



EAT WELL UTAH

Expanding healthy choices in food service



Utah Department of
Health & Human Services
Population Health

Utah Department of Health & Human Services
Healthy Eating, Active Living (HEAL) Program

INTRODUCTION

Eat Well Utah is the Utah Department of Health's statewide initiative to make healthy food choices more available and appealing wherever food is served or sold. Cafeterias, concession stands, institutional meal service, and catering services are invited to participate.

By participating in Eat Well Utah, organizations will work with their state or local health department liaison to identify how they can better service their patrons by making the "healthy choice the easy choice." This may include making changes to their food offerings, recipes, product placement, or signage.

Let's make healthy food the new normal-- at home and away.

Goals of Eat Well Utah

Eat Well Utah is designed to achieve the following:

1. Healthy foods and beverages are available and encouraged at Utah venues.
2. Environmentally responsible practices are conducted at Utah venues and communities are economically supported through local food sourcing.



Expanding your healthy options can benefit your venue.

The potential benefits of participating in Eat Well Utah are many, and include the following:

- Contributing to the health and wellness of patrons
- Setting a positive example for employees, students, community members, or other institutions
- Increasing consumer demand for healthier food provided by food suppliers
- Strengthening local food systems
- Increasing revenue by increasing your customer satisfaction
- Offering a positive marketing tool

We will help!

We are committed to supporting you through this process. We can offer the following:

- Assessments of your patron desires and your current offerings.
- Suggestions on how to improve.
- Technical assistance including nutritional analysis, menu planning, and product selection and placement.
- Policy recommendations to help incentivize patron purchases of healthy food, and educational marketing materials.
- Promotion through a brand new recognition system.
- Potential funding for implementation efforts, depending on our grant cycle.

Join us now!

By joining the Eat Well Utah initiative, you are taking the next steps to promote health through good food choices in your establishment.



STANDARDS

There are multiple ways we invite you to participate in Eat Well Utah. It's up to you to choose what will work with your organization.

Encourage Nutrition Standards.

This includes offering:

- A variety of fruit and vegetable options, including seasonal
- Whole grain-rich options
- Plant-based proteins
- Lean protein entrees
- Freely available drinking water
- Meals, entrees, and sides with less sodium

Encourage Facility Efficiency, Environmental Support, and Community Development.

Some examples:

- Offering incentives for using reusable beverage containers
- Using environmentally preferable cleaning products
- Using compostable, bio-based food trays, flatware, plates, and bowls
- Providing seafood options where offered, by purchasing seafood from responsibly managed, sustainable, healthy fisheries
- Offering local produce when possible
- Reduce waste

Rethink Behavioral Design.

The selection and consumption of foods and beverages that are sold or served are influenced by how they are prepared, placed, presented, promoted, or priced.

Some examples:

- Place healthy foods near the cash register
- Price healthy foods lower and less healthy foods higher
- Have defaults be the healthier options (water, veggies as a side instead of fries, etc.)
- Promote healthy specials of the day



SCORING MENU

Does this establishment currently follow any written Food Service Guidelines (FSG) or nutrition standards?	Points Possible
Yes	4
What environmental/sustainability practices are in place? (select all that apply)	Points Possible
Offering reusable serving ware (e.g. plates, trays, utensils, glasses/cups, etc.)	1
Promotion and/or incentivization of reusable beverage container usage	0.5
Promotion and/or incentivization of reusable food container/flatware usage	0.5
Offering food that is organically, locally, or sustainably grown	0.5
Offering certified sustainable, shade-friendly, or bird-friendly coffee and tea	1
Resource conservation practices (e.g. water and energy use reduction)	0.5
Other	0.5
Are any waste diversion/reduction practices in place? (select all that apply)	
Back-of-house recycling (e.g. in the kitchen and food prep areas)	0.5
Back-of-house composting (e.g. in the kitchen and food prep areas)	0.5
Front-of-house recycling (e.g. in the dining, purchasing, and food service areas)	0.5
Front-of-house composting (e.g. in the dining, purchasing, and food service areas)	0.5
Application of "forecasting" ordering methods	0.5
Re-purposing excess food for future meal preparation	0.5
Training staff about food waste reduction	0.5
Development of defined waste reduction goals/benchmarks	0.5
Donating edible surplus food when possible	0.5
Other	0.5
Are fruit options with no added sugar are offered? (fresh, canned, frozen, dried, etc.)	
No	0
Yes	2

SCORING MENU

For fruit options with no added sugar, what is present? (select all that apply)	
Cut fruit is offered	0.5
Whole fruits are displayed attractively	0.5
Fruit is offered near the desserts	0.5
Fruit is offered at/near the point of sale (POS)	0.5
At least one fruit is identified/labeled as a "featured fruit of the day" or similar title	0.5
Are non-fried vegetable options are offered? (fresh/frozen/canned, raw or cooked, including any mixed dish with approximately 1 cup of vegetables)	
No	0
Yes	2
For non-fried vegetable options, what is present? (select all that apply)	
Vegetables steamed, baked, or grilled (without solid fat: butter, margarine, coconut oil, lard/tallow/shortening, etc.)	0.5
Cut vegetables, plain or paired with dip (e.g. dressing, hummus, salsa, etc.)	0.5
Pre-made salads or a salad bar is available	0.5
Vegetable-based soup (without cream or cheese)	0.5
When meals are offered, are fruit with no added sugar and/or non-fried vegetables a side option?	
Yes	2
No	0
No meals offered	0
Are local fruits/vegetables offered?	
Yes	2
No	0
Are whole grain products (e.g. rice, bread, pasta, cereal) offered as part of entrees, meals, and/or sides?	
No	0
Yes	2
No grain products offered	0

SCORING MENU

When grain products are offered as part of entrees and/or sides, is the default option whole grain? (e.g. rice, bread, pasta, cereal)	
No	0
Yes	2
No "default" options present (N/A)	2
Are breakfast cereal options with $\geq 3g$ of fiber and $\leq 10g$ of sugar per serving offered?	
No	0
Yes	2
No breakfast cereal offered	2
For breakfast baked goods, are smaller portion sizes (3.5 <u>oz</u> or less) offered?	
Yes	2
No	0
No breakfast baked goods offered	2
Are dairy or dairy alternative product(s) with no added sugar offered? (e.g. milks, yogurts, etc.)	
Yes	2
No	0
Is yogurt with $\leq 15g$ of sugar per serving offered?	
Yes	2
No	0
No yogurt offered	0
Are there healthy protein options offered as part of entrees, meals, and/or sides? (e.g. non-fried seafood, poultry, eggs, pulses/legumes, nut/seed/soy-based products.	
Yes	2
No	0
No protein options offered	0

SCORING MENU

Are plant-based protein options offered as part of entree(s) or meals, and/or sides? (i.e. pulse/legume/nut/seed/soy based products)	
No	0
Yes	1
Is a non-fried fish or seafood option offered? (e.g. broiled, grilled, baked, roasted)	
Yes	1
No	0
Are deep-fried entree options are offered?	
Yes	0
No	1
Is at least one "lower-sodium" entree or meal option offered? (A meal containing less than 800mg of sodium)	
Yes	2
No	0
Is the availability of the "lower-sodium" entree/meal option(s) promoted?	
Yes	1
No	0
For desserts, are smaller portion sizes (2 <u>oz</u> or less and/or 200 calories or less) offered?	
Yes	2
No	0
No desserts offered	2
Is free drinking water available during all meal services?	
Yes	2
No	0
Are all provided beverage containers/cups, for sugar-sweetened fountain drinks, 16 ounces or less?	
Yes	2
No	0

SCORING MENU

Are refills on sugar-sweetened beverages restricted?	
Yes	2
No	0
No sugar-sweetened beverages are available	2
Are low-fat dairy (2% or less) and/or low-fat dairy alternatives (3 grams of fat or less per 8 ounce serving) products offered?	
Yes	2
No	0
Are beverage offerings containing no more than 40 calories per 8 ounce serving, or 100% juice or plain milk available?	
Yes	1
No	0
If fruit juice is present, is only 100% juice with no added sugar offered?	
Yes	2
No	0
No juice present	2
Is nutrition information provided for standard menu items (meals/entrees/sides) in a place that is visible to patrons? (e.g. calories, fat, sodium, sugar, etc.)	
Not available for ANY items	0
Available for SOME items	1
Available for ALL items	2
Are healthier options offered at prices equal to, or lower than, less-healthy equivalents? Note: compare like products such as a fried chicken sandwich with a grilled chicken sandwich.	
Yes	3
No	0
No healthier options offered	0

SCORING MENU

Are any candy, sweet baked goods, chips, chocolate, soda, or sugar-sweetened beverages within reach at the point of sale (POS)?	
Yes	0
No	2
Yes, at some registers, but not all	1
TOTAL POINTS POSSIBLE	66



ROAD TO EATING WELL

1

Contact

Contact your Local Health Department or Katerina Bolliger, Food and Nutrition Security Specialist of HEAL at the Utah Department of Health and Human Services.
kbolliger@utah.gov

2

Partner

Partner with your Eat Well Utah contact to conduct assessments of your facility and customers. This includes:

- Eat Well Utah Environmental Scan to determine a baseline for your food environment
- Patron Needs Survey (optional) to understand patrons' desires and motivations.
- Key Informant interview to share potential changes and barriers to making changes.





3

Determine Your Action Plan

Determine your action plan with the help of your Eat Well Utah contact.

4

Mini-Grant Pledge

(Optional)

5

Implement Changes

6

Reassess in 6-12 Months

7

Lead the Way with the Eat Well Utah Award

PLEDGE

As a food vendor, we recognize the importance of a balanced, nutritious diet to help reduce obesity and preventable chronic diseases, and to promote wellness. We are dedicated to providing access to healthy food

choices. Our participation in this initiative demonstrates our commitment to the health and wellness of the community we serve. Through this initiative we will:

PARTICIPATE in an environmental scan of our food environment to develop a baseline report. Through data collection we can establish a starting point and we will work with our local health department to track our progress over time. We will offer insight and information through an on-site or virtual interview to discuss our current healthy food practices and any promotional efforts made to date.

DETERMINE an action plan to make incremental improvements to our food environment.

IMPLEMENT changes for improvement with the support of our local health department.

PROVIDE follow-up information to determine successful strategies and track desirable outcomes as it relates to patron satisfaction, increased purchases of healthy foods, and potential profit increases. This includes a follow up environmental scan 6-12 months after implementation of changes. Promoting our good work and educating our community will help foster systemic change in the way we eat and live.

To support us in this endeavor, the Utah State Health Department will provide financial support (maximum \$5,000, determined by need and availability) towards implementation of the Eat Well Utah Initiative. This money can be used for the following:

- Kitchen equipment for healthy food placement such as shelving, mobile carts, cooler, etc. These must be used solely for healthy food.
- Utensils or tools needed for fresh and/or healthier food preparation, cooking, or storage
- Reusable utensils or dishware
- Healthy messaging and promotional materials
- Recycling or composting equipment
- Water dispenser (for free water service)
- Nutrition software for the purpose of providing nutrition information to patrons

This "mini-grant" will be awarded with the signature of this Pledge as well as a completed Action Plan which includes a simplified budget.

Facility: _____ Address: _____

Phone: _____ Email: _____

Name: _____ Title: _____

Signature: _____ Date: _____



EAT WELL UTAH ENDORSED

How to Earn Endorsement

Endorsement is offered to any venue that aims to **improve their score by at least 3 points** on their follow up assessment.

Signage may be awarded to those eligible for endorsement.

Funding for implementation of changes may be available as well. Work with your local health department to find out more.

Questions?

Contact HEAL Food and Nutrition Security Specialist, Katerina Bolliger at kbolliger@utah.gov

