Healthy Menu Items

Healthy Beverage Programs

Fresh, local and sustainable fruits and vegetables

Healthy Food in Vending Machines

Trends: Healthy Food Access

Farm Stand at Kaiser Permanente

Farmers' Market at Oregon Health & Science University

It's All Good Store at Oregon Health & Science University

CSA at MedStar Montgomery Medical Center

Trends: Healthy Communities Beyond Hospital Walls

Community Garden: Johns Hopkins Bayview Medical Center

Good Samaritan Hospital

Futurecare Cherrywood Nursing & Rehabilitation

Hospital Farm: St. Joseph Mercy Medical Center

Trends: Policies and Purchasing

8 Providence Health Services Hospitals in Oregon sign the Pledge

Portland Oregon hospitals present check to Department of Agriculture representing their Local Food Purchasing

Sustainable Food Purchasing at Union Hospital of Cecil County

PLOW TO PLATE®

Farmers, health care providers and communities united in support of food for health.

Healthier Hospitals INITIATIVE

Healthier Hospitals INITIATIVE

www.healthierhospitals.org

PRACTICE Greenhealth

Health Care Without Harm

THE CENTER FOR HEALTH DESIGN

Healthier Hospitals INITIATIVE

Healthier Food Challenge

Baseline

Facility (or system) has signed the Healthy Food in Health Care Pledge OR has formally adopted a sustainable food policy.

Level 1

Commit to **one** of the following categories: Balanced Menu Challenge, Healthy beverages or Local and/or sustainable foods.

Level 2

Commit to **two** of the following categories: Balanced Menu Challenge, Healthy beverages or Local and/or sustainable foods.

Level 3

Commit to **three** of the following categories: Balanced Menu Challenge, Healthy beverages or Local and/or sustainable foods.

Healthy Food in Health Care

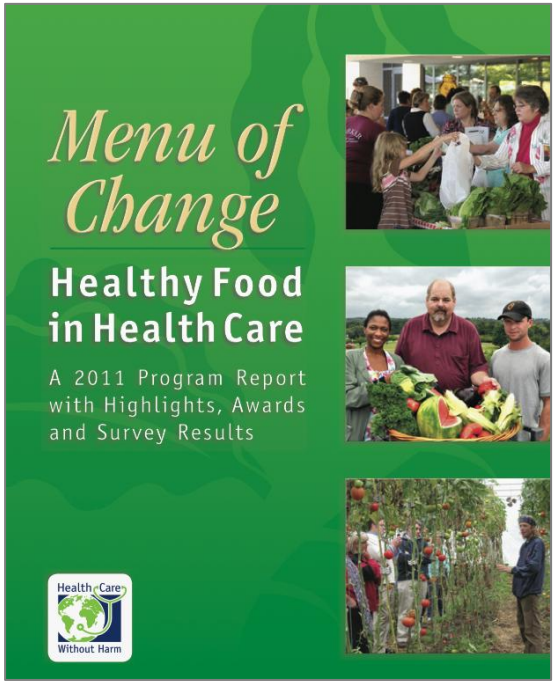
A Pledge for Fresh, Local, Sustainable Food

Education and Benchmarking

GREEN GUIDE for Health Care™ GGHC

Guide for Operating a Healthy and Sustainable Food Service

Healthy Food in Health Care Awards



Menu of Change Report & National Survey

CleanMed2013
Creating Healing Environments

Conferences and Webinars

Website: www.healthyfoodinhealthcare.org

Health Care Without Harm

ISSUES
Healthy Food Systems

Home | About | Newsletters | Press Room | Events | Resources | Get Involved | Subscribe | Donate | Login

ISSUES
- Waste Management
- Toxic Materials
  - Mercury
  - PVC and Phthalates
  - Flame Retardants
  - Electronics
  - Cleaners and Pesticides
- Safer Chemicals
- Healthy Food in Health Care
  - Overview
  - Topics
  - Initiatives
  - Awards & Benchmarking
  - Tools & Resources
  - Take Action
  - In the News
  - Events
  - Contact
- Green Building and Energy
- Climate and Health
- Green Purchasing
- Pharmaceuticals

Healthy Food in Health Care

The *Healthy Food in Health Care* program harnesses the purchasing power and expertise of the health care sector to advance the development of a sustainable food system.

Through advocacy, and education, we motivate facilities to implement programs that explicitly connect all aspects of the food system with health. We catalyze sustainable procurement efforts, create clinician advocates, and inspire health care institutions to become leaders in shaping a food system that supports prevention-based health care.

Who We Are

Healthy Food in Health Care (HFHC) is a national initiative of Health Care Without Harm (HCWH), developed in conjunction with its member organizations. We work with hospitals across the country to help improve the sustainability of their food services. Founded in 2005, the program provides education, tools, resources, and support to health care facilities, making the connection between the health of

search

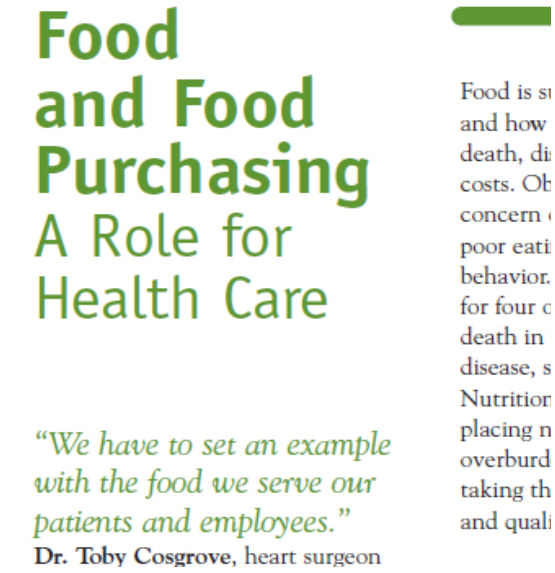
Sign Up for Our Healthy Food Email List

We applaud the successes of 2011 Food Award participants!

"Our greatest 2010 success was getting staff, patients and visitors to appreciate what locally produced food is like versus food produced on industrial farms hundreds or thousands of miles away."

—Mike Bersani, Manager Clinical Nutrition Services, Catering and Dining Services, MidMichigan Medical Center, Clare, Mich.

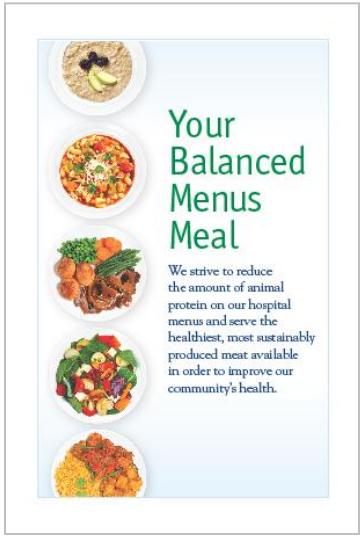
HFHC Tools and Resources



Fact Sheets and Case Studies

E-News Letters & Listserve

Promotional Materials: *Balanced Menus Table Tent*



HFHC Tools and Resources

Food Service Credits 3.1 -3.3 - Local, Sustainably Produced Food Purchasing

Credit Goals:	3.1: 15% Purchases Sustainably Produced and/or Locally Produced 3.2: 25% Purchases Sustainably Produced and/or Locally Produced 3.3: 50% Purchases Sustainably Produced and/or Locally Produced

Meat/Poultry/Seafood Procurement Tracking

Food Type	Product Detail (Example: cut, brand, grower, supplier or other info you wish to track)	Sustainability Label/ Category: Third Party Certifications: USDA certified Organic	Food Alliance Certified	Certified Humane Raised and Handled	Animal Welfare Approved	Bird Friendly	Salmon Safe	Marine Stewardship Council (Seafood)	Rainforest Alliance Certified	Protected Harvest	Fair Trade Certified	USDA/FDA Label Claims: Raised w/o added hormones	Raised w/o antibiotics	No Genetically Engineered Ingredients	rBGH-Free (Dairy)	Grass-fed (beef & lamb)	Local	Record Sustai: Baseline Year (if tracked)	Qu
Beef																			
Example - Ground meat	*Carman Ranch, Fulton Provision/Sysco*		X														X	$50.00	$50
Hamburger Patty																			
Ground Meat																			
Roast																			
Stew Meat																			
Total Sustainable Beef Purchases																		$0.00	$0.
Total Beef Purchases (Report all beef purchases made during the reporting month - those identified as sustainable and conventional)																			
% of Total Beef Purchases Sustainable																		#DIV/0!	#DI

Tracking Tools: Local & Sustainable Procurement

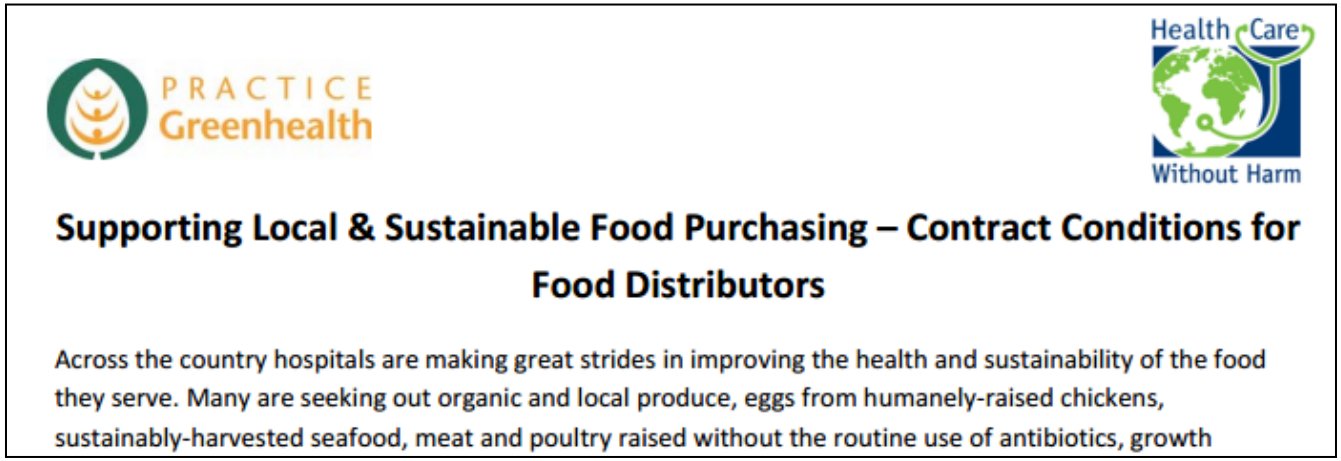
Integrating Sustainability Requirements Into Health Care Food Service Contracting

Health Care Without Harm

There are many opportunities for hospitals to improve patient safety, worker safety, and the overall health of communities and the

- Pesticide drift, field dust, waste burning, toxic gases from degrading manure, and diesel exhaust from transporting food long distances are all factors of food

Purchasing Guides for Hospitals and GPOs



PRACTICE Greenhealth

Health Care Without Harm

Supporting Local & Sustainable Food Purchasing – Contract Conditions for Food Distributors

Across the country hospitals are making great strides in improving the health and sustainability of the food they serve. Many are seeking out organic and local produce, eggs from humanely-raised chickens, sustainably-harvested seafood, meat and poultry raised without the routine use of antibiotics, growth

Additional Resources

In case you want to leave our website:

- Environmental Working Group has a great website for consumer guidance on food (www.ewg.org)
- Take action on food policy: www.healthyfoodaction.org)
- Learn more about protecting antibiotics: www.keepantibioticsworking.org

Contact Info

Healthy Food in Health Care Program

Michelle Gottlieb

617-216-5658

mbgottlieb@comcast.net

Websites: www.healthyfoodinhealthcare.org

www.noharm.org

www.healthierhospitals.org

David Schwartz, Campaign Director

Real Food Challenge

Sustainability: Successful Initiatives in Colleges

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Real Food Challenge

Higher Education Opportunities for Building a Healthy, Just and Sustainable Food System




David Schwartz, Campaign Director
www.realfoodchallenge.org

Real Food Challenge

- *"Harnessing the power of youth and universities to create a more just and sustainable food system."*

Programs:

- Real Food Campus Commitment
- Real Food Calculator
- Real Food Awards
- Food Day 2013
- Campus Visits

real food challenge

Student and University Demand for Real Food

- **A third** of greenhouse gasses come from factory farms and agribusiness
- **1 acre of US farmland** is lost every minute due to financial squeeze on family farmers
- **1 in 3** Americans born today will develop diabetes
- **Less than 2%** of the food economy considered 'real food'

real food challenge

Student and University Demand for Real Food

- 100,000 students, staff & faculty participate **in Food Day events on 300+ college campuses** in 2012
- At University of South Florida, Florida State and Western Washington University: **90+% student support for Real Food programs on campus**

- At Earlham College in IN, University of Cincinnati and Loyola University in Chicago: **student government resolutions** call for more real food on campus

real food challenge

Real Food Campus Commitment

- Purchase at least **20% Real Food by 2020**
- Engage student researchers to **track procurement goals annually** using Real Food Calculator
- Set up a Food Systems Working Group (FSWG) – to **develop a campus food policy** and action plan
- Increase **student education** and engagement
- Food service and prime vendor **contract reform**

Participating Campuses

20 %

20 %

40 %

40 %

30 %

40 %

What is 'real food'?

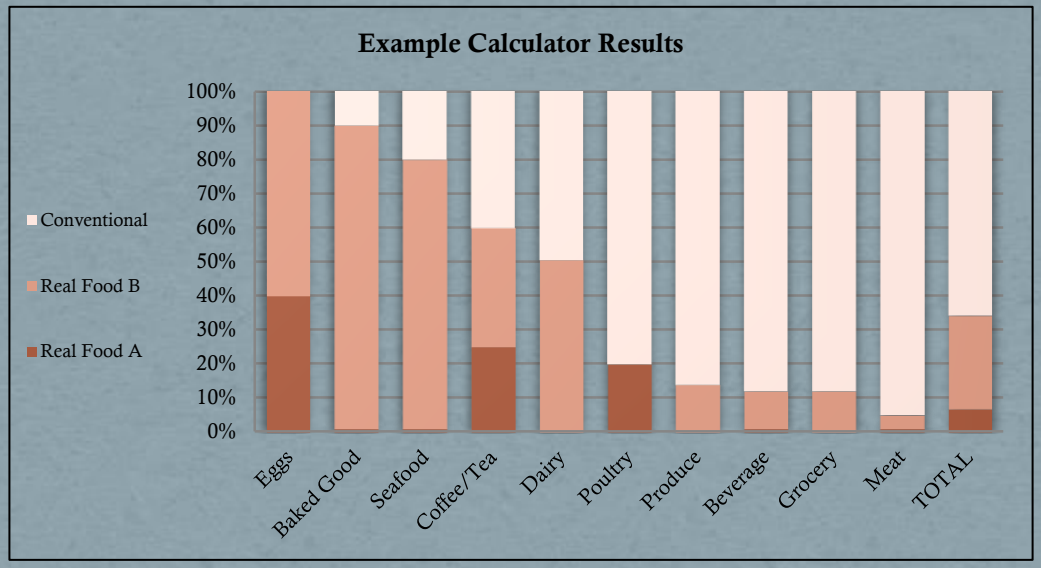
Real Food Guide Summary Version 2012-2013

In order for a food item to be counted as local, fair, ecologically sound, or humane, it must meet one or more of the criteria in the "Green Light" or "Yellow Light" sections for that category.

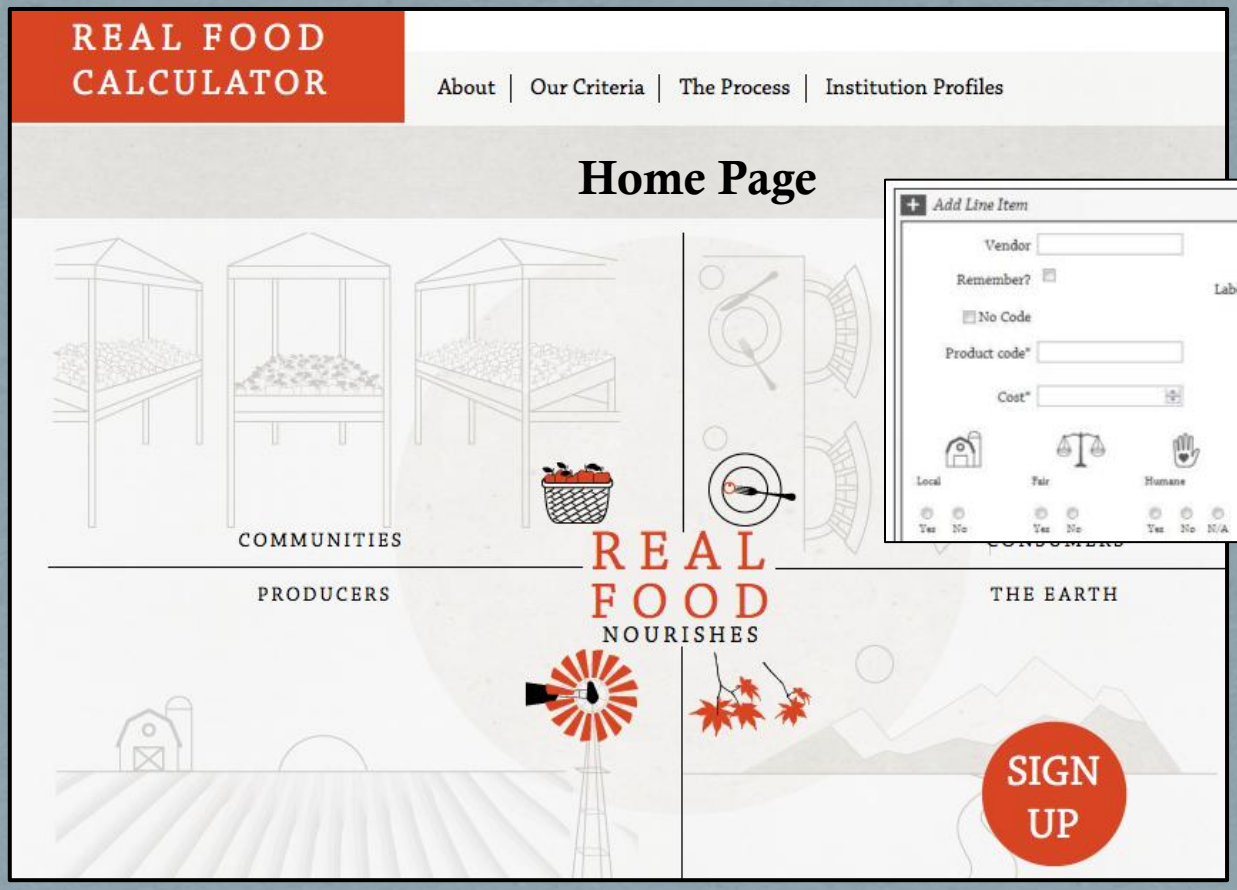
	Local and Community-Based	Fair	Ecologically Sound	Humane
Green Light *Best represents standard* **YES**	• Community-based • All ingredients within 150 miles of the institution	• 3rd party certified products (e.g. Fairtrade Certified, by F.L.O.) • Single-source product with fair employee policy	• 3rd party certified products (e.g. Food Alliance) • From an organic campus farm or garden	• 3rd party certified products requiring no physical alterations (e.g. Animal Welfare Approved by AWI)
Yellow Light *Lesser representation of the standard* **YES**	• Community-based • All ingredients within 250 miles of the institution • 50% of ingredients meet the standard	• 50% of ingredients meet the standard	• 3rd party certified products with a lower standard (e.g. Transitional Organic) • 50% of ingredients meet the standard	• 3rd party certified products requiring outdoor access, no confinement cages. (e.g. AGA Grassfed)
Red Light *Good Start, but not enough* **NO**			• E.g. "Raised without Antibiotics", USDA GAP Certified (Good Agricultural Practices)	• E.g. "rBGH-free/rBST-free"
Red Light *Claim does not necessarily have substance* **NO**			• E.g. "Natural"	
Red Light *No way* **NO**			• E.g. Monterey Bay Aquarium "Avoid"	
Disqualified *Product cannot count as Real Food in any category*	• Producer found guilty of criminal charges with respect to labor (eg. Slavery) or substantial violations of labor laws • Producer a Concentrated Animal Feeding Operation (CAFO) • Product is likely to contain GMOs Product contains ingredients with significant known health concerns			

Real Food Calculator

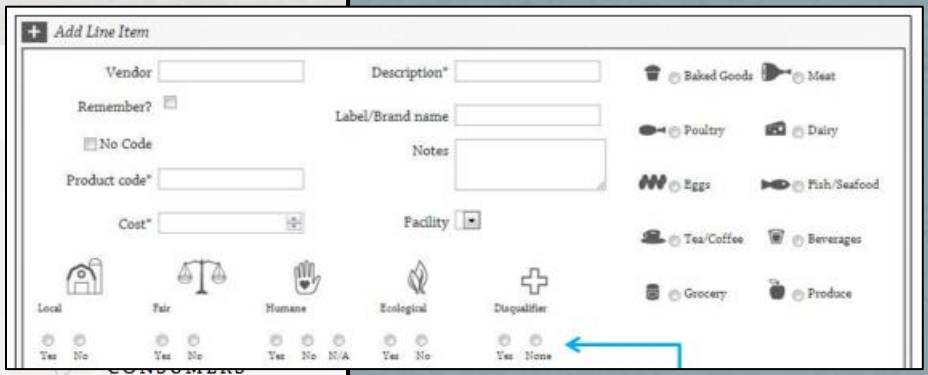
- Consistent, credible, detailed results
- 40 Campuses with active assessments
- Student researchers conduct assessments – via paid positions, internships & academic credit.



Online Web App and Tracking Tool



Home Page



Product Input Screen

Shared Value

- Student satisfaction and health
- Increased revenue for food service operation
- Stable income for family farmers and sustainable food producers
- University leadership in a competitive and quickly-growing field

real food challenge

Resources

http://www.realfoodchallenge.org/food-service-professionals

http://calculator.realfoodchallenge.org/

http://www.foodday.org/campuses

Contact Me!

David Schwartz – david@realfoodchallenge.org

Kate Hill

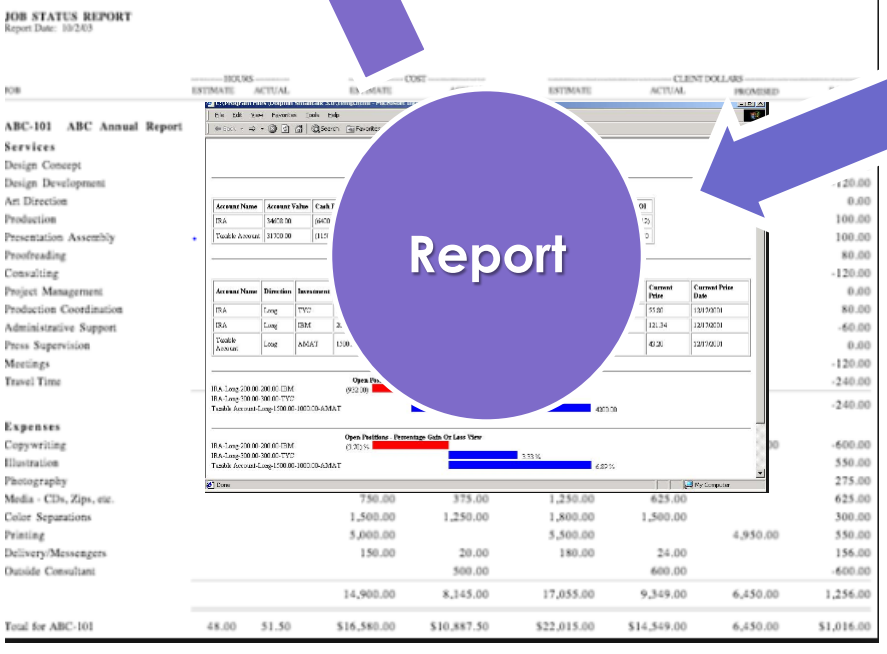
Product Management CBORD

CBORD Solutions: Track, Promote, Reward, Report

cbord


Track

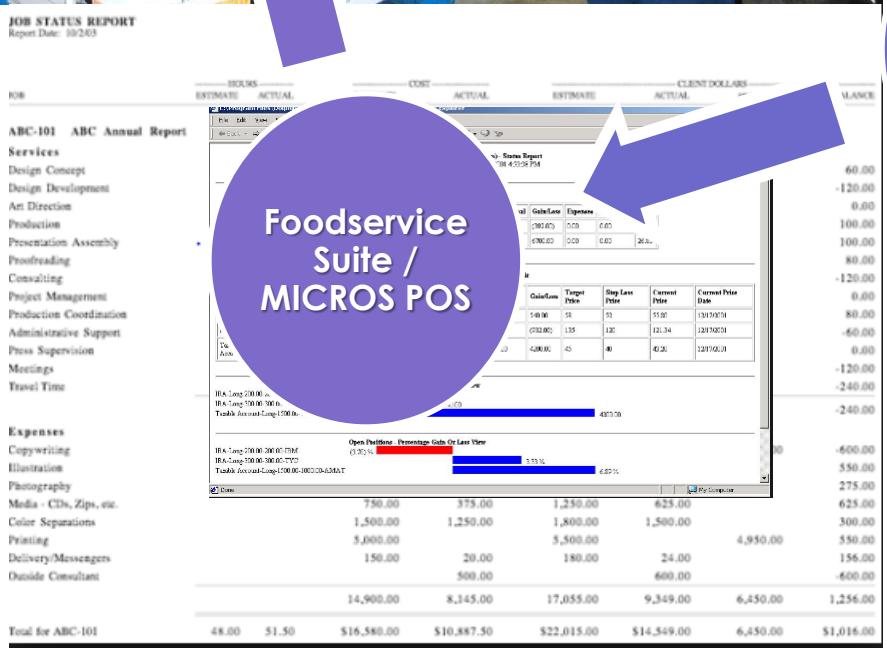

Inform &
Promote
Nutrition Facts
Serving Size 1 ounce
Servings in bag 4
Amount Per Serving
Calories 155
Calories from Fat 93
% Daily Value*
Total Fat 11g 16%
Saturated Fat 3g 15%
Trans Fat
Cholesterol 0mg 0%
Sodium 148mg 6%
Total Carbohydrate 14g 5%
Dietary Fiber 1g 5%
Sugars 1g
Protein 2g
Vitamin A 0% • Vitamin C 9%
Calcium 1% • Iron 3%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.


JOB STATUS REPORT
Report Date: 10/2/03
ABC-101 ABC Annual Report
Services
Design Concept
Design Development
Art Direction
Production
Presentation Assembly
Proofreading
Consulting
Project Management
Production Coordination
Administrative Support
Press Supervision
Meetings
Travel Time
Expenses
Copywriting
Illustration
Photography
Media - CDs, Zips, etc.
Color Separations
Printing
Delivery/Messengers
Outside Consultant
Total for ABC-101
Report


Reward
bo
go


Foodservice Suite / NetMenu


NetNutrition
Nutrition Facts
Serving Size 1 ounce
Servings in bag 4
Amount Per Serving
Calories 155
Calories from Fat 93
% Daily Value*
Total Fat 11g 16%
Saturated Fat 3g 15%
Trans Fat
Cholesterol 0mg 0%
Sodium 148mg 6%
Total Carbohydrate 14g 5%
Dietary Fiber 1g 5%
Sugars 1g
Protein 2g
Vitamin A 0% • Vitamin C 9%
Calcium 1% • Iron 3%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.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Administrative Support
Press Supervision
Meetings
Travel Time
Expenses
Copywriting
Illustration
Photography
Media - CDs, Zips, etc.
Color Separations
Printing
Delivery/Messengers
Outside Consultant
Total for ABC-101
Foodservice Suite / MICROS POS


MICROS
Odyssey
PCS
GOLD

bo
go

Brad Krakow

Project Manager, CBORD

Using Technology to Support Sustainability Initiatives

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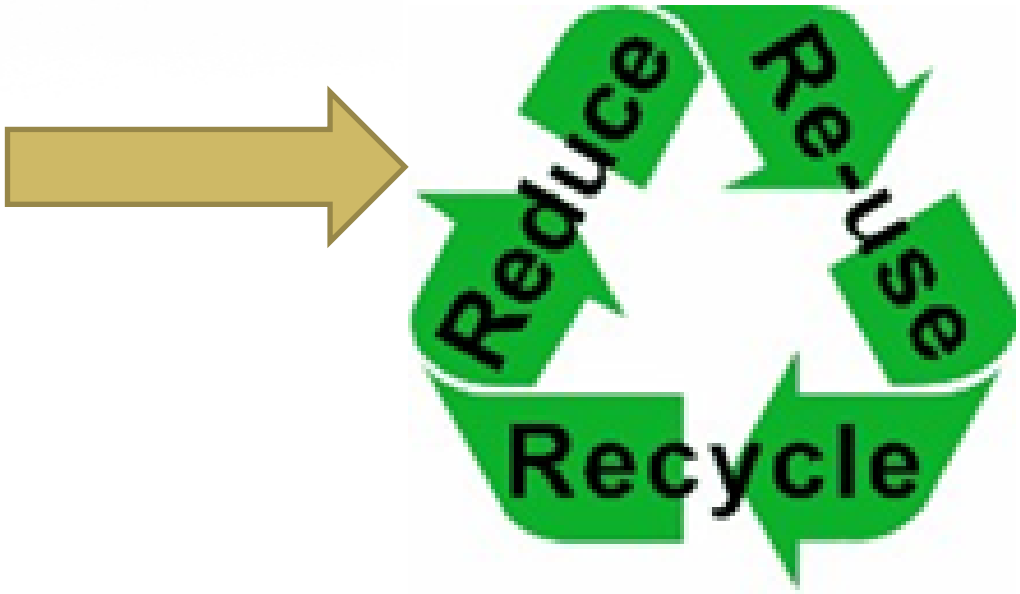
Reduce, Reuse, Recycle



Do the right thing

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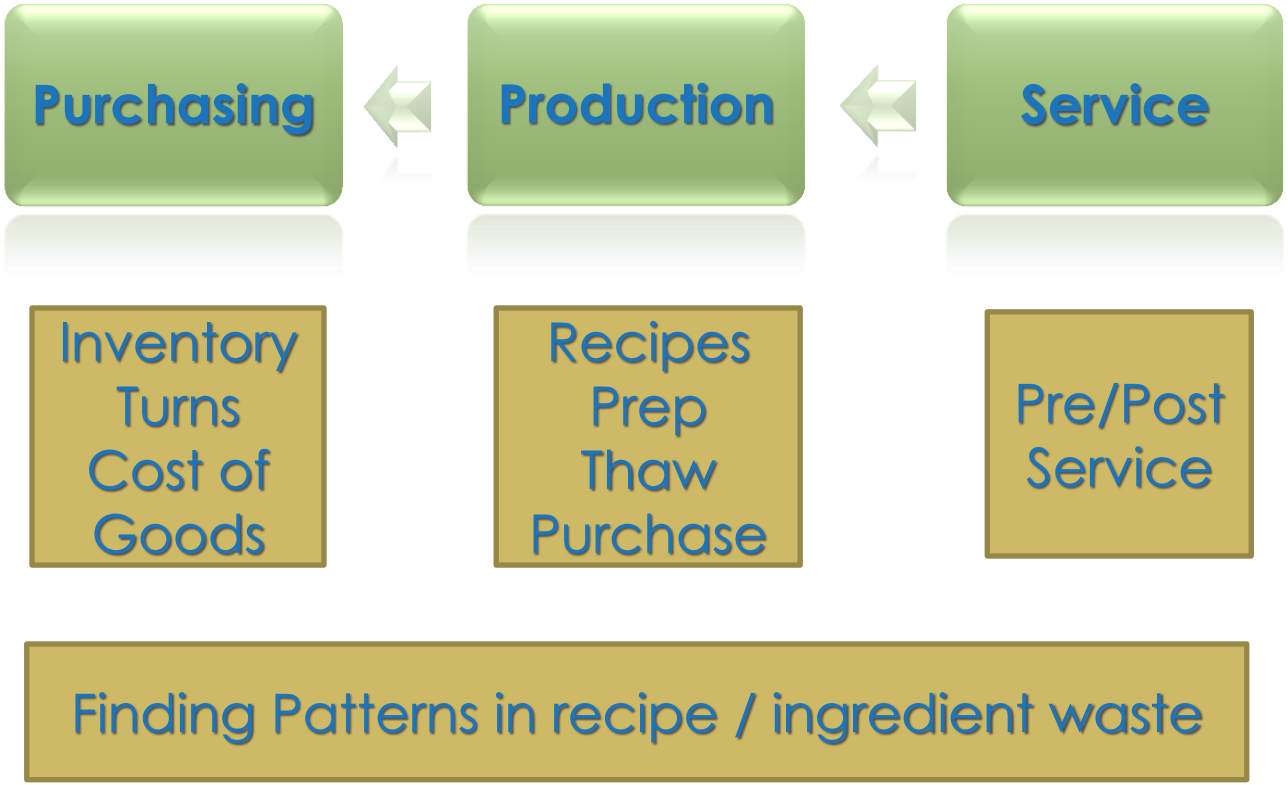
Poor Management Is Sustainability's Enemy



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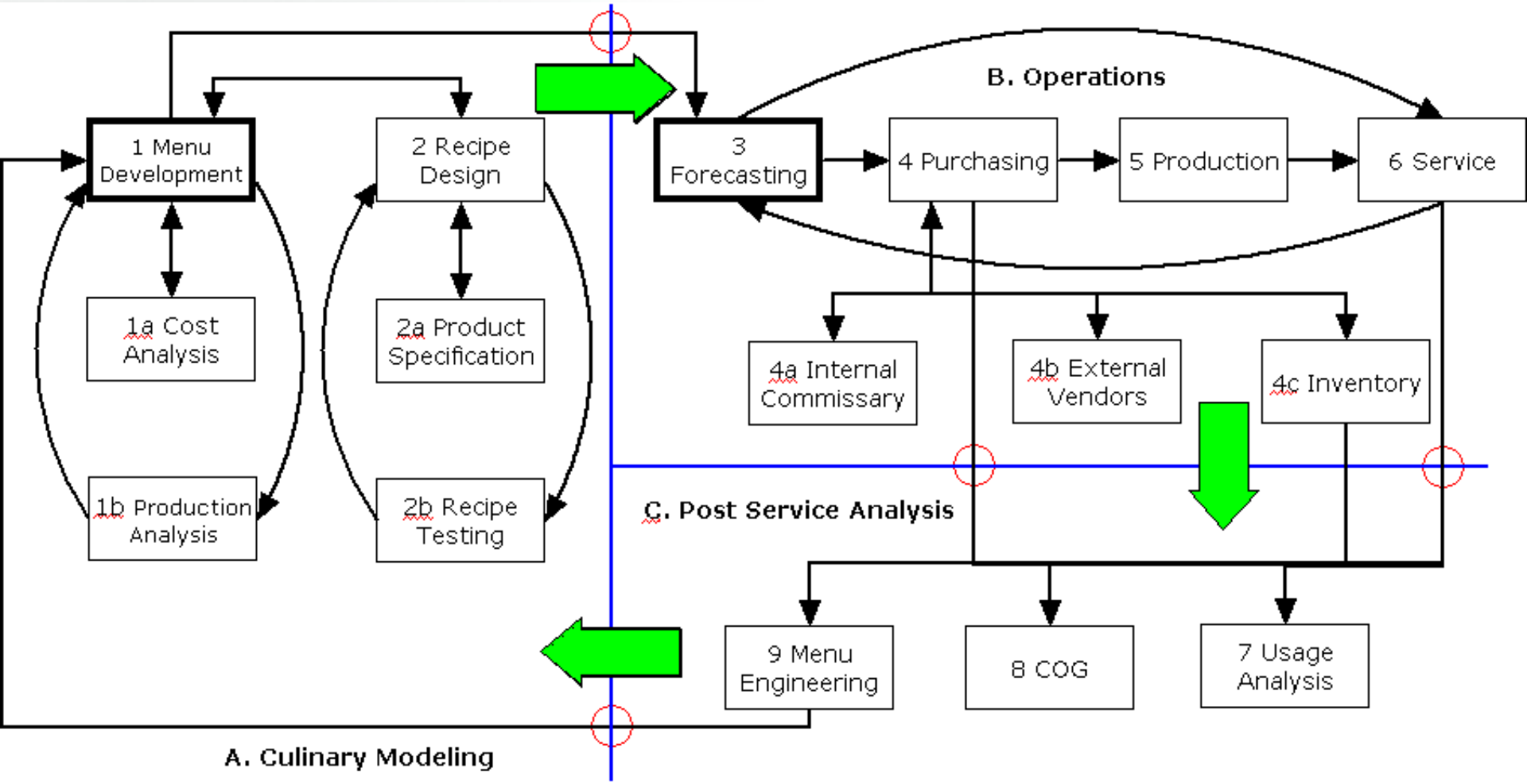
Managing Well & Sustainability



Critical communication points

The Right Amount of the Right Stuff

- Real Food Challenge
- Healthier Hospitals Initiative
- Princeton Review
- Local Initiatives

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"Local – Organic – Sustainable" vs. 76 and Counting

cage free	Grass Fed	Paper - post consumer content (10-49%)	Social Accountability Accredidation Services
Carbon Footprint	Humanely Certified	Paper - post consumer content (50-100%)	Social Accountability International
Certified:	Local: 100	Paper - post consumer content (10-39%)	Sustainable Agriculture Network
American Grass Fed - Tier 1	Local: 250	Paper - post consumer content (40-69%)	Union for Ethical BioTrade
Chemical Green Seal	Local:300 (regional)	Paper - post consumer content (70-89%)	UTZ
Equal Exchange	Local: City or Region (New Haven grown or produced)	Paper - post consumer content (90-100%)	Vegetarian Fed
Fair Trade International	Local: In State	Paper - post consumer content (100%)	USDA Process Verified - Grass Fed
Fair Trade USA	Local: USA Continental	Paper - post consumer content (60-99%)	USDA Labeling Requirements
Relationship	Natural	Paper - post consumer content (50-99%)	30% main dishes vegetarian
Food Alliance	No Antibiotics	Paper - pre consumer	On Site Food Production
Forrest Stewardship	No Hormones	Paper - pre consumer (10-49%)	GS-37 (Green Seal)
Marine Sustainability Council	Non Geneticall Modivied Organisim (GMO)	Paper - pre consumer (50-100%)	GRA Standards
Monterey Seafood	Not Local	Paper - unbleached	EPA DfE standards
Blue Ocean Institute	Organic	Paper - processed chlorine free	Green Light - Real Food Challenge
Cerrtified Humane	Organic %	Paper - elemental chlorine free	Yellow Light - Real Food Challenge
American Humane Certified	Organic USDA Certified	Phosphate free	Red Light - Real Food Challenge
Animal Welfare Approved	Organic IOAS (International Organic Accreditation Service)	Plastic Recycle # (1-7)	
Compostable	paper (disposables) - bio based	Rainforest Alliance	
Free Range	Paper - compostable	Recycled Materials	
GMO Free	Paper - post consumer content	Reduced Packaging	

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Unsustainable Math – 80%

15 categories

X

7,500 items

X

<u>20 seconds each</u>

125 days of coding

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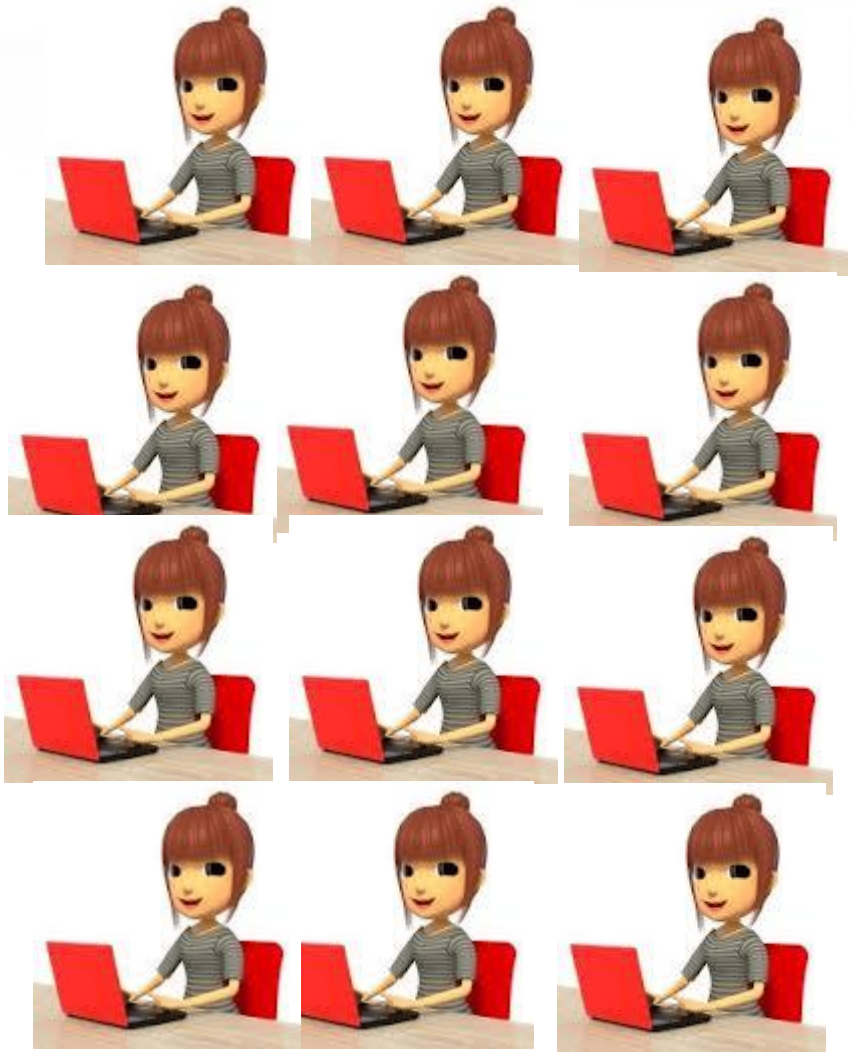
Option #1



Option #2

You

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Current Features

- Vendor Item Reports by Key Settings
- Purchase Summary by Product Groups

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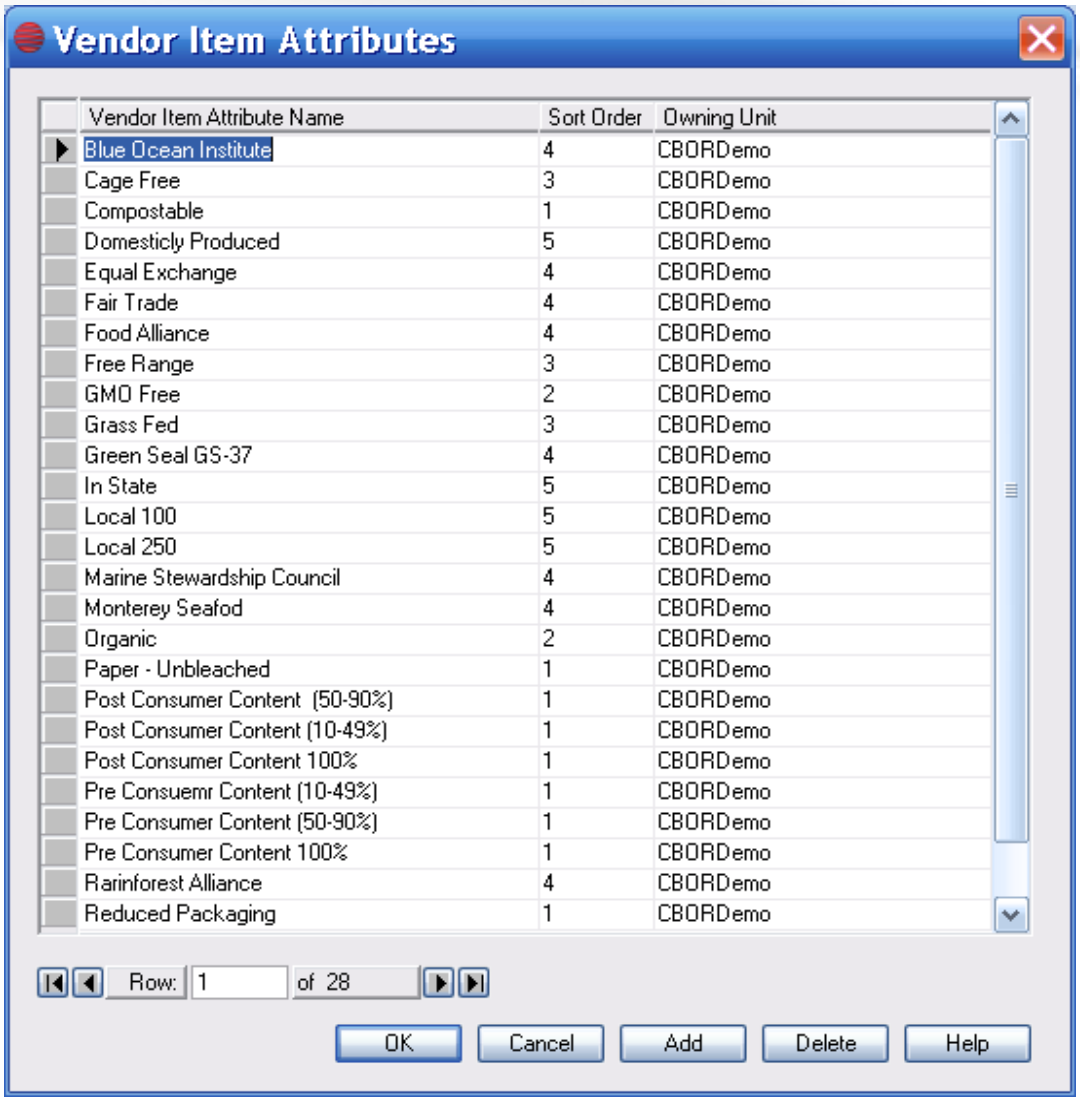
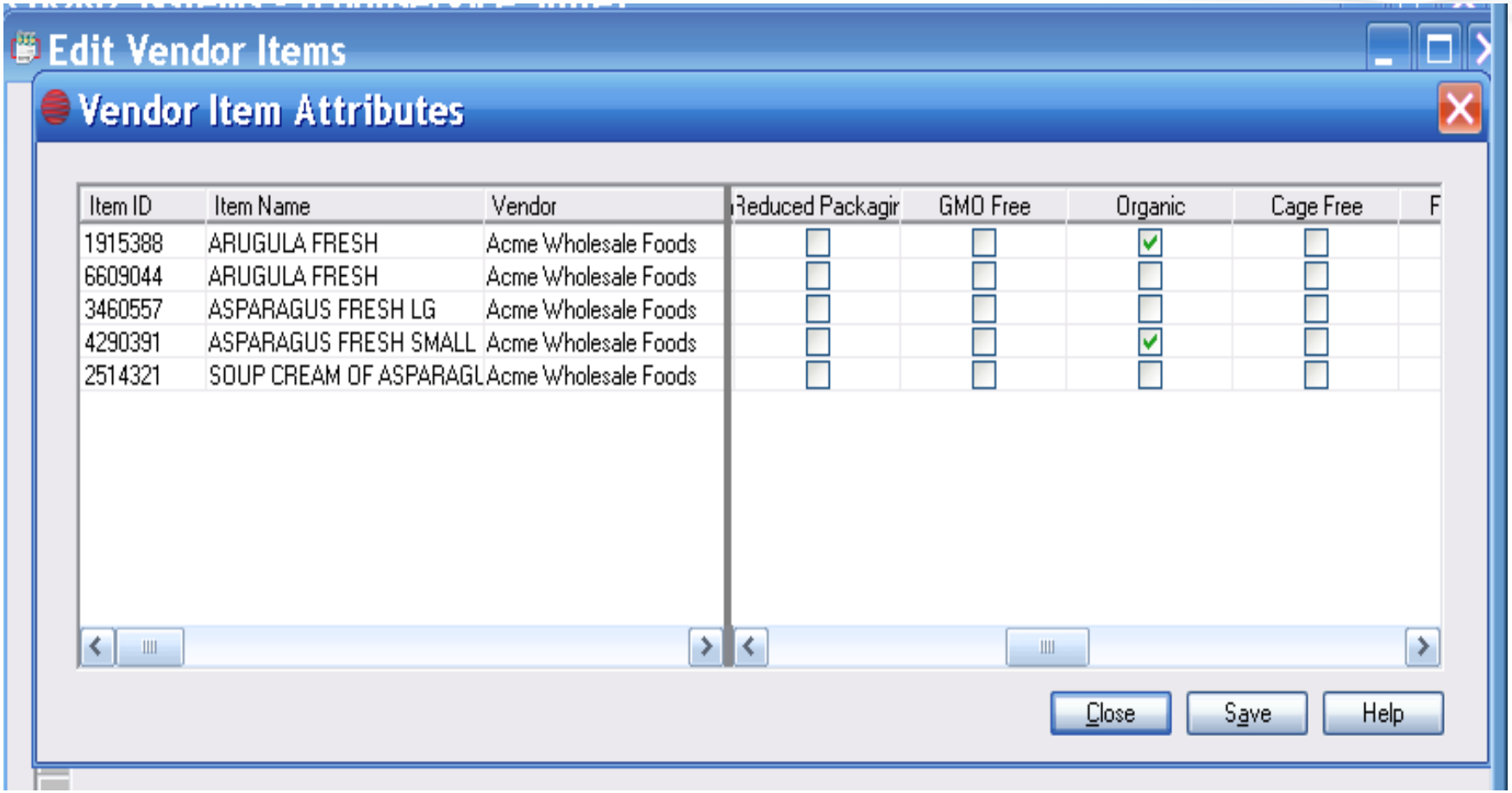
New Sustainability Features




Edit Vendor Items
Vendor Item Attributes
Item ID
Item Name
Vendor
Reduced Packagir
GMO Free
Organic
Cage Free
F
1915388
ARUGULA FRESH
Acme Wholesale Foods
6609044
ARUGULA FRESH
Acme Wholesale Foods
3460557
ASPARAGUS FRESH LG
Acme Wholesale Foods
4290391
ASPARAGUS FRESH SMALL
Acme Wholesale Foods
2514321
SOUP CREAM OF ASPARAGL
Acme Wholesale Foods
Close
Save
Help

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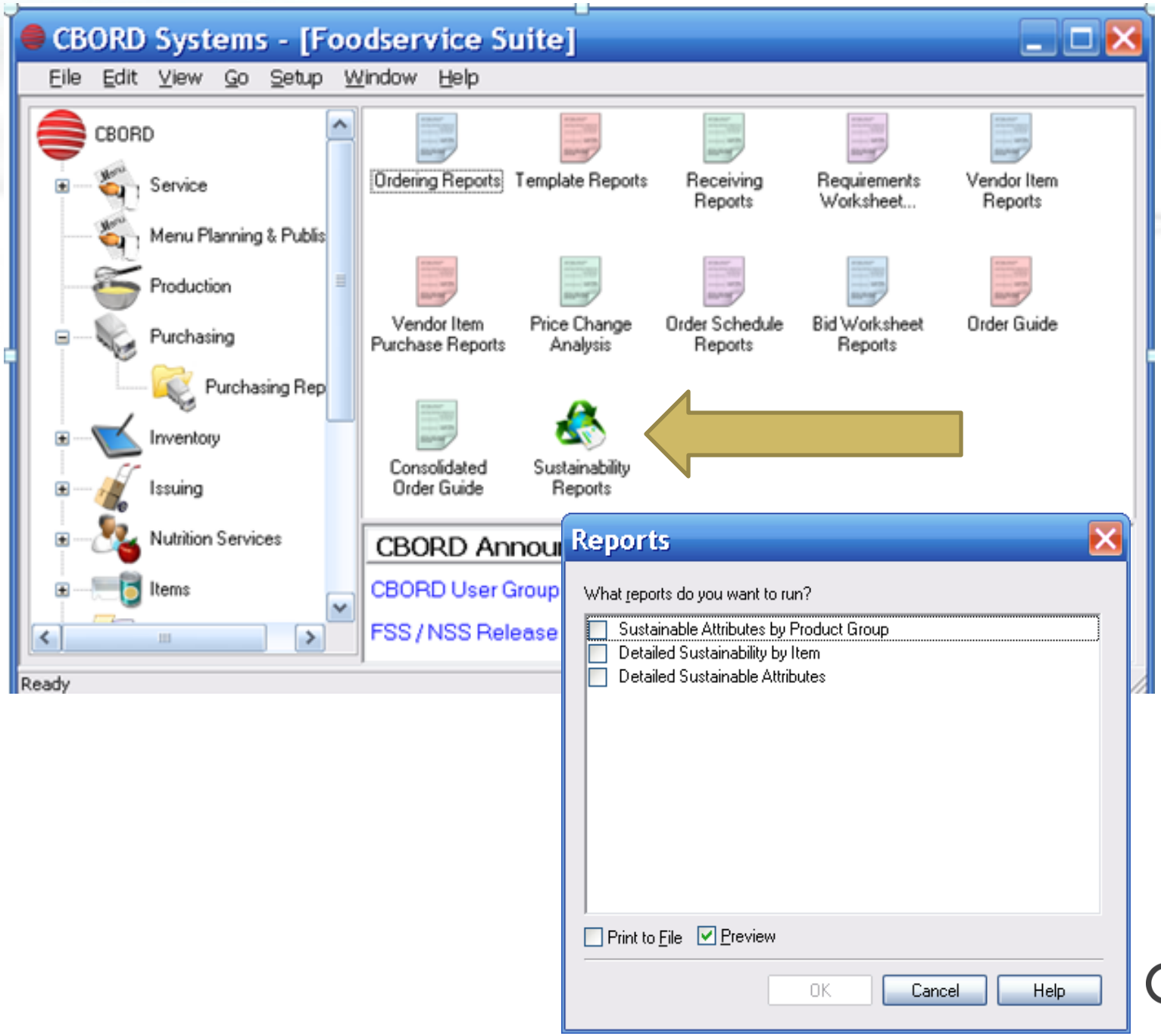
CBORD Systems - [Foodservice Suite]
File Edit View Go Setup Window Help
CBORD
Service
Menu Planning & Publis
Production
Purchasing
Purchasing Rep
Inventory
Issuing
Nutrition Services
Items
Ordering Reports
Template Reports
Receiving Reports
Requirements Worksheet...
Vendor Item Reports
Vendor Item Purchase Reports
Price Change Analysis
Order Schedule Reports
Bid Worksheet Reports
Order Guide
Consolidated Order Guide
Sustainability Reports
CBORD Annou
CBORD User Group
FSS / NSS Release
Ready
Reports
What reports do you want to run?
Sustainable Attributes by Product Group
Detailed Sustainability by Item
Detailed Sustainable Attributes
Print to File
Preview
OK
Cancel
Help

Detailed Sustainable Attributes

Report Period: 2/17/2013 - 5/17/2013

Domesticly Produced

Fresh Produce	Vendor Item Amt	Vendor Item %	Total Prod Group Amt	% of Prod Group
Apple Rome Beauty 80 Ct (RTS)				
APPLE ROME FRSH	1,845.00	100.00%		
Vendor Item Total:	1,845.00			
Product Group Summary:	1,845.00		2,779.32	66.38%

Meat/Seafood/Poultry	Vendor Item Amt	Vendor Item %	Total Prod Group Amt	% of Prod Group
Bacon Canadian				
BACON CANADN STY NJCE SQR 1/:	7,759.80	100.00%		
Vendor Item Total:	7,759.80			
Ground Bacon Precooked (RTS)				
BACON PRECOOKED PPR #2	384.00	100.00%		
Vendor Item Total:	384.00			
Product Group Summary:	8,143.80		8,143.80	100.00%

Total for Domesticly Produced: $9,988.80

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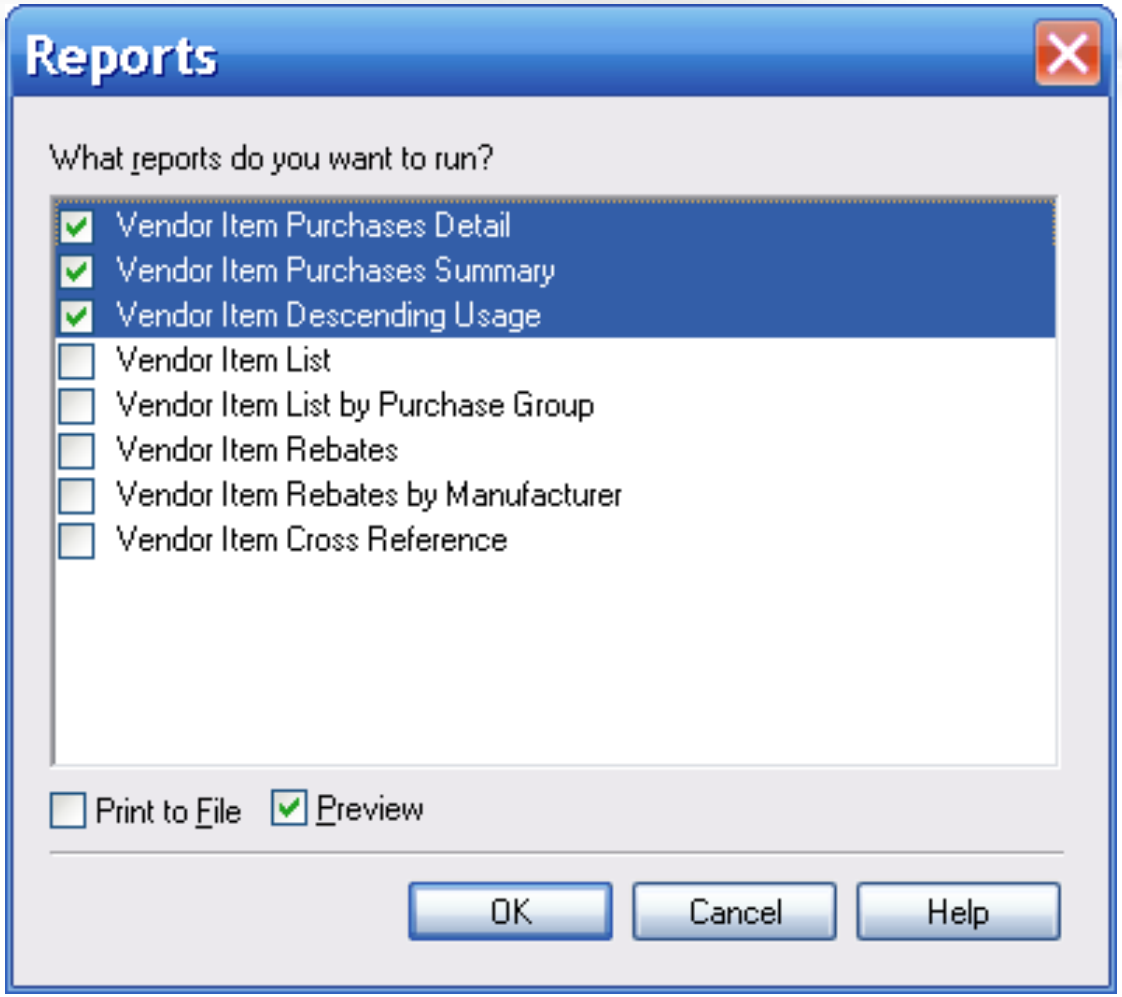
All Vendor Item Reports by Attribute



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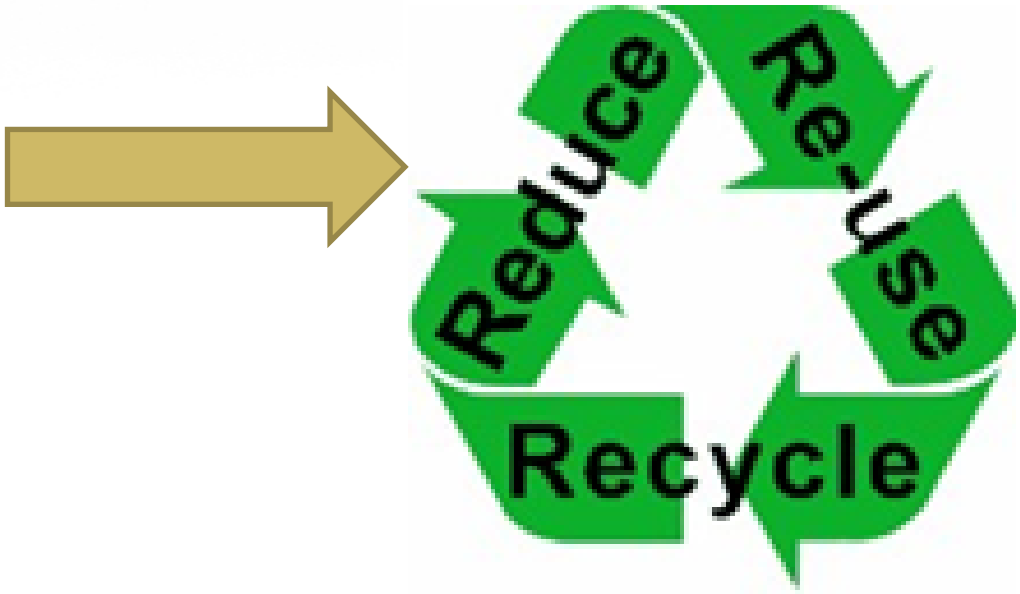
Reduce, Reuse, Recycle



Do the right thing

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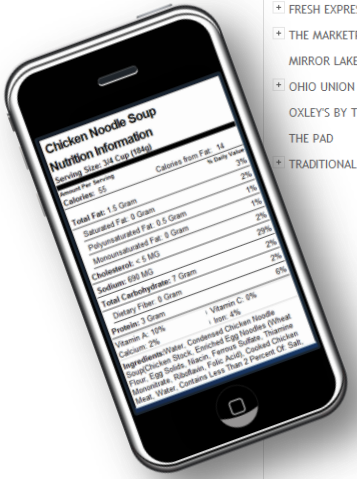
Inform and Promote with NetNutrition & Menu Boards



BURRITO NOCHES CAFE
CAFE OPERATIONS
COURTSIDE CAFE & JUICE 2
FRESH EXPRESS
THE MARKETPLACE ON NEIL
MIRROR LAKE CREAMERY & GRILL
OHIO UNION OPERATIONS
OXLEY'S BY THE NUMBERS CAFE
THE PAD
TRADITIONAL DINING

Back

Close To Home

Select	Item Name	Serving Size	# of Servings
ENTREES			
	Baked Penne & Spinach	Order	1
	General Tso's Chicken	Order	1
	Grilled Eggplant w/ Gnocchi	Order	1
	Gyro	Order	1
	Manicotti w/ Pasta Sauce	Order	1
	Memphis Chicken	Order	1
	Orange Chicken with Rice	Order	1
	Pasta Marinara w/ Grilled Chicken	Order	1
	Pico Veggie Quesadilla	Order	1

Allergies
- Gluten
- Soy
- Wheat
- Milk
- Eggs
- Peanuts
- Tree Nuts
- Fish
- Shellfish

Preferences
- Vegetarians
- Vegan (Request w/
- Vegan

Clear Filters

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Track & Reward

Detailed Sustainable Attributes

Report Period: 2/17/2013 - 5/17/2013

Domesticly Produced

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Vendor Item Total:	384.00			
Product Group Summary:	8,143.80		8,143.80	100.00%
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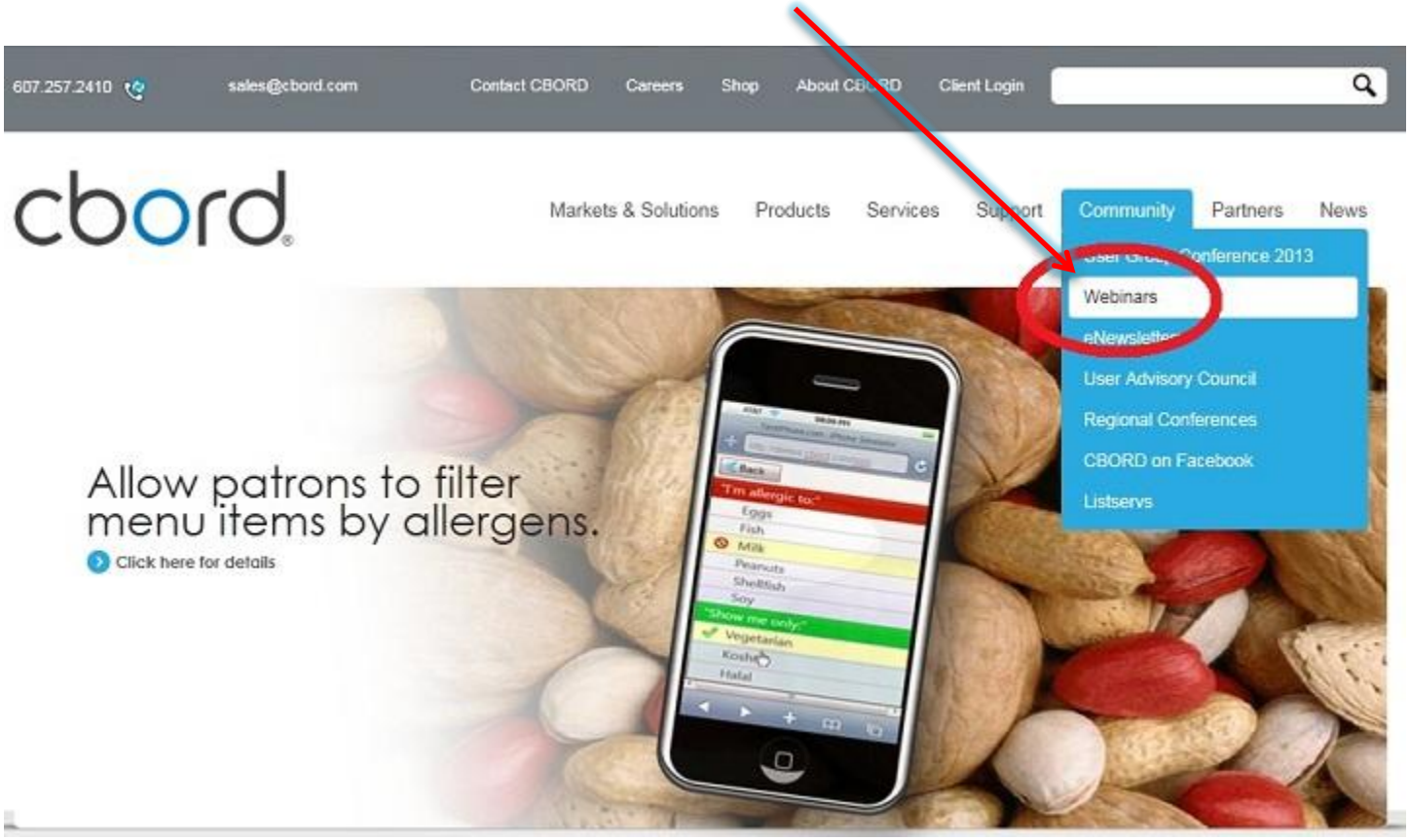
CBORD Solutions

Coming Soon

- Hospital Retail Sales Are Booming. Find Out Why



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Ready to Learn More?

Please contact

CBORD

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Real Food Challenge

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