Marketing & Promotion to Support Purchasing Strategies

Improving Antibiotic Stewardship in Animal Agriculture Webinar Series

Tuesday, October 4, 2016
3pm EST / 12noon PST
Logistics

Moderator
Hillary Bisnett
National Procurement Director
Healthy Food in Health Care Program
Health Care Without Harm
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Reminders:
• Webinar will be recorded
• Send questions to “Host- Melanie Giangreco” via direct chat on the bottom right
Background: Antibiotic Resistance

- Overuse and misuse of antibiotics
  - Human medicine
  - Agriculture (80% of total antibiotic use)
- Lack of new antibiotic medications
- 23,000 Americans die a year as a result of antibiotic
- Adds 8 million hospital days

“The greatest possibility of evil in self-medication is the use of too small doses so that instead of clearing up infection the microbes are educated to resist penicillin and a host of penicillin-fast organisms is bred out which can be passed to other individuals and from them to others until they reach someone who gets a septicaemia or pneumonia which penicillin cannot save.”

Alexander Fleming
New York Times 1945
Background: Routes of human exposure to resistant bacteria

Antibiotics

Animals

Bacteria

Via FOOD
Slaughter, Handling, Consumption (undercooked meat, cross-contamination)

Via WORKERS
Handling of Feed, Manure; transfer to family, community

Via ENVIRONMENT
Contamination of ground & surface water, spray fields by resistant bacteria AND undigested antibiotics from manure

HUMANS (General Populace)

David Wallinga, Institute for Agriculture and Trade Policy
Background: Antibiotic use in Agriculture

The root of the issue

Over consumption of meat

High production demands

Support for Industrialized ag production

Efficiencies at the cost of public health such as overuse and mismanagement of resources (such as: food, water, and antibiotics)

Why is there less action on this aspect of antibiotic use?

• Lack of awareness
• Challenges of motivating food choice changes
• Power of meat industry
New Resource

**Promoting & Marketing Antibiotic Stewardship through Food Services**

A guide for food service staff to educate and incentivize around meat and poultry raised without routine antibiotics.

**Promoting and Marketing Antibiotic Stewardship through Food Services**

A guide for foodservice staff to educate and incentivize around meat and poultry raised without routine antibiotics.

Your facility has made a commitment to antibiotic stewardship and is working towards the goal of reducing antibiotic misuse and overuse through foodservice procurement. As part of food service or administration at your hospital, you’re working hard to procure meat and poultry raised without routine antibiotics. You are also looking for ways to educate your patrons about why this issue is important—and on top of it all—cook plenty of delicious, healthy meals made with these ingredients.

By calling attention to these products whenever you can in a myriad of repeated ways: sharing your sourcing story, and connecting it to your facility’s mission; you can entice patrons to try your meals and educate them at the same time.

Both polls and purchasing preference data are showing that more and more consumers are seeking out natural, sustainable, and local foods with clearly defined and responsibly sourced ingredients. And foodservice operators are responding. According to Foodservice Planning Program Operator Survey, “79% of food operators agree that ‘no hormones/antibiotics’ are sustainability factors that will have a great or moderate influence on purchase decisions in the future.”

“Honest sourcing” ranks in the top five noncommercial food and beverage trends in 2016 according to Technomic. They report, “Growing consumer interest in clean and ethical sourcing is impacting noncommercial food service in a big way. Clean eating—the idea of sourcing largely natural and organic products—will find more proponents. As transparency grows across segments, operators will further spotlight humane working conditions, as well as eco-initiatives that center on sustainability and waste management.”

“GOOD” FOOD POPULARITY BY THE NUMBERS

- 86% of consumers would like restaurants to be more transparent about what’s in their food. (Technomic)
- 75% of consumers are more concerned with additives in food than they were two years ago. Among these “additives” are meat and poultry raised with routine antibiotics. (Technomic)
- In a survey of keywords found on menus “antibiotic-free” was in the top three after “natural” and “organic.” (National Restaurant Association)
- 76% of consumers are more likely to patronize an eating establishment that offers locally produced food items. (National Restaurant Association)
- More than 60% of respondents said they would be willing to pay at least $1 per lb. more, while nearly 40% said they would pay $1 or more per lb. (Consumers Report)
‘Good’ Food Popularity by the numbers

• **86% of consumers** would like restaurants to be more transparent about what’s in their food. (Technomic)

• **72% of consumers** are more concerned with additives in food than they were two years ago. *Among these “additives” are meat and poultry raised with routine antibiotics.* (Technomic)

• In a survey of keywords found on menus “**antibiotic-free** was in the top three** after “natural” and “organic.”* (National Restaurant Association)

• **More than 60%** of respondents said they would be willing to **pay at least 5¢ per lb. more, while nearly 40% said they would pay $1 or more** per lbs. (Consumers Report)
As, honest and transparent sourcing ranks among the highest consumer trends and will continue to be front and center for the next generation. Anyone serving food will want to connect their efforts beyond their cafeteria walls and make connections with their community.
When purchasing meat and poultry that has been produced without the routine or non-therapeutic use of antibiotics, look for:

- One or more third party certifications
- USDA and FDA label claim and USDA Processed Verified Shield
- Good criteria = robust, verifiable claim
  - Clearly stated principles and criteria
  - Measurable and transparent (publicly available) standards
  - Third-party verification
  - Improvements to standards as science, technology and markets allow
Meat and Poultry Product List

We know it can be difficult to find products that meet your sustainability goals. We’re here to help!

Search The Meat & Poultry Product List

All of the meat and poultry in this database are raised without routine, non-therapeutic antibiotics. They meet the criteria used by Health Care Without Harm’s Healthy Food in Health Care program and Practice Greenhealth’s Healthier Hospitals program.

Chicken, turkey, beef, pork, lamb – we’ve got it all! Just click on the spreadsheet that matches the category you’re looking for. Other includes lamb, veal, meatloaf, hot dogs and sausage.

<table>
<thead>
<tr>
<th>Region</th>
<th>Producer &amp; Brand</th>
<th>Label Claims</th>
<th>Third Party Certifications</th>
<th>Product Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>Perdue Harvestland Organic</td>
<td>No antibiotics ever; All vegetarian diet</td>
<td>USDA Organic, Non GMO Project Verified</td>
<td>Chicken, Fresh vacuum packed Bone Skinless Thigh</td>
</tr>
<tr>
<td>National</td>
<td>Perdue Harvestland Organic</td>
<td>No antibiotics ever; All vegetarian diet</td>
<td>USDA Organic, Non GMO Project Verified</td>
<td>Chicken, Fresh vacuum packed Bone Skinless Breast Random</td>
</tr>
<tr>
<td>National</td>
<td>Perdue Kings Delight</td>
<td>No antibiotics ever</td>
<td>USDA Organic, Non GMO Project Verified</td>
<td>Chicken, Whole WOG 4.75 lb.</td>
</tr>
<tr>
<td>National</td>
<td>Perdue Kings Delight</td>
<td>No antibiotics ever</td>
<td>USDA Process Verified</td>
<td>Chicken, Breaded H&amp;S breast patty, f oz</td>
</tr>
<tr>
<td>National</td>
<td>Perdue Kings Delight</td>
<td>No antibiotics ever</td>
<td>USDA Process Verified</td>
<td>Chicken, Breaded breast patty</td>
</tr>
<tr>
<td>National</td>
<td>Perdue Kings Delight</td>
<td>No antibiotics ever</td>
<td>USDA Process Verified</td>
<td>Chicken, Breaded patty 2 9 oz</td>
</tr>
<tr>
<td>National</td>
<td>Perdue Kings Delight</td>
<td>No antibiotics ever</td>
<td>USDA Process Verified</td>
<td>Chicken, Grilled breast patty with grill oz</td>
</tr>
</tbody>
</table>
Promotion

- Stanford’s Food Services has gone digital
  — You can follow the latest news on Facebook and Twitter

[Images of Facebook and Twitter posts showing food items and announcements about healthy food options for patients and visitors.]
Choose your words carefully

Aim to be as transparent as possible and communicate product attributes clearly.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>“All Natural”</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>“No human antibiotics”</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>“No Antibiotics for Growth Promotion”</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>“No Antibiotics Ever”</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>

Understanding Labels: Meat and Poultry

Third Party Certifications

- Certified Organic
  - Diet: 100% Organic Feed; no animal by-products
  - Antibiotics and Hormones: Never
  - Living Conditions: Must accommodate natural behavior
  - GMOs: No genetically modified (GM) livestock; No GM feed
  - Beef, broiler chicken, turkey, pork, dairy, eggs

- Animal Welfare Certifications
  - Antibiotics: Administered for therapeutic purposes only
  - Hormones: Never
  - Living Conditions: Humane treatment of animals
  - Beef, pork, broiler chicken, turkey, eggs, dairy, bison, sheep, goat

- Food Alliance Certified
  - Antibiotics: Administered for therapeutic purposes only
  - Hormones: Never
  - Living Conditions: Humane livestock handling
  - GMOs: No genetically modified livestock
  - Beef, pork, broiler chicken, turkey, eggs, dairy, bison, sheep, goat

- American Grassfed Certified
  - Diet: Forage
  - Antibiotics and Hormones: Never
  - Living Conditions: Pasture-raised with no confinement
  - Origin: USA born and raised
  - Beef, bison, goat, lamb, sheep

- Global Animal Partnership
  - Antibiotics: All steps prohibit the use of antibiotics in beef, pork, and turkey; antibiotics may be used to treat sick broiler chickens as prescribed by a veterinarian.
  - Hormones: Growth hormones are prohibited in all steps.
  - Living Conditions: vary throughout the ‘S-Step’ Program, visit www.globalanimalpartnership.org for more details.
  - Beef, broiler chicken, turkey, pork, bison, sheep, goat

- Certified Responsible Antibiotic Use (CRAU) Chicken standard
  - Antibiotics: All steps prohibit the use of antibiotics in broiler chickens; antibiotics may be used to treat sick broiler chickens as prescribed by a veterinarian.
  - Broiler chicken

In the Hatchery For Growth Promotion

Animal Antibiotics for Prevention/Treatment

“ALL NATURAL” YES YES YES YES
“NO HUMAN ANIMALS” NO NO YES NO
“NO ANTIBIOTICS FOR GROWTH PROMOTION” YES NO YES YES
“NO ANTIBIOTICS EVER” NO NO NO NO
Choose your words carefully
Example language

Our commitment to antibiotic stewardship is reflected in our relationship with ranchers and food purveyors. Here are some of the farms and suppliers we are proud to be working with:

Whenever possible we use products that are locally sourced, organic, and responsibly raised without the use of hormones or antibiotics. Look for eggs carrying with the Certified Humane Raised and Handled logo or meat and poultry items that are “raised without the routine use of antibiotics” (USDA Processed Verified).
Choose your words carefully
Example language

Our burger patties are made from American Grass Fed Certified beef raised without the use of routine antibiotics.

We make an extra effort to source ingredients from farmers whose practices support human health and environmental stewardship. Protect medically important antibiotics by choosing chicken menu items with the “Certified Responsible Antibiotic Use” logo.
### Grass-fed Beef Case Study: University of California, San Francisco Medical Center

<table>
<thead>
<tr>
<th>Period of sales</th>
<th># of burgers sold</th>
<th>Gross Revenue (GR)</th>
<th>Cost % (cost/sales price)</th>
<th>Profit Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/1/13-12/1/13</td>
<td>2496</td>
<td>$9822.70</td>
<td>20.0%</td>
<td>$6570.25</td>
</tr>
<tr>
<td>3/1/14-5/1/14</td>
<td><strong>2765</strong></td>
<td><strong>$14761.70</strong></td>
<td><strong>22.1%</strong></td>
<td><strong>$10620.80</strong></td>
</tr>
</tbody>
</table>

- Baseline period from 10/1/13-12/1/13
- Hamburger :$3.50; Cheeseburger: $4.25
- Post comparison period 3/1/14-5/1/14 (all Estancia Beef burgers)
  - Food cost per pound increased about 50% - cost is offset by revenue.
  - Hamburger: $4.50; Cheeseburger: $4.60; 1/2/3 toppings: $5.60/$6.60/$7.60

- Food cost per pound increased about 50% - cost is offset by revenue.
Placement
“Patients are becoming much more educated about food. They’re sitting in their beds watching cooking shows... The expectations are so much higher now. You’re seeing a lot more of a chef presence coming into the healthcare scene, and it’s only going to get stronger”

Ryan Conklin, executive chef at Raleigh, N.C.-based UNC REX Healthcare
Colleagues
“This is an opportunity to go beyond addressing acute food insecurity to building processing and distribution infrastructure, increasing sustainable food production in the region, and funding initiatives to modify land use and preserve agricultural land, all of which are critical steps in our approach to mitigate climate change as well.”

Lucia Sayre, the Western Region Director for Health Care Without Harm’s Healthy Food in Health Care program
Today’s Speakers

**Patti Oliver, MS, RDN, MBA**  
Director of Nutrition  
UCLA Health System

**Kurt Roessler**  
Director of Food and Nutrition  
Huggins Hospital
Marketing and Promotion to Support Purchasing Strategies

Kurt Roessler, Director of Food and Nutrition, Huggins Hospital
New Hampshire Ambassador, Healthy Food in Healthcare
Huggins Hospital is currently purchasing:
• 85% of our Beef from a local farm.
• 55% of our Pork from a local farm
• 25% of our Patient and Café vegetables from a local farm.
Signage identifying anti-biotic free humanely raised products, where they came from and often photos or bios of the farmers can be found in our Café at the following locations.

- All POS stations.
- The Grill station.
- The Hot Entrée station.
- The Salad Bar
Menus

Menus are a great way to market your use of anti-biotic free products. At Huggins we include this information on:

• Patient Menus
• The Café Menu Board
• The Daily Specials menu
Café Grill

Grilled Cheese (26g)
Add sizzled Ham or Tomato if you would like
Hamburger (43g)
Miles Smith Farm All Natural Anti-Biotic Free Chuck Burger with Lettuce and Tomato on a Roll
Cheeseburger (43g)
Our Hamburger with your choice of Cheese
Grilled Chicken Sandwich (43g)
All Natural Chicken topped with Lettuce and Tomato
Southwest Chicken Burger (45g)
Southwest Spiced Housemade Chicken Patty served with Lettuce and Tomato
Vegetarian Burger (74g)
Locally Made Vegetarian Patty on a Roll with Lettuce and Tomato
Deli Style Hot Dog (25g)
Served on a Griddled Roll
B.L.T. (38g)
Your choice of Bread, toasted and topped with Applewood Smoked Bacon, Crisp Lettuce, Sliced Tomato and Mayonnaise
<table>
<thead>
<tr>
<th>Deli Sandwiches</th>
<th>Calories</th>
<th>Carb</th>
<th>Fat</th>
<th>PRICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egg Salad</td>
<td>320</td>
<td>32</td>
<td>14</td>
<td>$3.25</td>
</tr>
<tr>
<td>Tuna Salad</td>
<td>290</td>
<td>32</td>
<td>9</td>
<td>$3.25</td>
</tr>
<tr>
<td>Chicken Salad</td>
<td>280</td>
<td>33</td>
<td>11</td>
<td>$3.50</td>
</tr>
<tr>
<td>Turkey</td>
<td>260</td>
<td>28</td>
<td>3.5</td>
<td>$3.25</td>
</tr>
<tr>
<td>Ham</td>
<td>290</td>
<td>34</td>
<td>4.5</td>
<td>$3.25</td>
</tr>
<tr>
<td>Roast Beef</td>
<td>230</td>
<td>27</td>
<td>5</td>
<td>$4.25</td>
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</table>

<table>
<thead>
<tr>
<th>Grill</th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Grilled Cheese</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add Bacon or Ham</td>
<td>320/350</td>
<td>30/34</td>
<td>17/15</td>
<td>$3.75</td>
</tr>
<tr>
<td>Quarter Pound Hamburger</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Natural and Local</td>
<td>490</td>
<td>43</td>
<td>24</td>
<td>$3.25</td>
</tr>
<tr>
<td>Quarter Pound Cheeseburger</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Natural and Local</td>
<td>540</td>
<td>44</td>
<td>27</td>
<td>$3.75</td>
</tr>
<tr>
<td>Double Cheeseburger</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Beef Hot Dog</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Natural</td>
<td>830</td>
<td>42</td>
<td>52</td>
<td>$4.75</td>
</tr>
<tr>
<td>All Beef Hot Dog</td>
<td>510</td>
<td>51</td>
<td>23</td>
<td>$2.00</td>
</tr>
<tr>
<td>Veggie Burger</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Natural from Maine</td>
<td>440</td>
<td>74</td>
<td>10</td>
<td>$2.50</td>
</tr>
<tr>
<td>Add Bacon to any Sandwich</td>
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</tr>
<tr>
<td>Add Cheese to any Sandwich</td>
<td></td>
<td></td>
<td></td>
<td>$0.75</td>
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</table>
The Huggins Hospital Food and Nutrition Department presents:

Hotel Style
“Café to You”
Room Service

*Food is an important part of the healing process both for Nutrition and Comfort.* The Chefs at Huggins Hospital are committed to sourcing local sustainable foods to prepare for you.

*We proudly serve anti-biotic free beef and pork from Miles Smith Farm, Loudon NH.*

Breakfast is available from 7 AM until 6 PM.
Lunch and Dinner are available from 10:30 AM until 6 PM.

Dial **FOOD (3663)** to request your meal.

All meals are cooked to order and delivered to your room in 45 minutes or less.

If you’re Clinician has prescribed a Therapeutic Diet for you, some menu items may not be available. Our friendly and knowledgeable Nutrition Assistants will help you choose menu items tailored to your diet.

There is no charge for patient meals and we invite your guests to visit our

This is the welcome page of our patient menu.
Café Entrées

★ Chicken Stew
$4.00

Blackened Steak
Locally Raised Anti-Biotic Free Beef from Miles Smith Farm, Loudon, NH
$4.00

Side Dishes

Scalloped Potatoes
$.75

Green Beans Almondine
Promotions

• Employee Purchase Program
• Brochures located at the POS Station
  • Food Day
  • Farm Days
  • Staff BBQ
• Special Holiday Menus for Patients
This Menu contains items from New England Farms that do not use Antibiotics or Growth hormones.

- Roast Chicken Dinner
  Served with Pan Gravy
  *Misty Knoll Farm, New Haven, VT*

- Marinated Steak Tips
  With Root Vegetables
  *Archer Angus Farm, Chesterfield, Me*

- Pulled Pork Taco
  With House made Salsa, and Local Cheddar
  *Archer Angus Farm, Chesterfield, Me*

- Quarter Pound Chuck Burger
  *Archer Angus Farm, Chesterfield, Me*
Farm Days at the Hospital

By having the farmers come directly to the Hospital it gives our staff a chance to meet and put a face to the food we are serving.
Local beef “meats” the need for healthy food options at Huggins

WOLFEBORO — Patients, employees and visitors at Huggins Hospital will have more healthy food options thanks to a new partnership with Miles Smith Farm, one of the first joint efforts of its kind in the state.

Miles Smith Farm, a 36-acre farm located at 56 Whistlestop Road in Loudon, has been operating for over 150 years and has been providing Granite State citizens with locally purchased, grass-fed beef for more than 10 years. Miles Smith Farm works with local farmers from all over New Hampshire, including a Lakes Region farm in Ossipee, to raise healthy cattle and produce high quality meat.

Huggins Hospital in Wolfeboro is a non-profit, critical access community hospital providing a continuum of care to the communities of the Eastern Lakes Region, is the first hospital to be part of the Local Food Procurement Program. Federal funds for this project were awarded under the Local Food Procurement Program of the Agricultural Marketing Service, U.S. Department of Agriculture. The long-term goal of the program is to support a healthy diet with locally raised, high-quality meat, free from added hormones or systematic antibiotics, while supporting local farmers.

“I absolutely love the fact that Huggins Hospital is buying locally produced, healthy beef,” said Miles Smith Farm owner Carole Smith, whose farm acts as the aggregator of multiple producers of meat to be sold to the hospital. “As a health care agency, the hospital recognizes the importance of eating well and understands that our beef is hormone-free and antibiotics-free, offering a healthy option that improves quality of life.”

As part of an Employee Appreciation Day in March, Huggins Hospital employees and visitors enjoyed a winter barbecue with Miles Smith Farm burgers and hot dogs with samples of Miles Smith Farm kielbasa, roast beef and its 100 percent grass-fed beef and pasture fed pork mix (funded in part by U.S.D.A. Rural Development). During the event, employees learned more about an Employee Smart Buyer Club between Huggins Hospital and Miles Smith Farm that allows for the purchase of grass-fed USDS Inspected beef at a substantial discount.

“Huggins has always strived to help keep families and the community healthy, and we’re delighted to add locally produced meat to our initiatives,” said Kurt Roaier, Huggins Hospital director of food and nutrition. “We hope this new partnership will support good health practices and make a difference in many lives today and in the future.”

For more information about how you can get involved, call 781-559 or visit www.miles smith-farm.com.

Spaghetti supper to benefit Sugar Maple Playground on March 26

WOLFEBORO Join the fun with an all-you can eat Spaghetti Supper at Kingswood Regional High School on Thursday, March 26, to support the endowment fund for financing the maintenance of The Sugar Maple Community Playground located behind Carpenter School.

The menu includes spaghetti, sauce, meatballs, bread, salad, drinks, and dessert. The event will be held from 5 to 8:30 p.m. at the Kingswood Regional High School Cafeteria. Snow date is April 2. Donations are $5 per adult, or $10 for immediate family.
We organize a yearly summer BBQ that is complimentary to our staff and features anti-biotic free meats.
Strategies for Patients

• Rounding
• Menus
• Special Holiday Meals that have anti-biotic-free meats
• Education through Clinical Nutrition
Community and Peer Outreach

• Outreach to senior leadership and peers through the Ambassador Program
  • Outreach to peers through Trade Publications
  • Community Education through Farm Days, BBQs and Café Visits
• Catering through our Community Benefits Program
• Outreach through community based Population Forums
Thank You
MARKETING AND PROMOTION TO SUPPORT PURCHASING STRATEGIES

Improving Antibiotic Stewardship in Animal Agriculture Webinar Series

Patti Oliver, MS, RDN, MBA
Director of Nutrition, UCLA Health
October 2016
CAFETERIA WELLNESS INITIATIVE

- No Trans Fats
- Promote Existing “Healthy" Items
- Posters
- Table Tents
- Green Apple Stickers
- Walking Maps
Vending Goes Healthy

The UC System’s Wellness Initiative at UCLA Medical Center and Center for Health Sciences Improves the Health of its Vending!

As part of UCLA’s Wellness Initiative, a pilot program that has been developed to improve the health of UC system’s employees, a new and improved vending machine has been added in the UCLA Medical Center, Center for Health Sciences Building.

This new vending machine, pictured above, was brought in on October 17, 2006. This new vending machine offers all-natural, 100% real food, it is like a miniature Whole Foods or Trader Joes market. Part of improving health and wellness in the workplace includes providing nutritious, delicious, and cost-effective foods. Employees spend anywhere between eight and 10 hours straight in this building, and therefore, food plays an integral part in their day, allowing them to sustain their energy to take care of patients, do lab research, or even read radiographs.

UCLA presented a study through the School of Public Health, indicating that vending in the workplace can truly affect productivity, well-being, and weight, all of which effect medical care costs.

The UCLA Wellness Initiative is trying to do its part to provide you with nutritious food with easy access by providing this new vending machine with all natural, organic, and delicious healthy foods, ones that you can feel good about eating.
HEALTHY OPTIONS

Dining Commons
Presents on Thursday June 24th
Tossed To Order
Avocado Chicken Salad
Grilled Chicken, Served on a Bed of Tossed Baby Greens, Dice Tomatoes, Whole Corn, Red Onions, Baby Carrots, Hard Cooked Edges white only, Green Peas, Served With Avocado Vinaigrette Garnish with Tortilla Chips Strips
Salad Plus
Small Bottle of Water
$6.70
MEATLESS MONDAYS

Eat less meat
Good for your body, your wallet and the planet

Going meatless once a week may reduce your risk of preventable diseases such as cancer, cardiovascular disease, diabetes and obesity. It may also help reduce your carbon footprint and save precious resources like fresh water and fossil fuel. If you do eat meat on other days, we strongly recommend grass-fed, hormone-free, locally-raised options whenever possible.

Benefits of consuming less meat

- **Decreases saturated fat intake.** Decreasing consumption of saturated (animal) fat is known to decrease the risk of obesity, heart disease, diabetes, and some cancers, particularly colon cancer.
- **Weight control.** Eating less meat and more whole grains, fruits and vegetables helps decrease your total calorie intake, and therefore makes it easier to control your weight over time.
- **Cost effective.** In general, meat is more expensive per pound than non-animal protein counterparts due to the cost from feed, transportation and processing.
- **Decreases medical spending.** By reducing the risk of developing chronic diseases associated with the consumption of meat, you decrease medical expenses for treatment.
- **Increases efficiency in use of energy and water.** To grow one pound of beef requires 16 pounds of grain and 8,500 gallons of water. Moreover, 40 calories of fossil fuel go into every calorie of feed lot beef in the U.S. compared with 2.2 calories for plant-based protein.
- **Decreases land degradation.** Cattle overgrazing has led to a loss of topsoil, needed for crops.
- **Decreases greenhouse gases.** Cattle produce nearly the same amount of greenhouse gases in the form of methane as do all the cars in North America in the form of carbon monoxide.
- **Lessens world hunger.** A large proportion of crops in the United States and Worldwide go to feeding cattle and other livestock. With a small shift in eating habits, more crops can be grown to feed people, decreasing world hunger.

$5 Meatless Combo comes with a medium fountain juice or small bottled water

**Garden Burger**
with one side order and drink.

or

**Grab-N-Go Veggie Sandwich**
with one side order and drink.

Both items will be available on Meatless Mondays during regular business hours on Mondays only.
UCLA WELLNESS WEB PAGE

http://hr.healthcare.ucla.edu/wellness/index.html
Room Service Tray
SIGNATURE DINING

- Healthy, Fine Dining Hotel Style Room Service.
- Food & Service Similar to that in a 5 Star Hotel.
- Upscale Service Tray, China and Cutlery.
- Menu Featuring Over 45 Entrées.
- No Fried Foods.
- Beef and Poultry raised without antibiotics.
- Locally grown and organic produce.
- Green Apple Logo indicates food lower in Fat & Sodium and higher in Fiber.
WHAT HAPPENED TO THE FRIED CHICKEN?
SCOPE OF SERVICES

UCLA HEALTH NUTRITION SERVICE

Ronald Reagan Dining Commons and Santa Monica Café Med cafeteria’s serves the faculty, staff and visitors 9,000 daily transactions with an annual sales of $12 million.

At Your Service Catering serves over 6,000 events per year with annual sales of $1.9 million.
Choose Fresh Instead of Fried

How about fruit instead of fries? It’s easy to make healthier choices in your diet. Just look for the Green Apple logo when choosing food in the cafeteria. At UCLA, we’re eliminating trans fat and cutting down on fried foods — you can do the same in your own diet. And don’t forget to include fresh vegetables at every meal!

UCLA Health System
WWW.UCLACARE.org
Switching to Whole Grains

"Switch to whole grains!" That sandwich will taste just as good on a whole wheat bread, your meal just as delicious with brown rice instead of white. A few small changes in your diet — to fibers and whole grains — can make a big difference in your health. Start today!

UCLA Health System | It begins with you | WWW.UCLAHEALTH.ORG
Join us as we support sustainable practices campus-wide. As part of our Healthy Food initiative, we're also introducing choices to make not just our bodies healthier, but our planet, too! Look for biodegradable cutlery, alternatives to Styrofoam, recycling and composting bins and more! And remember to do your part — reuse and recycle.
These beverages provide a lot of calories, sugar and caffeine but no significant nutritional value! Starting July 1, 2011.

In addition, prices of Fountain drinks, Bottled & Canned Sodas will be adjusted to promote healthier products:

*Medium Fountain Soda & Canned Soda $1.54
*Large Fountain Drinks & Bottled Sodas $1.94
(all mentioned drinks plus tax)

Your Healthy Option!

For a lower calorie options...
eat healthy... eat Salad!
Delicious way to cut calories is by eating healthy…
Starting July 1, 2011,
Salad is available for a lower price per pound!

Healthy Price
$4.99/lb
Previous Price $6.99/lb
UCLA hospitals serve antibiotic-free meat in fight against superbugs
POSTED APR. 1, 2014

Visitors and patients at UCLA hospitals probably won’t notice what’s gone missing from the chili, hamburgers and chicken dishes they order for lunch. But by putting antibiotic-free ground beef, ground beef patties and chicken breasts on the menus at the university’s Ronald Reagan UCLA Medical Center and UCLA Medical Center in Santa Monica, hospital officials hope to strike a blow against so-called superbugs.

Feeding antibiotics to cows, chicken and pigs is a common practice that enhances growth in the animals but also contributes to the growing problem of antibiotic resistance: when microbes evolve to become impervious to attack, making it more and more difficult for physicians to treat infections. Bacteria that are susceptible to treatment die off in the presence of antimicrobial medication, allowing other bacteria that are resistant to drugs to thrive -- and endanger patients. Scientists say the process is inevitable, but might be slowed by limiting antibiotic use. The more the drugs are used, the more opportunities arise for resistant bacteria to evolve........

UCLA Medical Centers serving antibiotic-free meat
POSTED APR. 10, 2014

I’ll have a burger with lettuce and tomatoes, hold the superbug. In an effort to stop the spread of antibiotic-resistant bacteria, UCLA Medical Center, Santa Monica (along with the Ronald Reagan UCLA Medical Center in Westwood) is now serving antibiotic-free chicken breasts, beef patties and ground beef. About 30 percent of the meat served at the hospitals is antibiotic-free, said Patricia Oliver, UCLA Health System’s director of nutrition services. In the next three to six months she hopes half the meat will be without antibiotics. Farmers have been giving their animals antibiotics for years to boost their growth and prevent diseases but, said Dr. Daniel Uslan, director of the antimicrobial stewardship program, they also contribute to bacteria’s growing resistance to drugs......
Antibiotic Overuse in Annual Animal Agriculture: Protecting antibiotics for human health

- Dr. Daniel Uslan, Associate Clinical Professor, David Geffen School of Medicine UCLA and the Director of UCLA Health Antimicrobial Stewardship Program

- Gail Hansen, DVM, MPH, Senior Officer, Human Health and Industrial Farming, Pew Charitable Trusts.
Patients, staff, and visitors to the Ronald Reagan UCLA Medical Center and UCLA Medical Center, Santa Monica can now enjoy a healthier version of the traditional burger-and-fries lunch. The hospitals' menus now include burgers made from antibiotic-free, grass-fed beef and herb roasted potatoes, as well as antibiotic-free chicken breasts. With the changes, the hospitals are helping lead the trend toward serving healthier, antibiotic-free meats. This move is in line with other initiatives instituted recently by the health system to promote a healthier community, including banning fried foods, offering "meatless Mondays," and using biodegradable utensils and plates........
Beef and Chicken Raised w/o the Routine Use of Antibiotics

- Chicken - 84% of spend is Antibiotic Free - 270,000 lbs. annually

- Beef – 77% of spend is Grass Fed/Grass Finished - 92,000 lbs. annually
Commitment to Sustainability

UCLA Healthcare Department of Nutrition Services is committed to meeting our mission, vision and the goals for the UCOP Policy on sustainable Practices.
Does Your Food Travel More Than You

UCLA Health Wellness Initiative defines food & produce as “locally grown” if it travels less than, and grown within 250 miles of your home or campus location.

UCLA HEALTH BUYS LOCAL

PRODUCE DISTANCE LOCATION

27 Miles .................. Downey, Ca
54 Miles ................. Oxnard, Ca
58 Miles ................. Ventura, Ca
65 Miles ................. Lancaster, Ca
107 Miles ............... Bakersfield, Ca
147 Miles ............... Coachella, Ca
151 Miles ............... Santa Maria, Ca
182 Miles ............... Kings Country, Ca
226 Miles ............... El Centro, Ca
How far your food travels has serious consequences for your health and the climate.
Summary of Waste Reduction Initiatives

- Complete elimination of Styrofoam usage and purchasing.
- Glass, plastic and aluminum recycling
- Over 90% of all disposable packaging and service ware products in the Department of Nutrition are Bagasse products.
- Use china for all patients services
- Currently sending out all pre-consumer and post-consumer waste for composting.
RECYCLE, COMPOST, LANDFILL
Community, Culture and Education

Summary of Community and Education Programs

UCLA Healthcare Department of Nutrition spearheaded a “Green Apple” program as part of the larger employee wellness initiative to help encourage patients, faculty and staff to make healthy food selections. Healthiest selections are highlighted on menus and in the cafeteria with a tiny green apple.

- No fried foods are included in the room service menu and no trans fats are used in food preparation in our area of service.
- Educational signage providing UCLA Healthy Choices information so patrons can make informed food choices.
- Nutritional information on retail food products posted on the UCLA Wellness website, sample portion sized posted on the salad bar for salads and dressing.
- Dietetic Internship Program.
- National Nutrition Month.
- Food Day
- Earth Day
Questions?

Patti Oliver, MS, RDN, MBA
Director of Nutrition
UCLA Health System

Kurt Roessler
Director of Food and Nutrition
Huggins Hospital
1. **Add the official Get Smart Week Poster** to your dining area signage.

2. **Show off your Promotion Prowess:** Take photos of your delicious meals and how you promote them and share them on social media.
   Use the hashtags #saveabx, #abxresistance and #getsmartweek.
   Your photos and social media may be featured in our social media streams and on the Health Care Without Harm website.

3. **Wear a conversation-starting button** to get the discussion about antibiotic stewardship with your customers started.
Other Resources & Events

Making Antibiotic Resistance Real Through Storytelling
A Guide for Clinicians to Drive Action on Antibiotic Resistance Using Their Personal Experience

Recorded Webinar
Policy Action Through Storytelling
Webinar was held August 9th 2016
https://noharm-uscanada.org/documents/policy-action-through-storytelling-webinar
Other Resources & Events

Clinician Stories about Antibiotic Resistance

News posted by Healthy Food Team on August 8, 2016

US & Canada
Tags: HCWH US & Canada, Healthy Food in Health Care, Antibiotics in Ag, CCCAS

Gearing up for Get Smart Week 2016, Health Care Without Harm and the Clinician Comprehensive Antibiotic Stewardship (CCCAS) Collaborative are collecting stories from clinicians about their experience with antibiotic resistance.

In a recent webinar featuring medical, clinician storytelling and offered practical professionals’ experiences and insights in action.

Now we’d like to hear from you. Tell

Clinician Story Submission

* Required

First Name *

Your answer

Or-- Send your story as an attachment by email to HealthyFood@hcwh.org
Learn more and RSVP to participate in Food Day 2016, at practicegreenhealth.org/foodday.