

# **Sodium Reduction Initiatives in New York City**

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*September 30, 2015*

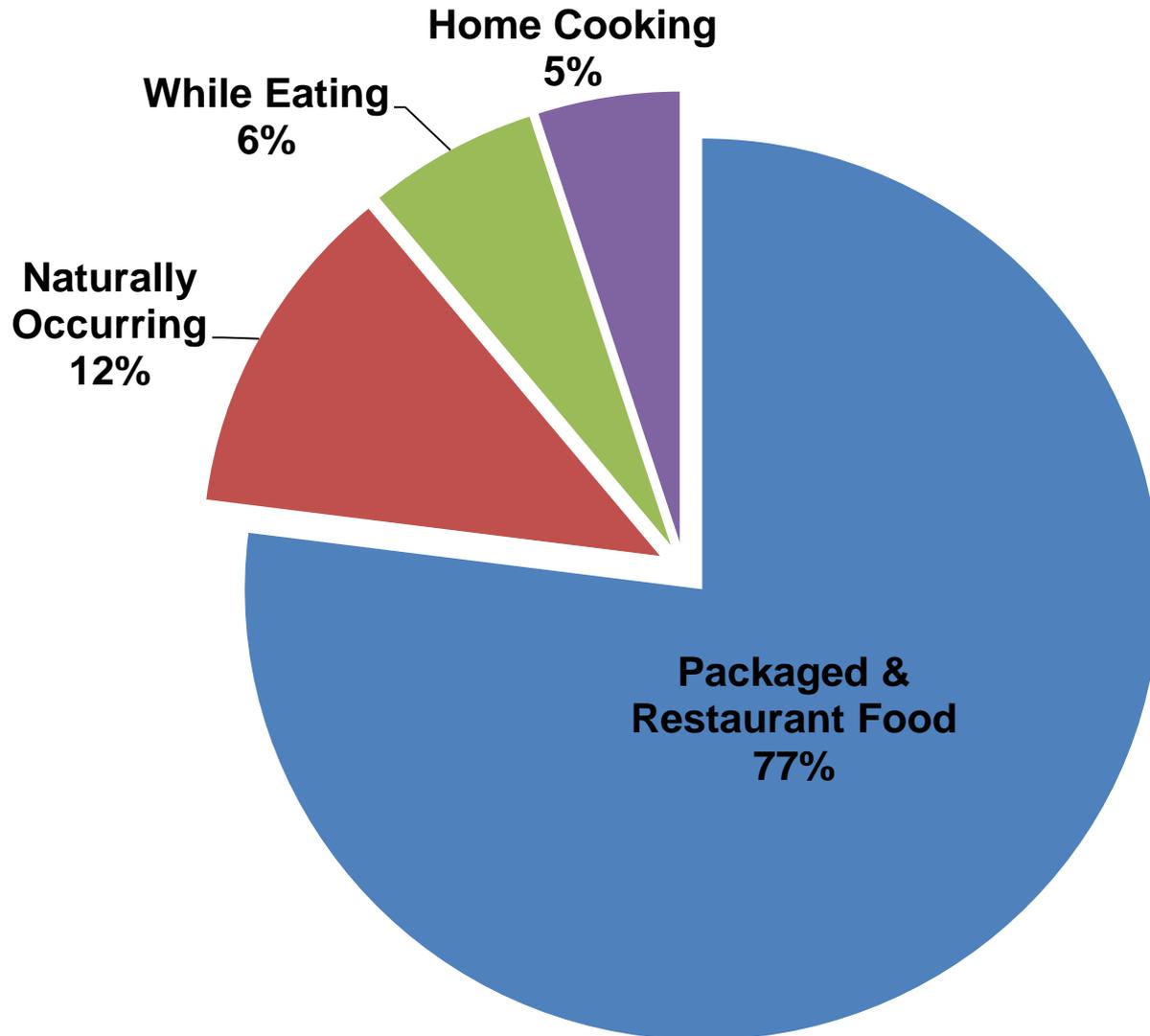
# Agenda

- Health Rationale for Sodium Reduction
- National Salt Reduction Initiative
- Sodium Warning Labels in Restaurants
- New York City Food Standards & Related Initiatives
- Nutrition Education & Media

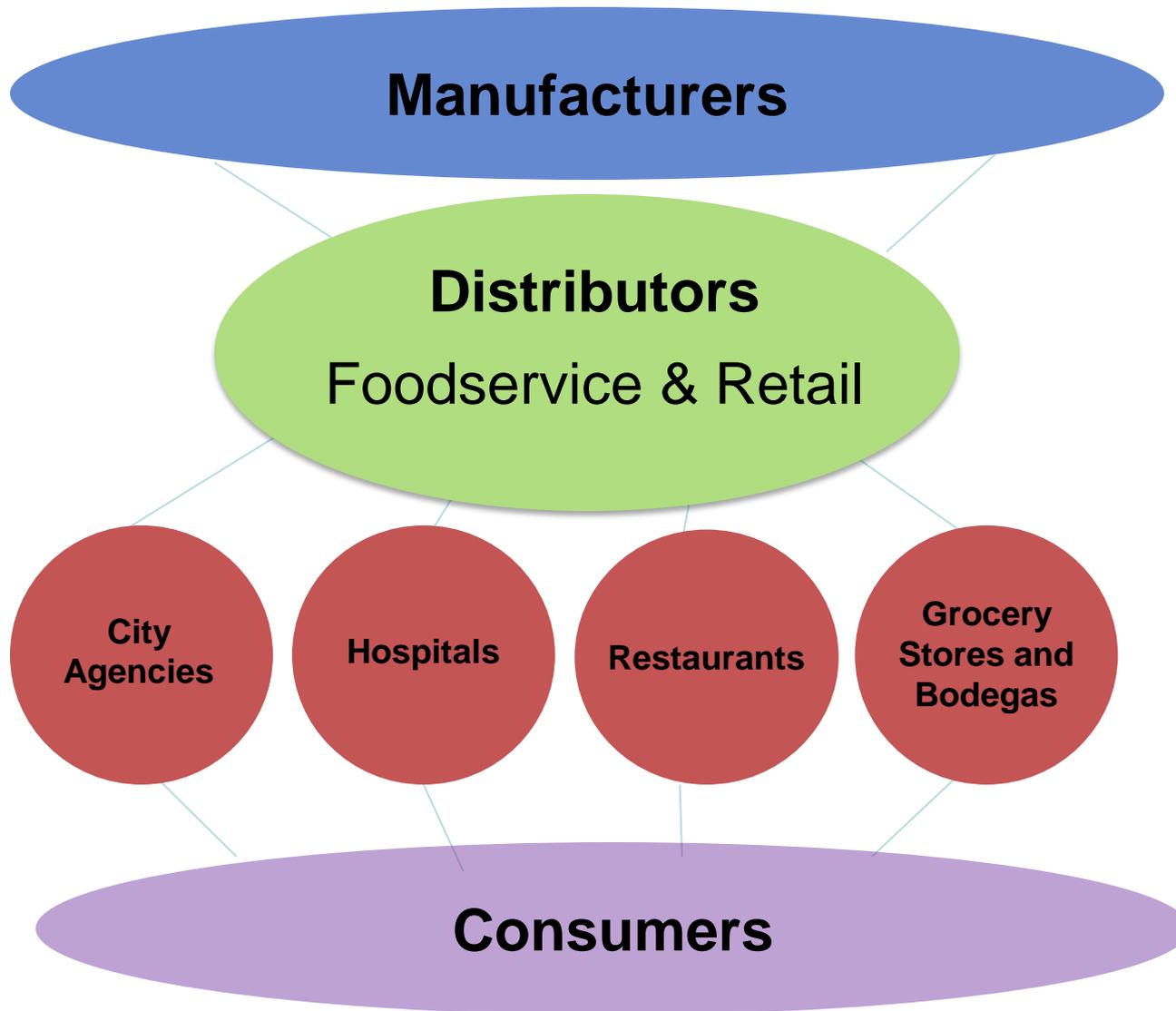
# New York City Stats

- 1 in 3 deaths in NYC are due to heart disease
- High blood pressure is a risk factor for heart disease
  - 30% of NYC adults have high blood pressure
  - 36% of Black adults have high blood pressure, nearly 50% more than Whites (36.1% vs. 24.8%)
- Excess sodium intake increases blood pressure
  - Average sodium intake in NYC: 3,239 mg/day

# Most Salt Intake Comes from Processed Foods



# NYC Food Environment



# Social Ecological Model

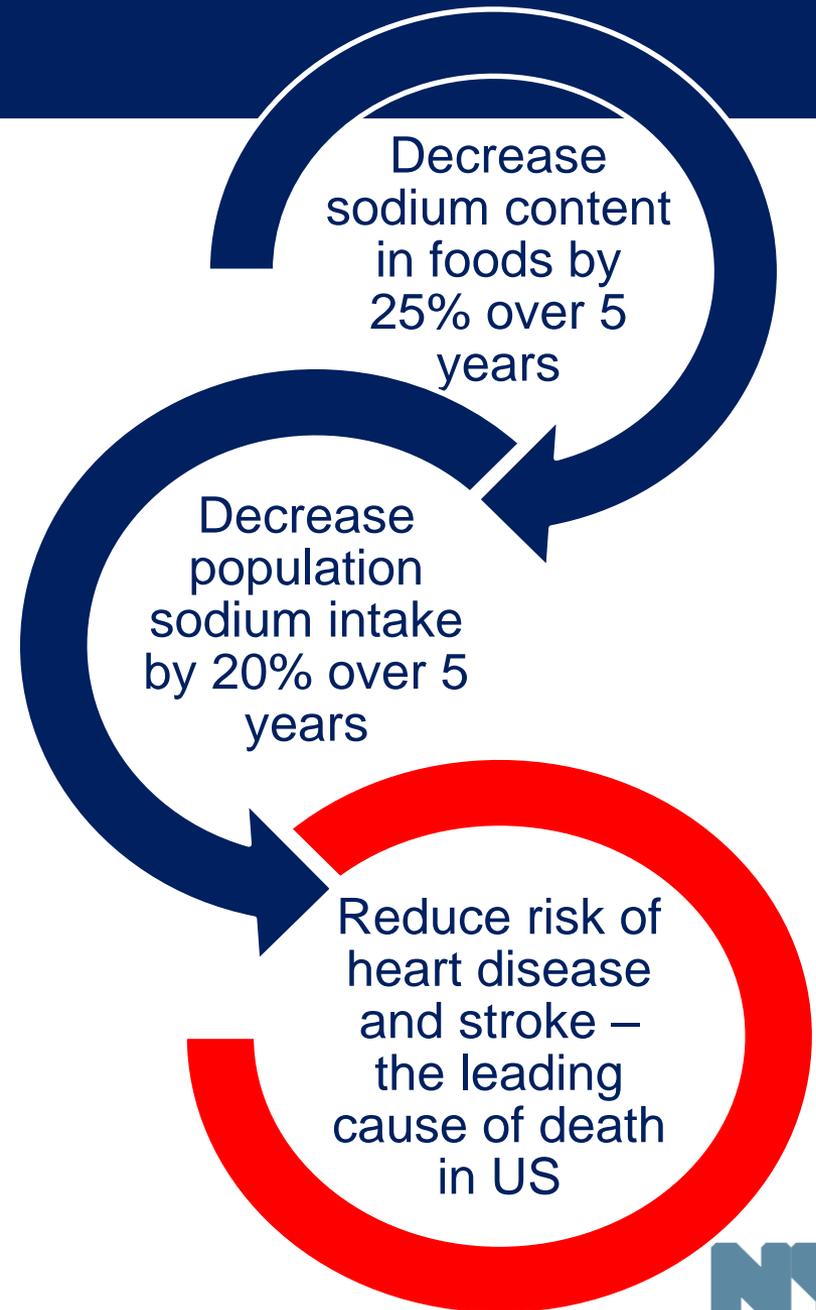


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# NSRI Overview

- Partnership of 100 state & local health authorities and national health organizations
- Voluntary sodium targets following 100+ meetings with industry
- Almost 30 companies committed to NSRI targets

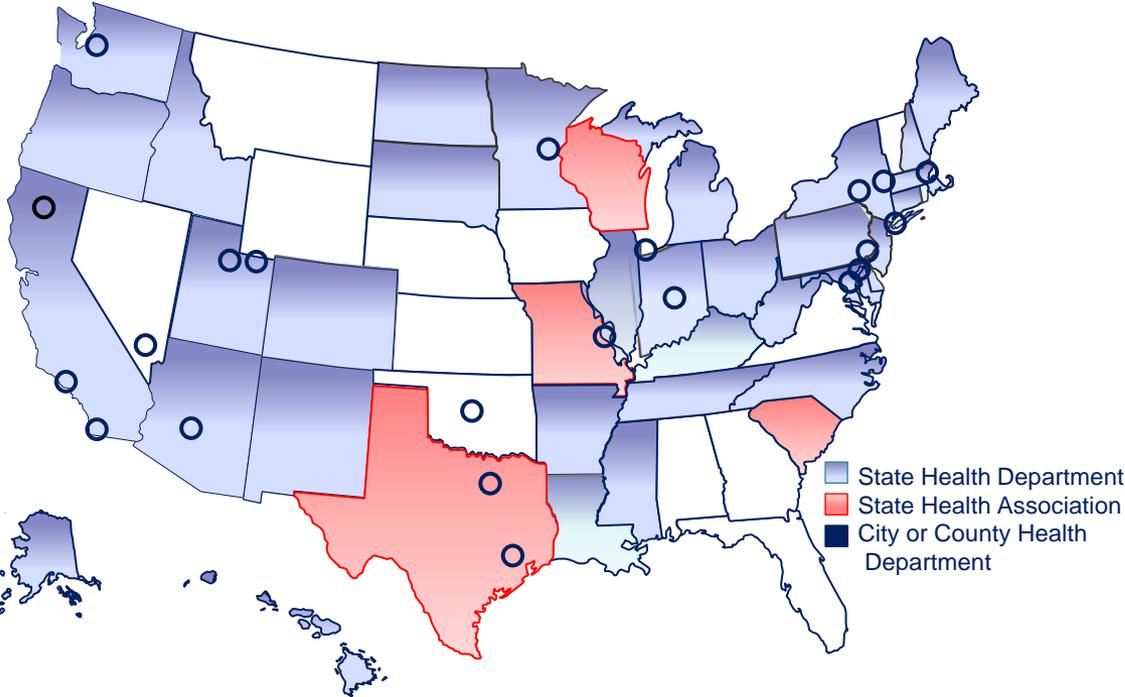


# NSRI Strategy

- **Build Partnership:** Convene partnership of 100 state & local health departments and organizations to demonstrate national support and share best practices
- **Set Targets:** Sodium targets set for 2012 and 2014 for each of the 62 packaged food and 25 restaurant food categories
- **Invite Commitments:** Nearly 30 food companies are committed to the NSRI
- **Monitor changes:** Analyze changes in sodium in foods over time

# 100 NSRI Partners Across U.S.

## State & Local Health Departments



## Health Organizations

- Academy of Nutrition and Dietetics (ADA)
- American College of Cardiology
- American College of Epidemiology
- American Heart Association
- American Medical Association
- American Public Health Association
- American Society of Hypertension
- Association of Black Cardiologists
- Consumers Union
- Health Power for Minorities (Health Power)
- InterAmerican Heart Foundation
- International Society on Hypertension in Blacks
- Kaiser Permanente
- National Forum for Heart Disease and Stroke Prevention
- National Hispanic Medical Association
- National Kidney Foundation
- Partnership for Prevention
- Preventive Cardiovascular Nurses Association
- Public Health Law Center at William Mitchell College of Law
- Society for the Analysis of African-American Public Health Issues
- World Hypertension League

## State & Local Associations

- Association of State and Territorial Health Officials
- Association of State and Territorial Public Health Nutrition Directors
- California Conference of Local Health Officers
- Council of State and Territorial Epidemiologists
- Mississippi Task Force on Heart Disease and Stroke Prevention
- Missouri Activity for Activity and Nutrition
- National Association of Chronic Disease Directors
- National Network of Public Health Institutes
- National Association of County and City Health Officials
- New York State Chapter, American College of Cardiology
- Northern Illinois Public Health Consortium
- Northwest Kidney Centers
- South Carolina Institute of Medicine & Public Health
- Texas Association of Local Health Officials
- Texas Medical Association
- Texas Salt Reduction Collaborative
- Wisconsin Heart Disease and Stroke Alliance

# Setting Targets

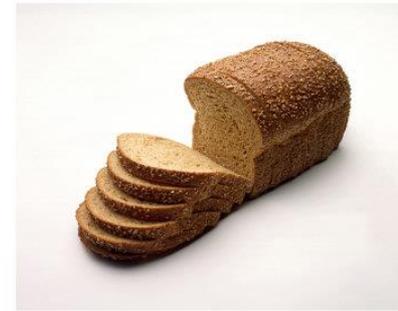
- **Build Databases:** Contains nutrition and sales data for thousands of packaged and restaurant foods
- **Analyze Databases:** Collecting these data exposed the variation of sodium across similar products



Whole Wheat Bread  
480 mg sodium

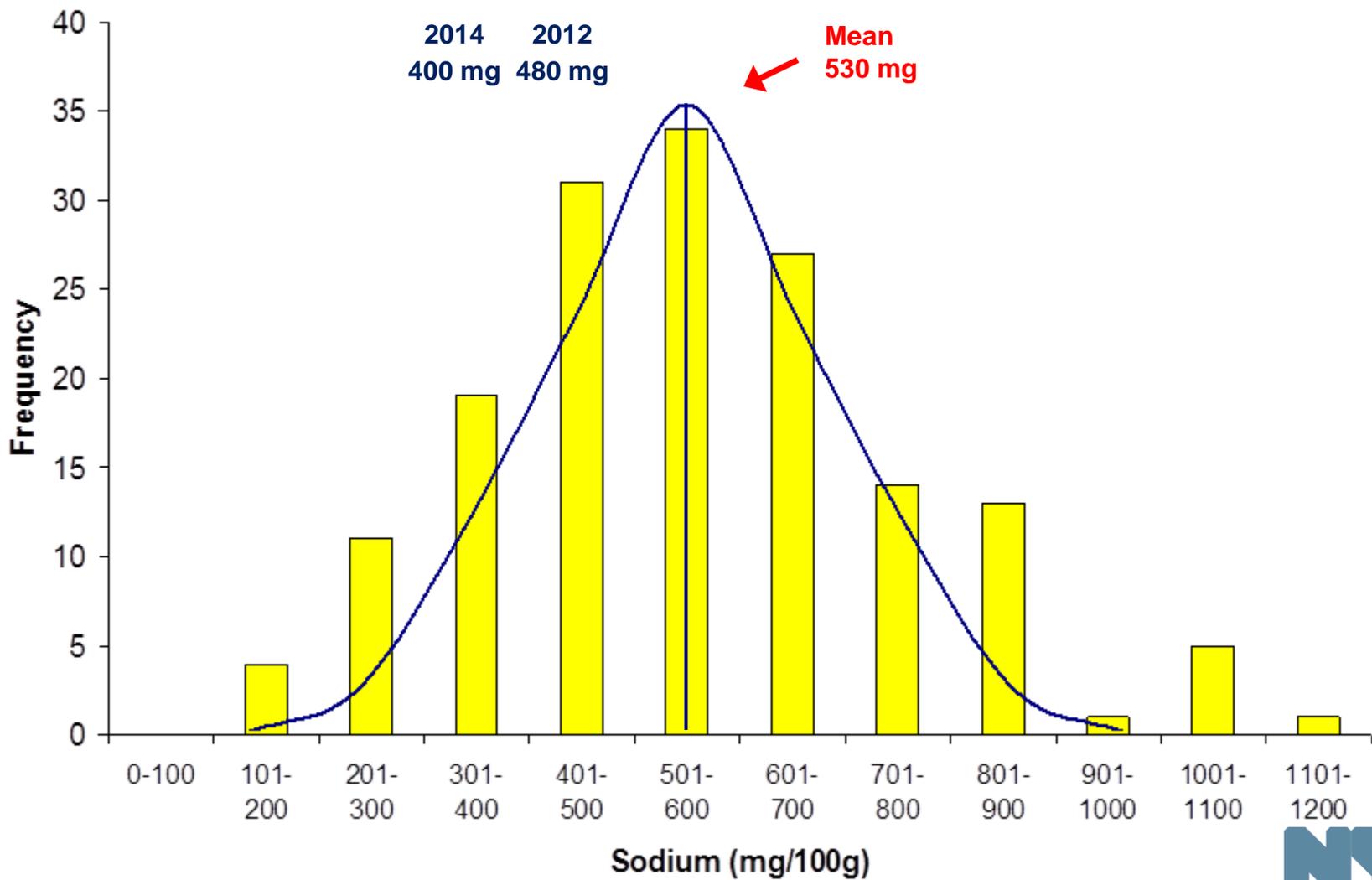


*3X amount of sodium*



Whole Grain Bread  
160 mg sodium

# Category Sodium Distribution



# How We Assess Progress

- Sodium content in food supply
  - Industry-wide: NSRI Databases
  - Committed companies: self-reported data
- Sodium intake of NYC adults
  - 24-hour urinary evaluation



# 21 Companies Met Their 2012 Commitments

## Packaged Food

- Butterball
- Furmano Foods
- Goya Foods
- Heinz
- Ken's Foods
- Kraft Foods
- LiDestri Foods/Francesco Rinaldi
- Mars Food
- McCain Foods
- Mondelez International
- Red Gold
- Snyder's-Lance
- Unilever
- White Rose

## Restaurant Food

- Au Bon Pain
- Starbucks
- Subway
- Uno Chicago Grill

## Food Retailers

- Delhaize America
- FreshDirect
- Target Corporation

# Examples of Sodium Reduction 2009-2012

- Examples of sodium reduction, 2009-2012:



Heinz Ketchup: -15%

Subway Italian BMT: -27%

Kraft Singles American Slices: -18%

# NSRI Next Steps

- Analyze change in sodium in the food supply 2009-2014
- Disseminate findings
- Continue coordinating NSRI partnership

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# NYC Sodium Warning Labels

- In September 2015 the NYC Board of Health voted to require chain food service establishments to post a warning label on menu items with  $\geq 2,300$  mg of sodium
- Affects chain food service establishments ( $\geq 15$  locations nationwide)
  - 1/3 of all restaurant traffic in NYC



# Warning Statement at Point of Purchase

Warning:  indicates that the sodium (salt) content of this item is higher than the total daily recommended limit (2,300 mg). High sodium intake can increase blood pressure and risk of heart disease and stroke.

# A Need For More Sodium Info in Restaurants

- Consumers lack important information about risks
  - Some menu items contain more sodium than a person should consume in an entire day
- Variability of sodium content
  - Difficult for consumers to make reliably healthy choices

<u>Chain</u>	<u>Product</u>	<u>Sodium Content</u>
Company A	Smokehouse Turkey Panini	2,590 mg
Company A	Roasted Turkey & Avocado BLT Sandwich	960 mg

# Why Warning Labels?

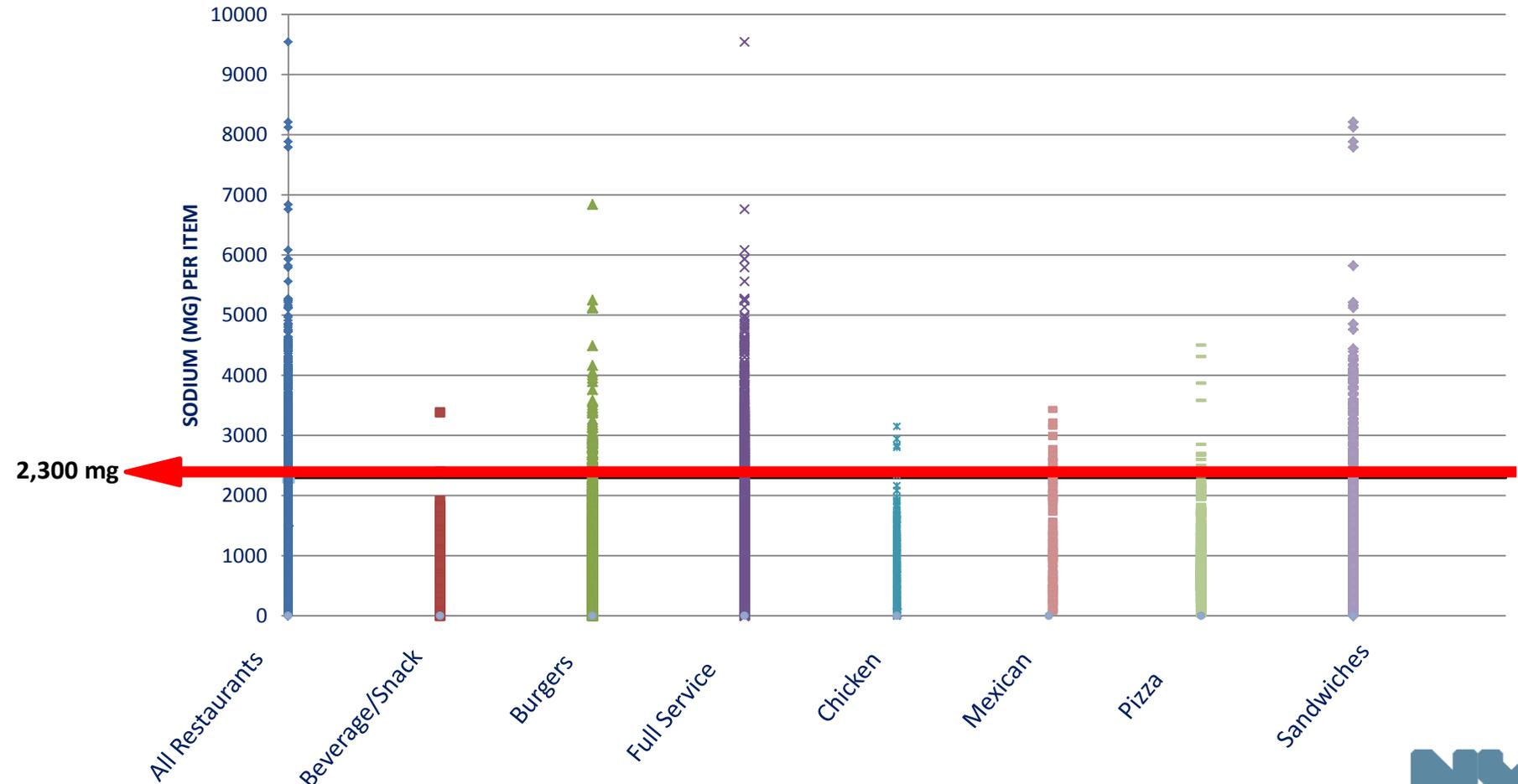
- Evidence suggests that health warnings ↑ knowledge and can ↓ purchase and consumption of certain products
- Labels facilitate education
  - Can inform customers of the risks of consuming certain products
  - More than 1 million New Yorkers see calorie labels daily in restaurants
- Consumers find labels helpful
  - Nearly 80% of New Yorkers find calorie labels “useful”

# Why Restaurants?

- Approximately one-third of our calories come from food consumed away from home
- Restaurant and processed food make up majority of dietary sodium intake
- Restaurant food is more sodium dense than food prepared at home

# High Sodium Items in NYC Chain Restaurants

## SODIUM PER ITEM IN 2014, BY RESTAURANT TYPE IN NYC

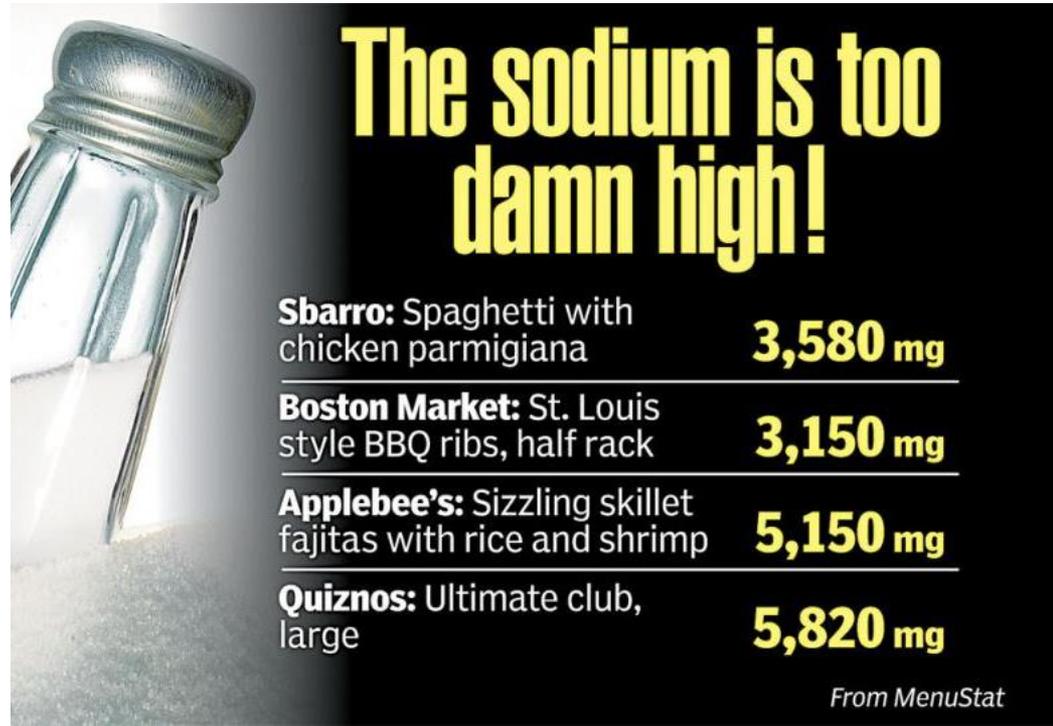


Source: MenuStat, 2014



# MenuStat

- Free database containing nutrition data from top chains (2012, 2013, 2014)
- Nutrition analysis across food categories, restaurants, and over time
- [MenuStat.org](http://MenuStat.org)



# Summary of Comments and Testimony

## **94 written comments/testimonies**

- 87 supported
- 2 supported with suggestions/modifications
- 1 supported contingent on modifications
- 4 opposed

# Press Coverage

***“Salt warning labels coming to New York City chain restaurant menus”***  
(NY Daily News)

***“NYC Board Of Health Approves First-Of-Its-Kind Sodium Warnings On Menus”***  
(CBS New York)

*City officials argue they’re just saying “know,” not “no,” about foods high in a substance that experts say is too prevalent in most Americans’ diets, raising the risk of high blood pressure and potentially heart attacks and strokes.*

*-CBS New York*

***“In a 1st, New York to require salt warnings on eatery menus”***  
(Yahoo News)

***“New York City Health Board Backs Warning on Menu Items With High Salt”***  
(NY Times)

***“New York Will Require Salt Warnings On Menus, Outraging The Salt Lobby”***  
(Buzzfeed)

# Implementation and Enforcement

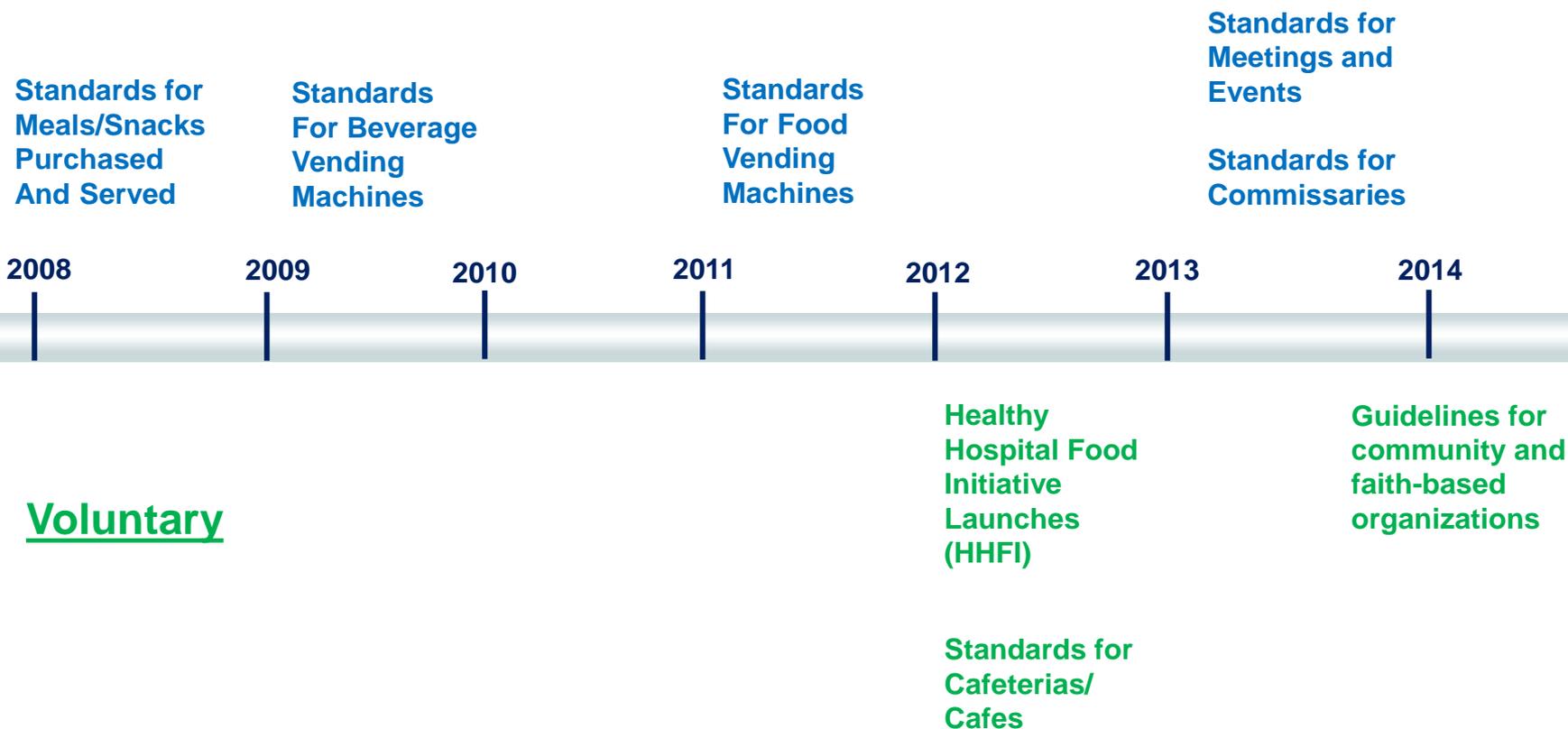
- Regulation will take effect **December 1, 2015**
- Inspection for guidance and compliance incorporated into the regular restaurant inspections
- Violations would incur \$200 fine; would not impact letter grade or inspection frequency

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# NYC Food Standards Timeline

## Mandatory For NYC Government Agencies



Voluntary

# Food Procurement Task Force

**Task Force Chair:** Food Policy Coordinator (City Hall)

**Technical Advisor:** Health & Mental Hygiene

## **Agencies Represented:**

- Children's Services
  - Early Care and Education (**500+ child care centers**)
  - Youth and Family Justice (**16 facilities**)
- Aging (**270 senior centers**)
- Correction (**11 facilities**)
- Education (**1600+ schools**)
- Health & Mental Hygiene (**80+ programs**)
- Homeless Services (**60+ shelters**)
- Parks and Recreation (**32 programs**)
- Youth and Community Development (**500+ programs**)
- Health and Hospitals Corporation (**15 facilities**)
- Department of Citywide Administrative Services (**purchase food only**)
- Human Resources Administration (**purchase food only**)

# Public Health Impact of NYC Food Standards

- Reduce risk for diet-related diseases and help manage existing chronic diseases
- Use buying power to change the food and nutrition landscape in NYC
- Reinforce the public health messages



# NYC Food Standards Improve the Whole Food Environment

- Reduce sodium in meals and snacks
- Increase access to fruits and vegetables
- Restrict marketing of unhealthy foods
- Right-size portions for foods and beverages
- Decrease availability of high calorie beverages
- Increase availability of water

# Standards for Meals & Snacks Purchased & Served

- Established Sept 2008; revised August 2015
- In place at 11 City agencies and impact 240+ million meals/snacks served annually
- Coordinated meetings, trainings, site visits and material development for agencies implementing Standards

New York City  
Food Standards | **MEALS/SNACKS PURCHASED AND SERVED**

This document outlines standards for food purchased and meals and snacks served, with the goal of improving the health of all New Yorkers served by City agencies. The New York City Food Standards aim to reduce the prevalence of chronic disease, such as obesity, diabetes and cardiovascular disease, by improving dietary intake.

The standards have been developed based upon agency feedback, review, and agreement. They do not apply to food available in vending machines,<sup>1</sup> or at concessions that provide food for sale through leases, licenses or contracts at City programs.

Agencies and their contractors are expected to follow the standards described in each of the four sections:

- I. Standards for Purchased Food**  
Addressess food items purchased and gives specific standards by food category.
- II. Standards for Meals and Snacks Served**  
Addressess the overall nutrient requirements for meals served and gives standards for snacks and special occasions.
- III. Agency and Population-Specific Standards and Exceptions**  
Addressess standards for specific populations (e.g. children, seniors) and agencies. The additions and exceptions in the third section supersede the first two sections. For example, children under 2 years may be served whole milk, instead of 1% or nonfat milk required in the first section.
- IV. Sustainability Recommendations**  
Addressess recommendations to support a healthy and ecologically sustainable food system.

The first two sections overlap: all purchased food items must meet the standards in Section I and must fit in to meals and snacks served such that the nutrient requirements in Section II are met. The purchased food standards ensure that agencies make healthier foods a regular part of people's diets and ensure that people who only eat a few items of each meal are still eating healthy options. The meal and snack standards ensure that people eating whole meals and snacks have a healthy, balanced diet.

All food purchased or served by a City agency must meet the required standards that appear in bold. Agencies are expected to be in compliance with the revised standards by October 31, 2012. Agency contractors are also required to comply with these Standards. This includes foodservice contractors, such as caterers, and programmatic contractors, that serve food within the context of the program.

The New York City Food Standards were made effective by Executive Order 122 from Mayor Bloomberg on September 18, 2008,<sup>2</sup> and revised in October 2011. The Executive Order mandates that all City agencies follow the Standards for all foods that are purchased, prepared, and/or served by the agency, and/or agency contractors.

<sup>1</sup> NYC standards for vending machines: [www.nyc.gov/html/dep/html/health/nutrition-standards-nutrition-standards.shtml](http://www.nyc.gov/html/dep/html/health/nutrition-standards-nutrition-standards.shtml)  
<sup>2</sup> Executive Order at: [www.nyc.gov/html/ceo/downloads/pdf/ceo\\_122.pdf](http://www.nyc.gov/html/ceo/downloads/pdf/ceo_122.pdf)

For more information, please contact: [nycfoodstandards@health.nyc.gov](mailto:nycfoodstandards@health.nyc.gov)



# Standards for Food Vending Machines

- Require all items in machine meet nutrition requirements
- Address portion size by making requirements *per package*, rather than *per serving*
- Includes Standards for:
  - Nutrients
  - Calorie labeling
  - Grain-based foods
- *Standards for Beverage Vending*

**Snacking in excess can lead to weight gain. Snacks, when consumed, should add healthy nutrients to the overall diet and help curb hunger.**

# Standards for Meetings & Events

- Applies to all City agencies as of March 2013
- Applies to food and beverages purchased by the agency and served to employees and visitors at meetings and events
- Includes 10 Standards in these categories:
  - Beverages
  - Fruits and Vegetables
  - Sandwiches, Entrees and Sides
  - Dessert

## *Lunch*

Turkey, avocado, lettuce and tomato sandwiches on whole wheat bread

Grilled vegetables on whole wheat wraps

Chopped salad with mixed greens and vinaigrette dressing on the side

Fresh fruit salad

Bite-size chocolate chip cookies

Coffee, tea, water, seltzer

# Standards for Cafeterias

- Integrates promotion, placement, and product mix to make the healthy choice the easy choice
- Promotes:
  - Fruit, vegetables, and whole grains
  - Water
  - Calorie labeling
- Limits:
  - Portion sizes
  - Sodium
  - Fried foods and sugary drinks



# A Few Examples of Sodium Requirements Across the Food Standards

- Require all individual items contain  $\leq 480$  mg sodium per serving, unless a lower standard is specified
- Require sliced sandwich bread: contain  $\leq 180$  mg sodium per serving
- Require cereal contain, per serving:  $\leq 215$  mg sodium
- Require canned/frozen vegetables and beans contain  $\leq 290$  mg sodium per serving
- Require snacks meet all of the following criteria, per package: Sodium: no more than 200 mg

# Technical Assistance to City Agencies

- NYC Health Department provides the following technical assistance:
  - Host trainings for agencies and available for questions as needed
  - Meet with agencies to review progress and discuss challenges and next steps
  - Conduct site visits and menu review and analysis
  - Develop implementation tools and resources



# Educational Materials

## Your meals are healthier than ever.

Meals served at the city's public schools, senior centers, homeless shelters, child care centers, correctional facilities, public hospitals and other city programs are healthier than ever – thanks to New York City's new Food Standards.

Eating healthy meals can help prevent weight gain, and lowers your risk of heart disease and diabetes.

	What makes these meals healthy?	Why is this important?
Portion size and calories	 Food served is the right amount to eat for a meal.	Eating smaller portions and fewer calories can lower your risk of obesity and diabetes.
Fruits and vegetables	 At least two fruits or vegetables are served at both lunch and dinner.	Fruits and vegetables contain lots of vitamins, minerals and fiber to keep you healthy.
Whole grains	 Whole grain foods (like whole wheat bread and brown rice) are served more often.	The fiber in whole grains helps you feel full longer, helps you digest and protects your heart.
Milk	 Milk, when served, is either fat-free or 1%.	Drinking fat-free or 1% milk has all the protein, calcium, vitamins and other nutrients of whole milk, with fewer calories and less fat.
Cooking method	 Food is prepared using healthy cooking methods, like baking and steaming.	Eating food that is baked or steamed, instead of fried, lowers your risk of heart disease.
Salt	 Foods served contain the right amount of salt.	Eating foods with less salt helps you prevent and control high blood pressure.
Drinks	 Water is available at all meals. Other low-calorie drinks that may be served include coffee, tea and seltzer.	Cutting out high-calorie, sugary drinks can help prevent obesity and diabetes.

**Eat better. Live better.** Visit [www.nyc.gov/health](http://www.nyc.gov/health)

Made possible by funding from the Department of Health and Human Services.




**Good snacks served here.**

Good snacks provide vitamins and minerals, protein and fiber to keep you strong and healthy.

Made possible by funding from the Department of Health and Human Services.



# Implementation Tools

## Standards for Beverage Vending Machines

- Require all beverages contain 25 calories or less per 8 ounces with the following exception:**  
A maximum of 2 slots/buttons may stock high calorie beverages (more than 25 calories per 8 ounces), such as regular soda, lemonade, sweetened tea and juice. The 2 slot limit applies no matter how many slots are in the machine. Unsweetened 1% and non-fat milk not included in high calorie limit.
- Require water be stocked in at least 2 slots/buttons per machine.**  
Water should contain 0 calories with no added color, flavor or sweetener of any kind. If drinking water is readily available in the vicinity of the vending machine, unflavored seltzer water may be substituted for one 2 slots of water.
- Require water and seltzer be placed at eye level or higher.**  
High calorie beverages should be placed farthest from eye level.
- Require all high calorie beverages are sold in promotional space.**
- Prohibit advertisements of high calorie beverages.**  
Promotional material on the front and sides of the machine should be no more than 6 inches per 6 inches.
- Require calorie information is posted for high calorie items.**  
If your facility has programming for children ages 18 and under, you should post calorie information for high calorie items on the vending machine for guidance at nyc.gov/health.

### Low Calorie Beverages

Defined as beverages with 25 calories or less per 8 ounces.

- Water
- Plain seltzer
- Flavored seltzer
- Flavored water that meets calorie limit
- Drinks labeled "light" or "unsweetened tea"

For more information, please contact: [nycfoodstandards@health.nyc.gov](mailto:nycfoodstandards@health.nyc.gov)

## Example of a Beverage Vending Machine that Meets the Standards

Use this machine as an example of how to stock your beverage vending machine.



## Standards for Snack Vending Machines

- Require snacks meet all of the following criteria, per package:**
  - Calories: no more than 200 calories
  - Total fat: no more than 7 grams
    - Nuts, seeds, nut butters and cheese are exempt
    - Combination products of dried fruit and nuts are exempt
  - Saturated fat: no more than 2 grams
    - Nuts, seeds, nut butters and cheese are exempt
  - Trans fat: 0 grams trans fat
  - Sodium: no more than 200 mg
    - Cottage cheese: no more than 400 mg
  - Sugar: no more than 10 grams
    - Fruit and vegetable products with no added sugar are exempt
    - Yogurt: no more than 30 grams sugar per 6 ounces
  - Fiber: contain at least 2 grams of fiber, if product is grain/potato-based (i.e. granola bars, crackers, pretzels, cookie, chips)
- Limit grain/potato-based snacks (includes similar products, such as corn, plantain and taro chips) to no more than 50% of food items in machine.**
- Require calorie information is posted for each food item, as packaged.**  
(Required for City agencies only).
- For programs serving children age 18 and under: products cannot contain artificial flavors, artificial colors, artificial sweeteners, or other non-nutritive sweeteners (e.g. stevia, erythritol).**

These standards apply to all snack items stocked in non-refrigerated, refrigerated, or frozen machines. Refer to the Standards for Food Vending Machines to see the nutrient limits for meal items stocked in these machines. Go to [nyc.gov/health](http://nyc.gov/health) and search for Food and Nutrition Standards.

### Implementation Tips:

A product must meet all of the nutrient criteria. Foods that are slightly over the limit cannot be stocked.

Foods that are exempt from any nutrient criteria must still meet all other criteria. For example, a package of nuts is exempt from the fat and saturated fat standards. This item must still meet the limits for calories, sodium, trans fat and sugar.

Nutrient content of foods can vary by flavor, brand and package size. Check the nutrient information for all product varieties before stocking.

### Grain/potato-based Foods:

A grain/potato-based food is an item made from wheat, potatoes, corn, oats, rice, or any other grain. Look for these on the ingredients list below the Nutrition Facts label.

Examples include chips (e.g. potato, corn, pita), pretzels, popcorn, crackers, cookies, muffins, breads, pastries, granola bars, cereal bars, and cereal.

For more information, please contact: [nycfoodstandards@health.nyc.gov](mailto:nycfoodstandards@health.nyc.gov)

## Use the Nutrition Facts if Snacks

Always look at Servings Per Container. Foods must meet the nutrient criteria for the entire package.

This item is grain-based, so the fiber standard applies.

Flour listed in the ingredients means the grain-based.

## Plan-o-gram example 2 (40-slot machine):

water	water	water	water	water	water	water	water	water	water
plain seltzer	plain seltzer	plain seltzer	lime seltzer	lime seltzer	orange seltzer	raspberry seltzer	cherry seltzer		
mint water	berry water	lemon water	diet citrus water	diet cherry water	diet fruit punch	diet lemonade	diet lemon sports drink		
diet cola	diet cola	diet cherry cola	diet cherry cola	diet orange soda	diet orange soda	diet lemon soda	diet lime soda		
sports drink (1.2 oz)	cola (1.2 oz)	diet lemon tea	diet peach tea	green tea	green tea	plain tea	plain tea		

Key: ■ high calorie ■ low calorie ■ water

Tip: Items with more than one serving per container must be multiplied by 2 to determine the "per package" amount.

## Make Your Own Plan-o-gram

A plan-o-gram is a tool that guides product placement in a vending machine. Plan-o-grams can help you ensure that vending machines are stocked according to the Standards. Create your own plan-o-gram and share it with your vending machine company; ask them to share it with the route drivers to ensure that your machine is accurately stocked.

There are many possible ways to stock a vending machine to meet the Standards. The examples below are based on common vending machine configurations, but plan-o-grams can be created for any vending machine format. All items stocked must meet the Standards.

### Plan-o-gram example 1 (9-slot machine):

water	water	water
plain seltzer	orange seltzer	lime seltzer
100% orange juice (1.0 oz)	ginger ale (1.2 oz)	diet ginger ale

# Plan-o-Gram for Compliant Vending

## Plan-o-gram example 1 (34-slot machine):

baked chips		popcorn		multi-grain crackers		baked chips		trail mix	
pretzels		pita chips		apple chips		tropical fruit trail mix		popcorn clusters	
almonds	berry cereal bar	peanut butter granola bar	raisins	peach cup	peanuts	cheese crackers	fruit leather	pumpkin seeds	dried apricots
fruit bar	fig bar	mixed nuts	apple cereal bar	peach cereal bar	trail mix	mixed nuts	chocolate chip granola bar	peanut granola bar	fruit/nut granola bar
			sugar free mints	sugar free mints	mint gum	mint gum			

# NYC Keys to Success

- Uniform standards
- Agency buy-in
- Technical assistance
- Systematic change via integration of standards into agency contracts
- Monitoring



# Healthy Hospital Food Initiative

- Comprehensively promote healthy options in hospitals to help prevent chronic diseases
- 40 NYC hospitals
- Technical Assistance
- Standards address:
  - Cafeterias/cafes
  - Beverage vending machines
  - Food vending machines
  - Patient meals (regular diet)

New York City |  
**HEALTHY HOSPITAL FOOD INITIATIVE**

## New York City | HEALTHY HOSPITAL FOOD INITIATIVE

The Healthy Hospital Food Initiative aims to create a healthier food environment in New York City hospitals. The effort, led by the New York City Health Department, aligns with the mission of hospitals to promote health and wellness.

Hospitals participate by adopting the New York City Food Standards, evidence-based nutrition criteria that ensure that employees, visitors, and patients have better access to healthy food. By implementing all four of the New York City Food Standards, hospitals can comprehensively improve the nutritional content of food and beverages offered in their cafeterias, vending machines and patient meals.

### New York City Food Standards

#### Cafeterias

These standards use a variety of techniques to make the healthy choice the easy choice. Includes standards that increase the availability of fresh fruits and vegetables and whole grains; promote healthy value meals; decrease the availability of high calorie beverages; and eliminate fried foods.

#### Beverage Vending Machines

These standards decrease the availability and portion size of high calorie beverages. Includes standards that address the placement of high calorie beverages and ensure that marketing images on machines are conveying healthy messages.

#### Food Vending Machines

These standards include nutrition requirements for calories, saturated fat, sodium, sugar, fiber and other nutrients in stocked products. Standards also address portion size by making requirements per package, rather than per serving.

#### Patient Meals

These standards, which apply to regular diet patient meals, provide nutrition requirements for individual foods purchased, such as sodium limits for bread and cereal, and for meals served, such as two fruit or vegetable servings at lunch and dinner.

### What the Health Department Offers

- Individualized approach for each hospital with tailored action plans
- Free resources to support the implementation process, including assistance from a registered dietitian for menu and product review and staff education
- Public recognition of hospital accomplishments

Be a model  
of health and  
wellness.

As centers of healing,  
hospitals can model healthy  
eating to support the health  
of their employees and the  
communities they serve.

For more information, please contact: [nyfoodstandards@health.nyc.gov](mailto:nyfoodstandards@health.nyc.gov)

Made possible by funding from the Centers for Disease Control and Prevention and the Department of Health and Human Services.

**NYC**  
HEALTH

**NYC**  
HEALTH

# HHFI Participating Hospitals

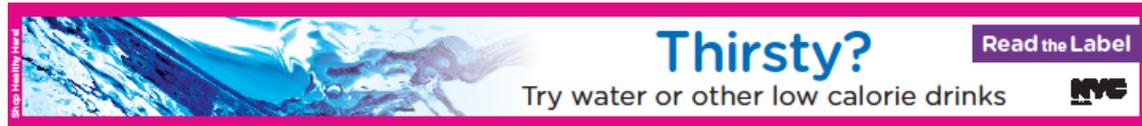
-  Highest level of recognition; implement all four NYC Food Standards.
-  Implement two NYC Food Standards.
-  Implement one NYC Food Standard.
-  Join the initiative and start implementing the NYC Food Standards.



# Promotional Materials



## Vending Machine Decals



## Cafeteria Shelf Talkers

**Our cafeteria meals and snacks are healthier than ever.**

Look for More:

- ✓ Fresh fruit and vegetables
- ✓ Whole grains: bread, brown rice, whole wheat pasta, quinoa, barley, oats
- ✓ Baked, grilled, steamed, and sauteed food
- ✓ Right-sized portions of bagels, muffins, cookies, and pastries
- ✓ Desserts and snacks under 200 calories
- ✓ Water and other low calorie beverages

This hospital is a proud participant in New York City's Healthy Hospital Food Initiative.

**Our cafeteria meals and snacks are healthier than ever.**

Eating healthy meals can help prevent weight gain, and lowers your risk of heart disease and diabetes.

## Healthy Value Meal Signs

**Special!**

**Lunch Combo**

TURKEY SANDWICH on Whole Wheat Bread  
+ Piece of Fruit + Bottled Water

(Or substitute ham, chicken or roast beef for turkey.)

\$ \_\_\_\_\_

**Special!**

**Breakfast Combo**

EGG on Whole Wheat Toast  
+ Piece of Fruit + Coffee or Tea

\$ \_\_\_\_\_

## Cafeteria Table Tents & Posters

# Healthier Food & Beverages in Community & Faith-Based Organizations

- Food and Beverage Guidelines for Meetings and Special Events
- Food Vending Machine Guidelines
- Beverage Vending Machine Guidelines



# Good Choice

- **Goood Choice** is a system that makes it easier for food distributors to identify healthier products that meet the NYC Food Standards
- 3 year pilot project
- Funded by CDC's Sodium Reduction in Communities Program

# Overview of Approach

- **Step 1:** Identify commonly used distributors and recruit for participation
- **Step 2:** Implement **Go<sup>o</sup>dChoice**, a system for food distributors to identify lower sodium products that meet the NYC Food Standards
- **Step 3:** Provide technical assistance to hospitals and City agencies
- **Step 4:** Assess effectiveness

# A Sample of Good Choice Categories

Category	Examples of what is included	Good Choice Criteria*
<b>Baked Goods</b>	Rolls, tortillas, wraps, pita, specialty breads (e.g. focaccia, brioche), hamburger and hot dog buns, pizza dough	≤ 290 mg sodium per serving
<b>Beans</b>	Fresh, frozen, canned, and dried beans	≤ 290 mg sodium per serving No added sweeteners
<b>Beverages</b>	Water, seltzer, soft drinks, coffee, tea	≤ 25 calories per 8 fl oz No artificial or non-nutritive sweeteners
<b>Breakfast Breads</b>	Bagels, muffins, biscuits, pound cakes, croissants, danishes, donuts, scones	≤ 290 mg sodium per serving ≤ 300 calories per item
<b>Cereal</b>	Ready-to-eat cereal, single-serve hot cereal	≤ 215 mg sodium per serving ≤ 10 g sugar per serving ≥ 2 g fiber per serving
<b>Convenience Food</b>	Breaded, cooked, cured, or seasoned meats, seafood, and vegetables; frozen entrees and sides; breakfast meats; prepared cold salads	≤ 480 mg sodium per serving
<b>Desserts</b>	Cookies, cakes, brownies, pies, pudding, custard, gelatin, ice cream	≤ 480 mg sodium per serving ≤ 200 calories per item
<b>Fluid Milk Substitutes</b>	Soy milk, almond milk, rice milk	Unflavored
<b>Frozen Whole Meals</b>	Meal including entrée and at least one side (e.g. Kosher meal, Halal meal)	≤ 805 mg sodium per package
<b>Fruit</b>	Fresh, frozen, or canned fruit	In unsweetened juice or water No artificial or non-nutritive sweeteners
<b>Juice</b>		100% fruit juice No artificial or non-nutritive sweeteners ≤ 6 fl oz if single-serve

# Product Examples



240 mg sodium   
(per serving)



500 mg sodium  
(per serving)

# Early Insights from Hospitals and City Agencies

- Work with multiple distributors, both large and small
- Purchase food by phone, fax and online
- Interest in receiving promotions for healthier items from their distributors



# Early Insights from Working with Distributors

- Built-in market demand for healthier foods via NYC Food Standards
- Distributor commitment and buy-in; sales trainings
- Understanding of unique value of NYC Health Department as third party



# Agenda

- Health Rationale for Sodium Reduction
- National Salt Reduction Initiative
- Sodium Warning Labels in Restaurants
- New York City Food Standards & Related Initiatives
- Nutrition Education & Media

# Nutrition Education

- **Eat Well, Play Hard** – nutrition education in child care settings
- **Stellar Farmers Markets** – nutrition education for kids and adults at farmers markets
- **Farm to Preschool** – local produce access + nutrition education



# Media Campaigns



Many foods pack a lot more salt than you think.

TOO MUCH SALT CAN LEAD TO HEART ATTACK AND STROKE

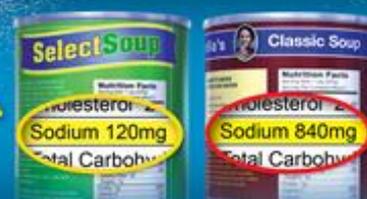
Compare Labels. Choose Less Sodium.

To learn more about salt call 311. **NYC** Health

Maureen H. Broderick, M.D., M.P.H., Commissioner

Too much salt can lead to heart attack and stroke.

**Compare labels. Choose less sodium.**



MOST SALT YOU EAT COMES FROM PACKAGED FOODS, NOT TABLE SALT. TO LEARN MORE, CALL 311.

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# Team Effort!

- **Jenifer Clapp**, MPA, Director of Healthy Eating Initiatives
- **Sarah Niederman**, MPH, Data Analyst
- **Arielle Herman**, MS, RD, CDN, Nutrition Technical Advisor
- **Diane Hepps**, MPH, Project Manager
- **Oni Tongo**, MS, RDN, Nutrition & Food Standards Registered Dietitian
- **Charita Johnson**, MS, Nutrition Project Coordinator
- **Jenn Fauls**, MPH, Evaluation Consultant

# **Thank You!**

**Elizabeth Leonard, MPH**

**Healthy Eating Project Coordinator**

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**New York City Department of Health and Mental Hygiene**

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