Healthy Food Service Guidelines, Behavioral Design, and Policy to Create a Healthy and Appealing Campus Dining Experience

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The conclusions in this presentation are those of the author and do not necessarily represent the views of the Centers for Disease Control and Prevention.
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Coronavirus 101

**Coronavirus**: family of viruses that cause respiratory illness.

**SARS-CoV-2** the virus that Causes **COVID-19**, the Coronavirus Disease.

cdc.gov/coronavirus
How it spreads

- The virus is thought to spread mainly from person to person.
  - Between people who are in close contact with one another (within about 6 feet).
  - Through respiratory droplets produced when an infected person coughs, sneezes, or talks.
- These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs.
- COVID-19 may be spread by people who are not showing symptoms.
Prevention

Everyday preventive actions

▪ Avoid touching your eyes, nose, and mouth with unwashed hands.
▪ Avoid close contact with others, including people who are sick.
▪ Stay home as much as possible, especially when you are sick.
▪ When in public, wear a cloth face covering that covers your mouth and nose.
Prevention (con’t)

- Cover your cough or sneeze with a tissue, then throw it away.
- Clean and disinfect frequently touched objects and surfaces.
- Wash your hands often with soap and water for at least 20 seconds.
- Use an alcohol-based hand sanitizer with at least 60% alcohol if soap and water are not readily available.
Social distancing

- Also called “physical distancing.”
- Since people can spread the virus before they know they are sick or have symptoms, it is important to stay away from others when possible.
- Keep space between yourself and others outside of your home.
- To practice social distancing
  - Stay at least 6 feet (about 2 arms’ length) from other people.
  - Do not gather in groups.
  - Stay out of crowded places and avoid mass gatherings.
Cloth face coverings

- Wear cloth face coverings in public settings.
- Cloth face coverings provide an extra layer to help prevent respiratory droplets from traveling in the air and onto other people.
- Who should wear
  - People older than 2 years of age in public settings where other social distancing measures are difficult to maintain.
- Who should not wear
  - Children under age 2.
  - Anyone who has trouble breathing, or is unconscious, incapacitated or otherwise unable to remove the mask without assistance.
Coronavirus (COVID-19)
Centers for Disease Control and Prevention
Resources and Updates [live links]

- Coronavirus (COVID-19) landing page
- People Who Are at Increased Risk for Severe Illness
  - People of Any Age with Underlying Medical Conditions
  - Older Adults
- Businesses and Workplaces
- Colleges, Universities, and Higher Learning
- Food and Coronavirus Disease 2019 (COVID-19)
  - Food Safety and the Coronavirus Disease 2019 (COVID-19)
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Healthy Food Service Guidelines
Turning Science into Practice
Prevalence of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2018

COVID-19: People of Any Age with Underlying Medical Conditions including Obesity, diabetes, and other diet related chronic diseases

*Sample size <50 or the relative standard error (dividing the standard error by the prevalence) ≥ 30%.

Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.
Making Healthy Choices: Default, Convenient, Easier, Immediate

**Individual, Family, Group**
- Behavioral Design
- Agency, individuality
- Skills, knowledge
- Relationship to time
- Values and norms
- Exposure

**Environment**
- Behavioral Design
- Policy
- Economics
- Legislation
- Advertising
- Business practices
- Ethics

**Healthy eating and physical activity**

**Values**

**Social structures**

**Cultural norms**

**Agents**

**Exposure**

**Social Issues of Interest by Age (18-24)**
- Climate Change (34%)
- Civil Rights/ Racial Discrimination (25%)
- Immigration (29%)
- Gun Safety (18%)
- Healthcare Reform (18%)
- Mental Health/Social Services (16%)
- Environment (14%)
- Employment (job creation) (14%)
Healthy Food Service Guidelines

• **Worksites and Communities**
  • Food Service Guidelines for Federal Facilities

• **Institutional Food Service (served food)**
  • Hospitals, long-term care facilities, prisons

• **Early Care and Education Programs (ECE)**
  • USDA/Child and Adult Care Feeding Program (CACFP)

• **Schools**
  • USDA/Smart Snacks in Schools
Defining Food Service Guidelines (FSG):
Food, beverage, and operations standards for institutional food service

- Farming
- Manufacturing
- Distributing
- Sourcing
- Purchasing
- Preparing
- Serving
- Presenting
- Marketing
- Selling/ buying
- Eating
- Disposal

**Purpose**

Construct food environments where the norm is:

- Dietary choices that align with requirements
- Sustainable and ecological processes
- Ethical practices
Food Service Guidelines for Federal Facilities


Goals
• Healthier foods/beverages available and encouraged
• Environmentally responsible practices conducted
• Communities supported through local food sourcing
• Food safety practices followed

Standards
• Food and nutrition
• Facility efficiency
• Environmental support
• Community development
• Food safety
• Behavioral design

Uses
• **Align institutional food availability with dietary requirements**
• Apply in food service venues where food is sold: standards may be adapted to venues where food is served
• Developing food service contracts
Apply Where Foods and Beverages are Sold, Served, or Consumed

**Settings**

- Federal, state, local governments
- Worksites
- Hospitals
- Assisted-living communities
- Institutionalized populations
- Community-based organizations (including faith-based)
- Colleges and universities
- School systems
- Day care centers

**Venues**

- Cafeterias, grills
- Snack bars, cafes
- Vending machines
- Micro markets
- Sundry shops
- Lunch rooms
- Meetings, conferences
Food Service Guidelines for Federal Facilities

Healthy Food and Beverage Choices

- Seasonal vegetables and fruits
- Whole grain options, including pasta
- Low-fat dairy
- Lean meat and plant-based protein entrees
- Limit sodium and eliminate trans fat
- Low calorie beverages and 100% fruit juice
Steps to Operationalizing FSG

**Stakeholders**
- Partners
- Leadership
- Management
- Food service company and employee
- Worksite wellness
- Occupants

**Processes**
- Communication, expectation, and leadership
- Incrementalism
- Monitoring
- Burden, accountability, and responsibility
- Policy
  - Voluntary, contract/permit, institutional, legislative
- Behavioral Design

**Outcomes**
- ROI
  - Financially demonstrable worksite intervention
- Morale
- Decreased absenteeism/presenteeism
- Productivity
- Healthcare costs?
Behavioral design includes cognitive, emotional, behavioral, and informational strategies that enable or incentivize people toward healthier choices and actions.
Behavioral Design strategies enable and incentivize healthier choices and actions.

Behavioral Design draws from numerous fields and disciplines such as environmental psychology, choice architecture, behavioral economics, the practice of design, the arts, etc.

- **Think** (deliberate, cold)
  - Economic
  - Evidence-based
  - Make optimal choices
    - Information
    - Resources

- **React** (hot, emotional)
  - Behavioral: actions driven by
    - Sensory exposure
    - Availability
    - Tangible in the present
    - Stress, cognitive burden
    - Culture, norms, mindset

Dual-process theories of decision-making

Individuals (and groups)
Behavioral Design Strategies

Leadership and Organizational Support
- Food Service Contracts
- Managerial support
- Food service staff buy-in

Availability
- Quantity
- Ratio
- Profile
- Variety

Food literacy
- Nutrition/food knowledge
- Culinary skills/training
- Menu Planning

Communications & Marketing
- Social & Digital Media
- Labeling
- Pre-ordering
- Defaults
- Wayfinding
- Prompting

Design and Atmospherics
- Lighting
- Color
- Sound/Noise Control
- Scent
- Materials
- Space

Choice Architecture
- Placement
- Proximity
- Order
- Abundance
- Sizing
- # of exposures

Economics & Incentives
- Bundling
- Consumer Promotions
- Trade Promotions
- Loyalty memberships

Food service staff buy-in

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Food service staff buy-in
Resources to operationalizing FSG

Overall webpage: https://www.cdc.gov/obesity/strategies/food-serv-guide.html


External clearinghouses websites with FSG

• https://asphn.org/food-service-guidelines/
• https://www.foodserviceguidelines.org/
• http://www.exceedtool.com/
Behavioral Design Resources

www.nccor.org/projects/health-built-environment/

**Design Guidelines:**

- **Healthy Eating Design Guidelines for School Architecture**
  - [https://www.cdc.gov/pcd/issues/2013/12_0084.htm](https://www.cdc.gov/pcd/issues/2013/12_0084.htm)

- **Physical Activity Design Guidelines for School Architecture**
  - [http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0132597](http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0132597)

- **Indicators of a Health Promoting Local Food Environment: A Conceptual Framework to Inform Urban Planning Policy and Practice**

- **Nature Grounds: Creating and Retrofitting Play Environments Best Practice Guidelines, 2010**

- **Pathways for Play: Best Practice Guidelines, 2010**

- **Building Healthy Places Toolkit**

- **Ten Principles for Building Healthy Places**

- **Active Design Toolkit for Schools**
  - [https://centerforactive design.org/activedesigntoolkitforschools](https://centerforactive design.org/activedesigntoolkitforschools)

- **The Community Preventive Services Task Force Recommendations**

- **Fitwel: A cost effective, high impact, health promoting building certification**
  - [https://fitwel.org/](https://fitwel.org/)

- **Food Service Guidelines for Federal Facilities**
Behavioral Design Resources

www.nccor.org/projects/health-built-environment/

Research Tools:
• Cafeteria Assessment for Elementary Schools (CAFES)
  – http://healthyplaces.nd.edu
• Natural Learning Institute, Behavior Mapping
• Natural Learning Institute, Preschool Outdoor Environment Measurement Scale POEMS, 2004
  – https://naturalearning.org/preschool-outdoor-environment-measurement-scale-poems
• Natural Learning Institute, Measuring Physical Activity Affordances in Preschool Outdoor Environment

Organizations Working in Related Areas:
• Center for Active Design: https://centerforactivedesign.org/
• Urban Land Institute: https://uli.org/
• Natural Learning Institute: https://naturalearning.org/
• VMDO Architects: https://www.vmdo.com/
• Smarter Lunchroom Movement: https://www.smarterlunchrooms.org

Other:
• Environmental Psychology for Design
• Resources for Hospitals
  www.healthyfoodinhealthcare.org
  www.practicegreenhealth.org
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Brad Barnes, CMC

- Chef for more than 45 years
- Global business transformation specialist
- Change architect for 2 decades
- Labor force development training
- Intellectual property
establish the new paradigm

Successful business design
Implementation tactics
Re-operationalize
Strategic team care
Health concerns remain the top priority, but economic worries have been rising.

which are you more concerned about?

46% ECONOMIC CRISIS
+1% since June 3
+9% since April 7

54% PUBLIC-HEALTH CRISIS
-1% since June 3
-9% since April 7
business inversion
finding solutions
implementation tactics

inventing the next gen of food distribution in your space for your customers
team care

ensuring sustainable standards
visible effective practices & protocols
empowering the system
Jessi Silverman, MSPH, RD
Center for Science in the Public Interest

Jessi Silverman is a Policy Associate and the Mark & Sushma Palmer Public Health Advocacy Fellow at CSPI, working to strengthen the Dietary Guidelines for Americans and increase access to healthier food in public places, worksites, and other institutions. She is a registered dietitian, earned her MSPH in Human Nutrition from Johns Hopkins University and holds a BS in Nutritional Sciences from Cornell University.
Center for Science in the Public Interest

- Empower consumers to identify and choose healthier options
- Transform the food supply
- Shift the food environment to support healthier choices

- Educate and mobilize the public
- Coordinate coalitions and partnerships
- Support federal, state, and local legislation
- Encourage responsible industry practices
- Share science-based nutrition information and clarify misinformation
Food Service Guideline Policy Approaches

Why policy?
Signal from leadership
Accountability
Sustainability
Growing Movement: State and Local FSG
Key Components of a Policy

• Facilities Covered
• Nutrition Standards
• Values-Based Purchasing Standards (e.g. Equity, Sustainability)
• Implementation and Monitoring
• Compliance
• Behavioral Design
Choosing Nutrition Guidelines

Guidelines Compared:

- American Heart Association (AHA) Food and Beverage Toolkit
- National Alliance for Nutrition and Activity (NANA) Healthy Meeting Toolkit
- Foodservice Guidelines for Federal Facilities
- USDA Food and Nutrition Service
  - Child and Adult Care Food Program
  - National School Lunch Program
  - Smart Snacks for Schools
- Sodexo Mindful Menu
- Eurest (Compass Group) Fit

https://cspinet.org/sites/default/files/attachment/nutrition-guidelines-prepared-foods_0.pdf
Values-Based Purchasing

The time has come to harness our power to create a food system that is just and sustainable for all.
Why Food Sector Workers Need Paid Sick Leave in the Context of COVID-19 and Beyond

• Lack of protections for food service workers could worsen inequities in the wake of COVID-19

• Paid sick leave protects workers and communities
Incorporate Your Policy into Applicable Contracts

Exceed: The Tool for Using Healthy Food Service Guidelines

OVERVIEW

Why healthy food service guidelines?

1. GET STARTED
   With healthy food service guidelines

2. USE CLEAR LANGUAGE
   In contracts, RFPs, and agreements

3. LEARN MORE
   Browse the resource library
Get Involved in the Food Service Guidelines Collaborative

Formalized in 2016, we include government and non-government partners working together to advance food service guidelines.

https://www.foodserviceguidelines.org/
Reach out to CSPI for more resources and technical assistance for policy adoption

www.cspinet.org
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