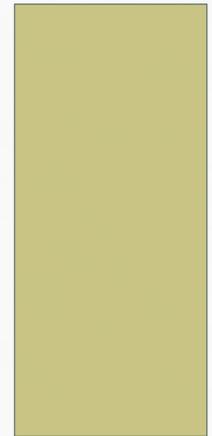




Story from the field: Multi-Agency Collaboration to Change Food Procurement Practices and Improve Nutrition in Government Institutions

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SANTA CLARA COUNTY



BERKELEY UNIFIED SCHOOL DISTRICT FOOD POLICY

AUGUST 1, 1999*

The educational mission is to improve the health of the entire community by teaching students and families ways to establish and maintain life-long healthy eating habits. The mission shall be accomplished through nutrition education, garden experiences, the food served in schools and the core academic content in the classroom.

*Revised 2004

SENATE BILL 19/56
PUPIL NUTRITION, HEALTH AND ACHIEVEMENT
ACT OF 2001

- Established in response to child obesity epidemic and its link to poor eating habits in school-aged children
- Cornerstone - Nutrition Standards for competitive foods and beverages sold ½ hour before start of school until ½ hour after end of school day
- Pilot test funding developed for implementation of SB19 standards

LINKING EDUCATION, ACTIVITY AND FOOD (LEAF GRANT)

California Department of Education, Nutrition Services
Division with funding from the California Department of
Food and Agriculture

16 middle and high schools in 9 California School
Districts awarded grants

Berkeley USD received \$500,000 for 3 middle schools

Pilot testing January 2003 through September 2004

LEAF REQUIREMENTS

Develop and implement policies to address:

- SB 19/56 nutrition standards for competitive foods
- Increased availability, access to and consumption of California grown fruits and vegetables (Buy California initiative of 2002)
- Nutrition education supporting the link between food choices, health and physical activity
- Healthy fundraisers
- Ensuring that students do not go hungry
- Sufficient levels of vigorous physical activity

APPLICATION FOR IMPROVED NUTRITION

Grant funding provided:

- Formalized environment for collaboration between food served, education and exercise
- Seed money for equipment and training to implement International Marketplace
- Culturally themed lunch stations featuring fresh, made to order food and full service salad bars
- Student lunch participation at middle schools skyrocketed:
 - Student paid meals – increase of 1,560%
 - Student free/reduced meals – increase of 30%
 - Adult meals – increase of 525%

SANTA CLARA COUNTY AHEAD OF THE CURVE

2005

- Healthy Food and Beverage Vending Policy

2008

- Sugar Savvy (healthy beverage policy)
- Menu labeling ordinance effecting chain restaurants (which was subsequently passed into law by the State of CA and, in 2010, incorporated into the Affordable Care Act)

2010

- First County in the nation to create an ordinance requiring restaurants in unincorporated Santa Clara County to meet minimum nutrition standards for food offered in kids' meals.

GRANT FUNDING

In September 2001 \$31 million was granted by the U.S Department of Health and Human Services and awarded to ten communities and one state

- Santa Clara received \$3.6 million to support public health efforts to reduce obesity and increase physical activity and improve nutrition
- Allowed the County Public Health Department to expand its obesity prevention efforts through policy, systems and environmental change

(Funded by the Prevention and Public Health Fund, included in the Affordable Care Act, administered by the Centers for Disease Control and Prevention and designed to improve the health of Americans and lower the nation's health care costs).

COUNTY OF SANTA CLARA
NUTRITION STANDARDS
JANUARY 10, 2012

The County of Santa Clara is committed to supporting healthy living by ensuring that food and beverages offered, purchased, or served at County facilities and provided by County departments are of maximum nutritional value.

NUTRITION STANDARDS COMPONENT

- Under the direction of the County Board of Supervisors and leadership of the Office of the County Executive, a comprehensive set of Nutrition Standards were developed with input from national experts and in collaboration with the County Nutrition Standards Committee, comprised of:
 - Office of the County Executive
 - County Counsel
 - Departments of Public Health, Facilities and Fleet, Correction, Probation, Procurement
 - Santa Clara Valley Medical Center
 - Social Services Agency

NUTRITION STANDARDS APPLY TO ALL

- Meetings and Events
- Food & Beverage Vending Machines
- Cafeterias & Cafes
- Recommendations for County Properties Leased to or Operated by Private Entities Serving the Public
- Custodial Populations

SANTA CLARA COUNTY NUTRITION STANDARDS TODAY

Standards are being practiced as a matter of routine via:

- Initial county wide training
- Ongoing training thorough County Wellness Champions Network and inclusion at 4 county health fairs annually
- Written resources - Healthy Meeting Events and Ideas
- Integration into County Policy (ex. meetings & events, catering, travel policy, etc.)
- Boilerplate language in Procurement solicitations

IN CLOSING

- Recognize that proposed changes are normally above and beyond already existing standards and constraints
- Be realistic – o.k. to have ongoing/long term goals
- Build from foundation - inside out vs. outside in
- Affordability, Acceptability, Accountability
- Focus on food streams, funding and facilities
- Grant funding serves as a catalyst for change
- Collaboration is the key to success