

KING COUNTY Healthy Vending Implementation Toolkit



Acknowledgements

King County Board of Health

King County Board of Health – Healthy Eating
and Active Living Subcommittee

Public Health - Seattle & King County

Seattle Housing Authority

Contact

For more information about this toolkit,
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Find the King County Healthy Vending Guidelines & Toolkit at
www.kingcounty.gov/depts/health/nutrition/healthy-vending

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Introduction

Public Health - Seattle & King County continues to promote healthy foods and beverages in a variety of ways.

In April 2011, the King County Board of Health adopted the King County Healthy Vending Guidelines (Appendix A) to encourage organizations to offer healthy food and beverages in their vending machines. Public Health – Seattle & King County staff then developed this toolkit to support organizations that would like to implement the King County Healthy Vending Guidelines.

THE TOOLKIT WAS DESIGNED WITH THE FOLLOWING TYPES OF ORGANIZATIONS IN MIND:

- Worksite wellness programs
- Schools
- Youth programs
- Government buildings
- Hospitals and other healthcare delivery settings
- Social service organizations
- Community-based organizations
- Family-oriented museums and entertainment venues

Why implement Healthy Vending Guidelines?

Vending machines are a convenient and common source of snacks and beverages, yet few vending machines contain healthy options.

In King County, as in many local jurisdictions across the country, the proportion of residents who are overweight or obese is a serious public health problem. Overweight adults and youth are at greater risk to develop diseases such as type 2 diabetes, heart disease, stroke, high blood pressure, certain cancers, asthma, and arthritis.^{1,2} In America we are often surrounded by food, but our food and beverage choices are often not the best. The ‘typical American diet’ often does not include enough vegetables, fruits, whole grains, or low-fat dairy, and often is based upon too many highly processed foods high in fat, sugar, salt, and calories such as pizza, cheese,

hamburgers, French fries, cookies, pastries, and sugary drinks.³ In King County, fewer than a third of adults and youth report eating at least five fruits and vegetables per day, yet a third (35%) of youth report consuming a soda on the previous day.^{4,5}

Many cities, state agencies, government, and private sites now recognize the lack of affordable, healthy food and beverage options outside the home that may contribute to overweight and obesity issues. In an effort to make it easier for residents to make healthy choices these institutions are improving the quality of foods and beverages in their vending machines.

What are King County Healthy Vending Guidelines?

The King County Healthy Vending Guidelines identify specific criteria for defining healthy foods and beverages that could be provided in a vending machine.

The King County Healthy Vending Guidelines follow the guidance of the Dietary Guidelines for Americans, 2010. They reach beyond limiting highly processed foods that are high in fat, saturated fat, salt and sugar by setting criteria that assure that the healthiest snack

options contain nutrient-rich whole food such as fruits, vegetables, and whole grains. When customers purchase snacks in the Healthiest and Healthier categories they can be confident that the snack is nutritious.

¹ Overweight and obesity, The Health Consequences. Available at: <http://www.cdc.gov/obesity/causes/health.html>

² Overweight and obesity, Overweight and obesity Childhood Consequences. Available at: <http://www.cdc.gov/obesity/childhood/consequences.html>

³ Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010. p.A-2 Available at: <http://www.cnpp.usda.gov/dietaryguidelines.htm>

⁴ U.S. Centers for Disease Control and Prevention. Behavioral Risk Factor Surveillance System, 2005-2009 Available at: <http://apps.nccd.cdc.gov/brfss-smart/index.asp>

⁵ Washington State Healthy Youth Survey, 2008

Three categories for rating and promoting the healthfulness of food and beverages are presented in the King County Healthy Vending Guidelines:

Healthiest foods are nutrient-rich, and primarily whole foods with little added fat, sugar, or sodium. Examples include baby carrots, dried apples, unsalted nuts, and some 100% whole grain granola bars. Beverages include plain water, unflavored fat-free or 1% milk, and unsweetened coffee or tea.

Healthier foods are more processed or refined, and with some added fat, sugar, or sodium than those in the Healthiest category. They don't contain as many nutrients for the amount of calories they provide. Examples include dried fruit or vegetables with some added sugar or salt, baked potato chips, and some granola bars, and crackers with at least 50% whole grain. Beverages include fat-free or 1% flavored milk, 100% juice with no added sweeteners, and low-calorie and diet beverages.

Limited foods are high in fat, sugar, sodium, and refined grain, and are less healthy. Examples include regular potato chips, fruit gummy snacks, and candy bars. Beverages include 2% or whole milk and calorically

sweetened sodas, teas, coffee drinks, lemonade, fruit drinks, sports drinks, and energy drinks.

The guidelines also specify appropriate levels of fat, sugar, and sodium for the Healthiest and Healthier food categories.

Organizations can choose to implement the guidelines at an appropriate level, and can also change the mix of products over time. Public Health recommends that the long term goal is to offer only the Healthiest and Healthier food and beverage categories in vending machines. However, organizations may decide a "harm reduction" model is the best fit and may begin by offering a percentage of options from the Healthiest and Healthier categories such as 30%, and reducing the number of products from the Limited category to 70%.

Implementing Healthy Vending Guidelines



I. Planning for Change

STEP 1: GET ORGANIZATIONAL COMMITMENT



TASKS:

- ✓ Obtain commitment and support from organization decision makers for implementing Healthy Vending Guidelines



TOOLS:

- ✓ King County Healthy Vending Guidelines ([Appendix A](#))
- ✓ What Does a Healthy Vending Machine Look Like? ([Appendix B](#))
- ✓ Leader Engagement PowerPoint presentation ([Appendix C](#))

Obtain Approval

Engage with stakeholders, such as administrators to get a commitment to engage in healthy vending efforts. Schedule an initial meeting with potential champions and/or key decision-makers to describe the King County Healthy Vending Guidelines ([Appendix A](#)). Use the Leader Engagement PowerPoint presentation ([Appendix C](#)) and "What Does a Healthy Vending Machine Look Like?" ([Appendix B](#)).

Discuss ideas about changing the vending program at your organization. End the meeting with the goal of getting approval for a healthy vending project and a timeline.

STEP 2: BUILD THE LEADERSHIP TEAM



TASKS

- ✓ Identify and recruit the team
- ✓ Develop team process



TOOLS

- ✓ King County Healthy Vending Guidelines ([Appendix A](#))
- ✓ What Does A Healthy Vending Machine Look Like? ([Appendix B](#))
- ✓ Leader Engagement PowerPoint presentation for initial education and recruiting team members ([Appendix C](#))

Identify and Recruit The Team

Creating a team to establish a healthy vending policy helps to identify the right strategy to implement your healthy vending program.⁶ Your project will be more successful with the assistance and backing of a team. The first step a team might consider is selecting a leader to champion the program. If you are reading this toolkit, then YOU may be that champion! This person will organize the healthy vending project efforts, keep the project moving forward, and energize others to participate.

For the most buy-in and potential success, Public Health recommends building a diverse team that represents members in your organization and the people who use your vending machines.

The following people are all important members of the healthy vending implementation team:

- At least one key decision-maker/administrator
- At least one representative who uses the vending machines
- Worksite wellness staff
- Food and nutrition service providers or dietitians
- Food purchasers and/or Contractors
- Any staff who will be implementing vending changes
- A vending company representative (for specific discussions, as needed)

Depending on your project, additional staff (such as communications, marketing, or facilities management) may be required for particular project needs.

Develop Team Process

Once you assemble your team, schedule an initial orientation meeting.

The following topics could be covered in this meeting:

- Describe the Healthy Vending Guidelines and gather ideas from the team about how they might be implemented in your organization. ([Resource: Leader Engagement PowerPoint presentation \(Appendix C\)](#))
- Set a regular meeting day, time, and frequency that work well for all participants. Meeting once every two weeks to launch the program is recommended.
- Agree upon a method of group decision-making (consensus, majority, etc.).
- Assign team members to set each meeting agenda, take and distribute notes, and schedule meetings.
- Set a tentative timeline taking into account when current contracts with vendors will expire.

⁶ Centers for Disease Control and Prevention. Improving the Food Environment Through Nutrition Standards: A Guide for Government Procurement. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division for Heart Disease, and Stroke Prevention. February 2011

STEP 3: GATHER INFORMATION



TASKS

- ✓ Collect data about your institutional system, your vendor, and your audience
- ✓ Develop a potential healthy product list
- ✓ List your resources and potential costs



TOOLS

- ✓ Participant Education and Engagement Talking Points ([Appendix D](#))
- ✓ Sample Healthy Vending Survey ([Appendix E](#))
- ✓ Sample Taste Test ([Appendix F](#))
- ✓ Sample Healthy Product List ([Appendix G](#))

Collect Data

The purpose of this step is to collect data that will help you develop a healthy vending implementation plan.

Work with your team to assign the following data collection tasks (as relevant to your organization).

1. Describe how funds from vending are used within your organization and any potential barriers to changes based on this information.
2. Investigate current organizational food policies or wellness plans that could affect vending.
3. If your organization is a governmental entity, you may be required to operate your vending machines in collaboration with the Business Enterprise Program (BEP) of the WA State Department of Services to the Blind. Government agencies should consult with their purchasing departments or legal counsel to determine their responsibility regarding vending operations.
4. Schedule a meeting with your vendor to gather information about healthy products and current vending sales. Questions to ask include: What is the full array of product? What are the best-selling and least selling items? What “healthy” items do you offer? What are potential new healthy items and the prices of these? How many slots are available in each vending machine for each type of product along the healthy continuum? What percentage of healthy products are you comfortable with now and are you willing to work with our organization to adjust that level?
5. Investigate your vendor’s “healthy” product list, and compare each item to the King County Healthy Vending Guidelines ([Appendix A](#)) Use the product selection worksheet ([Appendix H](#)). Develop a list of products that meet the guidelines and query your vendor about any additional products you might like them to offer. See a sample healthy product list in [Appendix G](#).
6. Identify users of vending in your organization. Discuss and choose how best to communicate and get feedback from your target population(s) (informal focus groups, staff or resident meetings, assemblies, email, etc.).
7. Schedule a presentation with your target audience(s) (residents, parents, worksite staff, etc.). Use the Participant Education and Engagement Talking Points ([Appendix D](#)) to discuss healthy vending and identify additional champions in your consumer group who can help promote healthy vending efforts.
8. Use the model healthy vending survey ([Appendix E](#)) to get initial feedback about potential barriers, and needs. If you are working with some people who do not speak English as their first language, they may not elect to fill out a survey. Therefore, you will not be getting a representative sample. If you know this ahead of time, hire staff or recruit volunteers who can administer the survey in the spoken language.
9. After gathering information for vendor and purchasers discuss potential product changes. Select several potential new healthy products for a taste-test.
10. Describe resources (such as staff, champions among vending users, and funding), and potential costs (new vending machines, staff time, potential for loss of vending sales income, and marketing). On pages 8 and 9 of this document you will find a discussion of strategies for maintaining revenue.

Tips for finding products that meet the guidelines:

You will need to familiarize yourself with how to evaluate the information of Nutrition Facts Labels so that you can determine if products meet the healthy vending guidelines.

Here are some steps assessing the products:

1. Calculate % of calories from fat:

- Divide calories from fat by total calories and multiply by 100.
- Use the same process for saturated fat: Divide calories from saturated fat by total calories and multiply by 100 for % calories from saturated fat.
- If less than 35% for total fat or 10% for saturated fat, the product meets the guidelines. Nuts, seeds, and nut butters without added fats are excluded from this rule.

2. Calculating 35% or less sugar by weight:

- Divide grams of sugar by total grams in a serving and multiply by 100.
- If less than 35, the product meets the guidelines. Whole fruit or fruit products with no added sweeteners (fruit juice concentrate is considered a sweetener) are excluded from this rule.
- In addition, check the Healthier Guidelines related to sugar to see additional stipulations for grain and dairy products.

3. Grain products (bars, cookies, corn chips, etc.): It can be difficult to determine the amount of whole grain in a product.

- Products should be 100% whole grain to be in the Healthiest Category. It may have a label on the front of the package that states it is 100% whole grain. The product may also have a stamp from the Whole Grains Council that says “16 grams or more per serving”.
 - Products should be at least 51% whole grain to be in the Healthier category. Look for the first product on the ingredient list to be whole grain or the product may have a Whole Grains Council stamp that says: “8 grams or more per serving.”
 - A picture of the stamp and a searchable list of products is available here: <http://www.wholegrainscouncil.org/find-whole-grains/stamped-products>
4. If you are able to get a refrigerated vending machine, your healthy options expand to include fresh and cut packaged fruits, vegetables, dairy products, and more. If you have the option, select some fresh foods for your machine!
5. Use the formatted worksheet (*Appendix H*) to enter the nutrition facts from product labels. It will help you to determine if the product meets the King County Healthy Vending Guidelines.

Based on the information gathered above, have your team identify potential changes to your vending program that are feasible and will result in a high probability of success.

STEP 4: DEVELOP IMPLEMENTATION PLAN



TASKS

- ✓ Set goals and objectives
- ✓ Finalize healthy product selection
- ✓ Develop pricing strategy
- ✓ Develop education and outreach plan
- ✓ Incorporate your decisions into a contract
- ✓ Set launch date(s)



TOOLS

- ✓ What Does a Healthy Vending Machine Look Like? (*Appendix B*)
- ✓ Sample Key Messages (*Appendix I*)
- ✓ Sample Poster: Beverage (*Appendix J*)
- ✓ Sample Poster 2: Snack (*Appendix K*)
- ✓ Sample Poster or Sign: General (*Appendix L*)
- ✓ Sample Flyer (*Appendix M*)
- ✓ Sample Healthy Vending Newsletter Article (*Appendix O*)
- ✓ Sample Ecards (*Appendix P*)

Set Goals and Objectives

By now you should have a good understanding of who your target audience is, what they want and what organizational resources and support are available for healthy vending. Use this information to develop healthy vending goals and objectives for your organization. For example:

Goal: Our organization will provide 100% healthy snacks in our vending machine in the next three years.

Objectives:

- 50% healthy vending (25% Healthiest and 25% Healthier) products by January 2013.
- 75% healthy vending products by January 2014
- 100% healthy vending products by January 2015

As you develop your objectives take a look at “What Does a Healthy Vending Machine Look Like?” ([Appendix B](#)) for a snapshot of what your healthy vending machine might look like at 30%, 50% or 100% healthy.

Select Healthy Products

Once you have set your goals and objectives, select specific products to add and to remove from your machine.

1. Using the percentage of healthy products you would like to have, calculate how many slots this represents in your machine to determine number of new healthy items to select.
 - Example: for 35 slots, and 30% healthy, $(30 \times 35) / 100 = 10.5$
 - Ten or 11 slots from the Healthiest and Healthier categories are available in your machine.
2. Conduct a taste-test with the vending machine users to refine product selection and generate some excitement about the changes. Work with your vendor—they may be able to provide samples at reduced or no-cost.

Taste test instructions:

- The sample taste test ([Appendix F](#)) tests four items. Depending on the situation, you may want to test more items. Modify the document by adding more rows if you choose to test more products.
- Write down comments, as they may help the selection process. For example, someone may say they don't like nuts because they are too hard to chew. If you are testing in a population with older adults, this

comment may necessitate consideration of whether or not to carry these products.

- You may get several positive comments on one product and then one or two positive comments on another. Keep track of the number of positive and negative comments. The amount of space you have for healthy products will influence if those products that got fewer positives can be included in your machine.
- Choose products that are most likely to be purchased (based on data from taste tests, surveys, and discussions with your vendor about product availability and sales). You might want to start by identifying those products from the Limited category that are not selling well and replacing them with healthy options. Vendors work differently. Your vendor may prefer to have a list of acceptable options within each category of foods and beverages, so that they have more flexibility when stocking individual machines. Be sure to discuss your product choices with your vendor as soon as possible, and work with them to make any necessary adjustments.

Develop Pricing Strategy

Meet with your vendor to discuss a pricing strategy that will make the project a success. Decide with your vendor whether you can make some changes to lower the price of healthier foods and/or increase the price of less healthy foods. For example, baked chips sell for \$0.90 and regular chips sell for \$1.00. Making healthier items less expensive than their less healthy counterparts creates additional motivation to choose the healthy choice^{7, 8} and has been shown to result in higher sales of healthy items.⁹

Develop Education and Outreach Plan

Promotion is the key to attracting attention and generating anticipation for healthy vending changes. You can use promotional techniques to increase consumer selection of healthy items and help you to maintain current revenue levels. Determine the best method of communicating the vending changes to your target audience and getting feedback. Communications could include any combination of signage, presentations, email, newsletter articles, etc. Additional promotion in a workplace could include paycheck inserts, brief articles on company websites, and special events, such as taste testing healthy items in a meeting. Signage can educate

⁷ French S, Jeffery R, Story M, Breitlow K, Baxter J, Hannan P, Snyder P. Pricing, and Promotion Effects on Low-Fat Vending Snack Purchases: The CHIPS Study. *Am J Public Health* 2001;91:112-117.

⁸ French S, Jeffery R, Story M, Hannan P, Snyder P. A Pricing Strategy to Promote Low-Fat Snack Choices through Vending Machines. *Am J Public Health* 1997;87:849-851.

⁹ French S, Jeffery R, Story M, Breitlow K, Baxter J, Hannan P, Snyder P. Pricing, and Promotion Effects on Low-Fat Vending Snack Purchases: The CHIPS Study. *Am J Public Health* 2001;91:112-117.

and increase awareness and acceptance of new items.^{9,10,11} You can also use signage to provide clear labeling for healthy products denoting low-fat, low-sugar, and low-calorie products.

As part of your education and outreach plan you may decide to use some of the following types of materials:

- **Posters:** Use near vending machines to convey key health messages and identify healthy products in the machines (*Examples Appendices J, K, L*)
- **Machine Toppers:** Stand up on top of the machine and call attention to healthy items in the machines
- **Signs or Flyers:** Post or leave a stack in places where people gather to let them know about healthy snack options and where to find them (*Appendix M, N*)
- **Stickers:** Vendors place these next to price inside machines or on machine surface to denote healthy choices
- **Product Pushers:** Vendors place these little plastic signs in front of healthy choices in the machines
- **Newsletter Articles.** An article in your organization's newsletter promoting the new program (*Appendix O*)
- **E Cards.** Send to convey key health messages and to promote products (*Appendix O*)
- **Social Networking Tools.** If appropriate, consider using social networking or media tools to communicate health messages and promote products.

The following guidelines¹² will help you choose or design materials to highlight your vending machine changes:

1. **Know your Audience.** Define your audience including ethnicity, cultural, educational, and socioeconomic background, as well as age range. Keep this information in mind when choosing and tailoring your messages and materials.
2. **Decide which types of materials you want to use.**
3. **Talk with your vendor** about what types of materials they already have available. Some vendors have established healthy vending programs and can provide "product pushers" or stickers to highlight the

healthy items inside your machine(s). However, most vendors' healthy vending programs use less strict nutrition criteria, so their educational posters and signs may not be compatible with the King County Vending Guidelines. Feel free to use the provided templates and design guidelines to design and print your own educational materials. If you decide to use your vendor's healthy product pushers or stickers in the machine, ask to use their logo in your educational materials to make messages and materials consistent and to help your audience identify healthy items in your machine(s). Consider your resources and budget and decide whether you will develop your own materials or use materials developed by your vendor or another organization. Additional examples of marketing materials are contained at these two sites:

<http://www.adph.org/fluandyou/assets/HealthyVendingMachineProject.pdf>

On page 17 and 18 are examples of "good choice" logos and posters that people could work with to create their own posters or logos for advertisement.

https://businessnet.kp.org/health/plans/ca/workforcehealth/resourcecenter/doityourself?contentid=/html/workforcehealth/cal/resourcecenter/doityourself/healthypicks_entrypage.html

Kaiser Permanente has this page with some example flyers/advertisements for promoting healthy vending. All of the items have Kaisers branding, but they might be good starting places for companies looking to make their own advertisements.

Samples of Ecards *Courtesy of the Delaware Division of Public Health and Nemours Health and Prevention Services* can be found at *Appendix O*.

4. **Select Key Messages** (*Appendix I*) that are appropriate to your audience and to promote the healthy snacks you have selected for your vending program.
5. **Make materials visually interesting** and easy to read by using minimal text, including graphics to illustrate your key message, and keeping some white space on the page. When writing text:
 - State the most important information first

⁹ French S, Jeffery R, Story M, Breitlow K, Baxter J, Hannan P, Snyder P. Pricing, and Promotion Effects on Low-Fat Vending Snack Purchases: The CHIPS Study. *Am J Public Health* 2001;91:112-117.

¹⁰ Fiske A, Cullen K. Effects of Promotional Materials on Vending Sales on Low-Fat Items in Teachers' Lounges. *J Am Diet Assoc* 2004;104:90-93.

¹¹ Bergen D, Yeh M. Effects of Energy-Content Labels and Motivational Posters on Sales of Sugar-Sweetened Beverages: Stimulating Sales of Diet Drinks among Adults Study. *J Am Diet Assoc* 2006;106:1866-1869.

¹² Guidelines adapted from UC Davis Center for Professional Practice of Nursing Guidelines for preparing patient education handouts. Accessed on 12/21/2011 at http://www.ucdmc.ucdavis.edu/cne/health_education/guide.html

- Use active voice, second person (“you”), and keep sentences short
- Limit three syllable words, and use one or two syllable words when possible

6. **Select Font:**

- Larger font and black font are easier to read
- Limit italics handwriting, and all capital letters

7. **Ensure that your audience can read and understand the materials** by using the Flesh-Kincaid test for readability and grade level. For general audiences a grade level of 7.0-8.0 (7th – 8th grade) and readability score of 70 (readable by persons aged 13 and older) is acceptable. A higher readability score indicates text that is easier to read. If your audience has a lower average reading ability, set a lower target grade level and higher target readability score when reviewing your document.

Directions can be found here:

<http://office.microsoft.com/en-us/word-help/test-your-document-s-readability-HP010354286.aspx>

8. **If your audience is ethnically and culturally diverse:**

- Determine whether you have resources to print materials in languages other than English if applicable
- Review materials to be sure they are sensitive to cultural backgrounds represented in your audience. Include contact information on all materials for questions and feedback.

Product Placement

Consider product placement when you discuss the changes with your vendor. If you place healthy items in prime locations at eye-level helps they sell better.¹³ Ask your vendor to place healthy items in prime locations, label healthy items with stickers or product pushers, and group healthiest and healthier items together for easier identification.

Final Approval

Get approval of your final plan through management, communications, purchasing, and contracts departments as appropriate.

Incorporate Your Decisions Into A Contract.

Below is a link to Change Lab Solutions Guide and Model Agreement for Healthier Vending for Municipalities. On page 15 of the guide you will find a general outline of provisions that such an agreement should contain. The Model Agreement itself contains the specific language and can be adapted to your organization.

<http://changelabsolutions.org/publications/healthier-vending-municipalities>

Set Launch Date(s)

If you are able to make all the changes at once, set a date for the changes and to plan a celebration event. This is a great way to kick-off the healthy vending program. Do some additional marketing at the event by offering some product samples. This will potentially increase sales of healthy items.

If you decide that a gradual roll-out or a pilot program to test the success of a new program would work better, set dates for each phase of the roll-out. In either case, communicate with those affected before each change will occur. Let them know what to expect and how to participate.

II. Implement the Change



TASKS

- ✓ Promote the change by implementing an outreach and education plan
- ✓ Have vending contractor change products
- ✓ Launch new vending program



TOOLS

- ✓ Implementation Plan

Follow your implementation plan and add healthy items to your vending machine.

Be sure to promote the changes and benefits well in advance. We recommend at least two weeks before launch, so customers know what to expect. If you are holding a kick-off event, make sure that staff is available and make it as festive as possible.

When it is time to negotiate or re-negotiate your vending contract, include language about maintaining a specific percentage of healthy items, maintaining pricing, and signage in and on the machines.

¹³ United States Department of Agriculture. Approach 4: Adopt Marketing Techniques to Promote Healthful Choices. Available at http://www.fns.usda.gov/tn/resources/k_app4.pdf Accessed November 3, 2011.

III. Conduct Evaluation



TASKS

- ✓ Document process and outcomes
- ✓ Monitor and maintain changes
- ✓ Evaluate vending usage and sales
- ✓ Continue to collect feedback

Document Process and Outcomes

As you move through this project, Document your process and outcomes. Every organization is different, and other organizations may be able to learn from your challenges and successes. Use agendas and notes to document meetings and write a brief report about how the process worked. If you were to go through the process again, what would you do the same and what would you do differently?

Monitor and Maintain Changes

It is important to set a procedure for monitoring the changes and to make sure that the guidelines you put in place will continue. Assign a person to sustain this effort. Outline what they will monitor, how often, and who they will communicate with in case changes need to be made.

It is recommended that you monitor monthly and track the following:

- Healthy products are labeled properly
- All products are priced properly
- All products are in the correct location
- Signage in, on, and around the machine is current, and reflects products actually in the machine.

Communicate with your vendor to adjust product type, pricing, placement, and machine signage as needed.

Evaluate Vending Usage and Sales

After healthy vending changes occur, one measure of success may be maintaining a certain level of sales. Communicate with your vendor to get information about individual product sales and overall sales. You may want to track this data for a month or two before the changes and then monthly for six to 12 months after the change. These data will give you a picture of the long-term effect of healthy vending on sales. If you feel

your project has been successful after six to 12 months, you may want to expand your efforts by increasing the amount of healthy products in your machines or by expanding a smaller pilot project to include healthy products in more of your vending machines.

Initially revenues can take a period of time to level out when there is a big change in product mix. If you see a slight decrease in revenue, you may want to look at your promotion plan to see how you can modify it. (Perhaps changing the advertising, prices, etc.) Build in a way for people to continue to provide feedback on what is working, and what is not. This information can be used to improve the program and to provide some testimonials for continued marketing of the program if appropriate. One way to do this is to assign a staff person to be the main contact on all signage related to vending, so that all questions and comments can be recorded and followed up by the same person.

Don't be discouraged if sales take a dip and it takes some time to rebuild them. It's important to check back periodically on revenue every 6 months for the first year.

CONGRATULATIONS! YOU DID IT!

Resources

The following resources helped inform this document and may provide additional guidance as you implement a healthy vending program.

1. Centers for Disease Control and Prevention. *Improving the Food Environment through Nutrition Standards: A Guide for Government Procurement*. U.S. Department of Health and Human Services. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division for Heart Disease and Stroke Prevention. February 2011.
Available online at: <http://www.cdc.gov/salt/> <http://www.cdc.gov/salt/>
2. The Nemours Foundation. *Healthy Vending Guide*. Nemours Health & Prevention Services. August 2010.
Available online at: www.cspinet.org/new/pdf/HealthyVendingGuide.pdf
3. Massachusetts Department of Public Health. *Working on Wellness: Supporting healthier people workplaces and communities*. Commonwealth of Massachusetts Department of Public Health. July 2009.
Available online at: <http://www.mass.gov/eohhs/consumer/wellness/healthy-living/at-work/for-employers.html>
4. Change Lab Model Vending Guide and Agreement *accessed at:*
<http://changelabsolutions.org/publications/healthier-vending-municipalities-on-9-13-2012>
5. King County Healthy Vending Guidelines *accessed at:*
<http://www.kingcounty.gov/healthservices/health/nutrition.aspx> on 9-13-2012
6. Overweight and obesity, The Health Consequences.
Available at: <http://www.cdc.gov/obesity/causes/health.html>
7. Overweight and obesity, Overweight and obesity Childhood Consequences.
Available at: <http://www.cdc.gov/obesity/childhood/consequences.html>
8. Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010. p.A-2.
Available at: <http://www.cnpp.usda.gov/dietaryguidelines.htm>
9. U.S. Centers for Disease Control and Prevention. Behavioral Risk Factor Surveillance System, 2005-2009
Available at: <http://apps.nccd.cdc.gov/brfss-smart/index.asp>
10. Washington State Healthy Youth Survey, 2008 Centers for Disease Control and Prevention. *Improving the Food Environment Through Nutrition Standards: A Guide for Government Procurement*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division for Heart Disease, and Stroke Prevention. February 2011
11. French S, Jeffery R, Story M, Breitlow K, Baxter J, Hannan P, Snyder P. Pricing, and Promotion Effects on Low-Fat Vending Snack Purchases: The CHIPS Study. *Am J Public Health* 2001;91:112-117.
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KING COUNTY Healthy Vending Guidelines



Why do we need Healthy Vending Guidelines?

Obesity and poor nutrition are serious problems in King County. A key strategy of obesity prevention is improving access to healthy food and reducing access to unhealthy food.

- More than half of King County adults and almost one-third of youth are overweight or obese, increasing the risk for serious health problems.
- Less than one-third of adults and youth report eating the recommended five fruits and vegetables per day, and one-third of youth report consuming one or more sodas on the previous day.

It's often difficult for King County residents to eat nutritious food when eating outside the home because there is a lack of healthy options—especially when making food and beverage selections from vending machines. Despite how common vending machines are, this is the first time guidelines for selecting healthier choices for vending machines are available in King County. Nutrition guidelines are an emerging strategy to improve the nutritional quality of food available in vending machines.

The King County Healthy Vending Guidelines, adopted by the King County Board of Health, provide recommendations for the nutritional quality of food and beverages in vending machines to help make the healthy choice, the easy choice.

WHO CAN USE THESE GUIDELINES?

King County residents eat in a variety of community and work settings; all are appropriate places to implement the guidelines:

- Worksites
- Government buildings
- Hospitals
- Social service organizations
- Childcare & after-school care
- Schools & youth programs

What goes in a healthy vending machine?

The goal of the King County Healthy Vending Guidelines is to make it easier for people to drink water and eat nutrient-rich whole food like:

- Vegetables: baby carrots, celery sticks
- Fruit: apples, oranges, pears, bananas
- Whole grains: granola bars, crackers, pretzels
- Nuts & seeds: trail mix, peanuts, almonds
- Fat-free & low-fat dairy: yogurt, cheese
- Lean meats, fish & beans: beef jerky, tuna, hummus

The guidelines are also intended to help you avoid eating unhealthy food and beverages with added sugars, saturated and trans fat, refined grains and sodium, like, candy, chips, cookies, fried foods, soda and energy drinks.

Choosing food for your vending machine based on food type (e.g. fruit, whole grains, etc) rather than simply looking at calories, fat, sodium and sugar will ensure that the healthiest options are available.

HEALTHY VENDING GUIDELINES
Examples of Food & Beverages

Table 1 provides examples of food and beverages for three categories, **Healthiest**, **Healthier** and **Limited**. This is not an exhaustive list. Differences between food and beverages for each category are described in the first row of the table. The goal is to increase the number of Healthiest and Healthier items while decreasing the number of Limited items.

*On the next page in **Table 2** you will find the necessary criteria for choosing Healthiest and Healthier food and beverages using fat, sugar and sodium levels, the primary way Healthiest and Healthier food are different.*

TABLE 1	HEALTHIEST	HEALTHIER	LIMITED
	Foods are nutrient-rich and primarily whole foods that contain low to no added sugar and sodium.	Foods are more processed or refined with more added sugar, sodium or fat. They contain fewer nutrients for the amount of calories they provide.	Foods are high in sodium, sugar, fat and refined grains and are less healthy.
Vegetables	<ul style="list-style-type: none"> *Fresh or dehydrated vegetables (e.g. baby carrots, celery, broccoli) Cup of soup with a quarter cup of vegetables 	<ul style="list-style-type: none"> *Fresh or dehydrated vegetables with added salt, sugar or fat Baked potato chips 	<ul style="list-style-type: none"> Fried vegetables Regular chips
Fruits	<ul style="list-style-type: none"> *Fresh or dehydrated fruit (e.g. apples, oranges, pears, apricots, avocados, bananas) *Fruit packed in its own juice *100% fruit sorbet with no added sweeteners 	<ul style="list-style-type: none"> *100% frozen fruit juice bars with no added sweetener *Fresh or dehydrated fruit with added salt, sugar or fat Fruit packed in "lite" syrup 	<ul style="list-style-type: none"> Fruit in heavy syrup Imitation fruit snacks and gummies Popsicles
Grains	<ul style="list-style-type: none"> 100% whole grain crackers, pretzels, rice cakes, pita 100% whole grain cereals, granola or cereal bars, muffins Air popped or low-fat popcorn 	<ul style="list-style-type: none"> Whole grain crackers, pretzels, pita, corn chips, soy crisps[†] Whole grain cereals, granola or cereal bars, muffins, fig bars[†] 	<ul style="list-style-type: none"> Doughnuts, croissants, pastries, cookies, cakes, pies, pop tarts Full fat granola Products made with refined grains such as multigrain crackers, cereals and cereal bars
Nuts & seeds	<ul style="list-style-type: none"> Unsalted nuts or seeds Trail mix or fruit nut bars with only unsalted nuts and unsweetened dried fruit 	<ul style="list-style-type: none"> Salted nuts and seeds (low-sodium) Trail mix or fruit nut bars with salted nuts and added sugar 	<ul style="list-style-type: none"> Salted nuts and seeds Trail mix that includes candy
Dairy	<ul style="list-style-type: none"> *Fat-free or low-fat plain yogurt *Fat-free or low-fat and low-sodium cheese *Low-fat and low-sodium cottage cheese 	<ul style="list-style-type: none"> *Fat-free cream cheese *"Lite" string cheese *Pudding, yogurt, frozen yogurt, ice cream made with fat-free or low-fat milk 	<ul style="list-style-type: none"> Full-fat ice cream Full-fat yogurt Full-fat cheese
Meat, beans & eggs	<ul style="list-style-type: none"> Low-sodium dried meat (jerky) or tuna Low-fat, low-sodium bean soup Hard boiled egg 	<ul style="list-style-type: none"> Hummus Low-fat bean soup 	<ul style="list-style-type: none"> Full-sodium dried meat (jerky) Full-sodium tuna
Beverages	<ul style="list-style-type: none"> Plain water Plain carbonated water (seltzer) Unflavored fat-free or 1% milk Unsweetened tea or coffee 	<ul style="list-style-type: none"> Fat-free or 1% flavored milk (≤22 g sugar per 8 oz) 100% fruit juice with no added sweeteners (≤8 oz serving for adults, ≤4 oz serving for children/youth) Zero- or low-calorie beverages (≤10 calories per 8 oz) Non-caloric, artificially sweetened beverages (diet) 	<ul style="list-style-type: none"> 2% milk, flavored or unflavored Whole milk, flavored or unflavored Calorically sweetened soda, teas, coffee drinks, lemonade, fruit drinks, sports drinks and energy drinks that exceed 10 calories per 8 oz

***Shelf Life** A refrigerated vending machine may be necessary

[†]**Whole Grain** At least 51% of the grain ingredients are whole grains. When you read the ingredient label, the first two grain ingredients should be whole grains.

HEALTHY VENDING GUIDELINES

Nutrient Levels for Healthiest & Healthier Categories

For food and beverages in your vending machines, review the calories, fat, sugar and sodium content to determine which category they fall into. Below are levels for the Healthiest and Healthier categories; food and beverages from the Limited category would fall outside these levels.

For example, granola bars could be Healthiest, Healthier or Limited, depending on how much sugar, fat and sodium are included. **Table 2** below will help you to determine which category they fall into.

TABLE 2		FOOD
Calories	Healthiest and Healthier	<ul style="list-style-type: none"> Adults - No more than 250 calories per serving Children and youth - No more than 200 calories per serving
	Fat	<p>Healthiest</p> <ul style="list-style-type: none"> No added fat for vegetables, fruits, nuts and seeds, dairy and meat, beans and eggs; for grains and soup follow the recommendations below for Healthier <p>Healthier</p> <ul style="list-style-type: none"> No more than 35% of calories from total fat, excluding nuts, seeds and nut butters as these can be high in fat but are considered a source of healthy fat—make sure these foods fall within acceptable calorie, sugar and sodium levels No more than 10% of calories from saturated fat Zero trans fat
Sugar	Healthiest	<ul style="list-style-type: none"> No added sugar for all food groups except grains; no more than 6 grams of sugar per serving of grains
	Healthier	<ul style="list-style-type: none"> No more than 35% of weight from total sugars, excluding whole fruit products or ingredients with no added sweeteners Added sweeteners include sucrose, fructose, glucose, corn syrup and high fructose corn syrup, honey, agave syrup, maple syrup, molasses, evaporated cane juice and fruit or fruit juice concentrates <i>Consideration for dairy products with sugar</i> - Pudding, yogurt, frozen yogurt or frozen milk desserts are limited to 30 grams total sugar per 8 oz <i>Consideration for grains</i> - no more than 10 grams of sugar per serving
Sodium	Healthiest	<ul style="list-style-type: none"> No more than 150 mg per serving
	Healthier	<ul style="list-style-type: none"> Adults - No more than 360 mg per serving Children and youth - No more than 200 mg per serving
		BEVERAGES
For children & youth*	Healthiest	<ul style="list-style-type: none"> Beverages should be sugar-free and caffeine-free Water Unflavored fat-free or 1% milk 100% fruit juice ≤4 oz serving
	Healthier	<ul style="list-style-type: none"> Fat-free or 1% flavored milk (≤22 grams sugar per 8 oz) Sugar-free and caffeine-free beverages with artificial sweeteners (diet drinks) should be available only for high school students and only after school Note: Sports drinks and vitamin drinks should not be available in schools

* <http://www.cdc.gov/HealthyYouth/nutrition/pdf/nutritionfactsheetschools.pdf>

Best practices for implementing healthy vending guidelines

Using a team-based approach to establish healthy vending helps your organization to increase buy-in and to identify the right strategy to use to implement your healthy vending program.* Here are some components of this approach:

- Select a recognized leader to champion the program
- Engage with stakeholders such as administrators, staff, food and nutrition service providers, students, parents, and others in the planning process
- Create an implementation plan with goals, strategies and timeline
- Pilot test to allow staff to identify healthy, tasty choices and adjust to new options
- Assess the environment: Determine where vending machines are located, what products are offered, and whether there are existing nutrition or vending policies. Find out what the current perceptions are around healthy eating among staff and other stakeholders.
- Conduct an annual review to evaluate and revise your vending guidelines as needed (e.g. with updates to Dietary Guidelines for Americans)

Approaches for creating a healthy vending policy

Below are three approaches that can work together to help you create a healthy vending policy. To truly promote health in your organization through healthy vending, the third approach, providing only healthy choices, should be considered the long term goal.

1. Make healthy choices available

Most vending machines do not currently offer healthy options. Offering healthy food and beverages gives residents the ability to make a healthy choice when they select products from your vending machine.

- Add products from the Healthiest and Healthier categories and reduce Limited products
- An example of a target might be 75% products from the Healthiest (~50%) and Healthier (~25%) categories

2. Make the healthy choice the easy choice through pricing, marketing and education

Often the least healthy options in vending machines have the lowest price and most compelling marketing. This encourages people to purchase these products. These same strategies can be used to promote healthy options by lowering the price, increasing the visibility and highlighting the healthiest options.

- Use education and marketing to promote Healthiest and Healthier products
- Work with your vendor(s) to price Healthiest food and beverages at the lowest cost and Limited products at the highest cost
- Place Healthiest and Healthier food at eye level
- Use signage to identify which products are Healthiest and which are Healthier
- Limit advertising on vending machines to food and beverages that are found in the Healthiest and Healthier categories
- Ensure vending machines post calories next to each item in accordance with FDA requirements

3. Offer only healthy food and beverages

If you want to implement the most healthy approach, stocking only Healthiest and Healthier food is the best choice. Therefore the King County Board of Health recommends that you consider working toward 100% healthy vending.

- An example would be to eliminate Limited products completely, so that **all** food and beverages in your vending machines are from the Healthiest (~60%) and Healthier (~40%) categories within a three-year period assuming successful stakeholder engagement

*Centers for Disease Control and Prevention. Improving the Food Environment Through Nutrition Standards: A Guide for Government Procurement. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division for Heart Disease and Stroke Prevention. February 2011.

Appendix B: What Does a Healthy Vending Machine Look Like?

The following lists are examples of healthy product mixes that you might select for vending machines with 30%, 50% and 100% Healthiest/Healthier snacks. Work with your vendor to select a product mix that will work for you.

*In general: try to have at least one healthy option for each category of products you offer (cookies, bars, chips, fruit, nuts/seeds, popcorn, crackers/pretzels/grahams)

30% Healthy Vending (11 products out of 35)

1. Barbara's Whole Wheat Fig Bars
2. LARABAR Cashew Cookie
3. Quaker Chewy 90 Calorie Granola Bar (any flavor)
4. Baked Lays (any flavor)
5. Popchips (any flavor)
6. Baked Tostitos Scoops
7. Bare Fruit (any flavor)
8. Raisins
9. Kar Nuts Original Trail Mix
10. Cornnuts
11. The Whole Earth Kettle Corn

50% Healthy Vending (18 products out of 35)

1. Barbara's Whole Wheat Fig Bars
2. LARABAR Cashew Cookie
3. Quaker Chewy 90 Calorie Granola Bar (any flavor)
4. Kashi Granola Bar – TLC (any flavor)
5. Odwalla Bar (Banana Nut or Berries GoMega)
6. Baked Lays (any flavor)
7. Blue Diamond Almonds
8. Popchips (any flavor)
9. Baked Tostitos Scoops
10. Annie's Homegrown Bunny Graham's
11. Clif Twisted Fruit (Strawberry or Grape)
12. Bare Fruit (any flavor)
13. Raisins
14. Kar Nuts Original Trail Mix
15. Kar Nuts Sunflower Kernels
16. Cornnuts
17. Dry Roasted Edamame (lightly salted or wasabi)
18. The Whole Earth Kettle Corn

100% Healthy Vending (35 products)

1. Barbara's Whole Wheat Fig Bars
2. LARABAR Cashew Cookie
3. Quaker Chewy 90 Calorie Granola Bar (any flavor)
4. Quaker Chewy 90 Calorie Granola Bar (any flavor)
5. Quaker Reduced Sugar Granola Bar (Peanut Butter Choc Chip or Cookies & Cream)
6. Quaker Granola Bar Low Fat S'mores
7. Kashi Granola Bar – TLC (any flavor)
8. Kashi Granola Bar – TLC (any flavor)
9. Odwalla Bar (Banana Nut or Berries GoMega)
10. Kind Bar (Nut Delight or Fruit & Nut Delight)
11. Baked Lays (any flavor)
12. Baked Lays (any flavor)
13. Baked Lays (any flavor)

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3. Quaker Chewy 90 Calorie Granola Bar (any flavor)
4. Quaker Chewy 90 Calorie Granola Bar (any flavor)
5. Quaker Reduced Sugar Granola Bar (Peanut Butter Choc Chip or Cookies & Cream)
6. Quaker Granola Bar Low Fat S'mores
7. Kashi Granola Bar – TLC (any flavor)
8. Kashi Granola Bar – TLC (any flavor)
9. Odwalla Bar (Banana Nut or Berries GoMega)
10. Kind Bar (Nut Delight or Fruit & Nut Delight)
11. Baked Lays (any flavor)
12. Baked Lays (any flavor)
13. Baked Lays (any flavor)



1

Healthy Vending Guidelines

Public Health
Seattle & King County

Public Health – Seattle & King County

Slide 1

WHY DO WE NEED HEALTHY VENDING GUIDELINES?

2

Growing problem of overweight and obesity
 Many people eat up to 50% of their meals outside the home

- Improve what's offered in the places we eat outside the home

Vending machines are a common source of snacks; most do not regularly offer healthy options

Public Health – Seattle & King County

Slide 2



3

Typical vending machines include items that are

- High in fat
- High in sugar
- High in sodium
- High in refined grain
- Highly processed

Public Health – Seattle & King County


Slide 3

HOW DO THE GUIDELINES SUPPORT HEALTHY VENDING CHOICES?

4

Based on Dietary Guidelines for Americans, 2010

Nutrient rich whole foods with plenty taste, crunch and natural sweetness



Public Health – Seattle & King County

Slide 4



5

- What goes in a healthy vending machine?
- Examples of food and beverages
- Nutrient levels for food
- Best practices for implementation
- Approaches for creating healthy vending policy

Public Health – Seattle & King County

Slide 5

HOW DO THE GUIDELINES SUPPORT HEALTHY VENDING CHOICES?

6

	HEALTHIEST	HEALTHIER	LIMITED
Vegetables	Baby carrots	Baked chips	Regular chips
Fruits	Apples	Fruit in light syrup	Fruit gummies
Grains	100% whole grain crackers	< 100% whole grain crackers	Cookies
Beverages	Water	100% Fruit juice	Soda

Public Health – Seattle & King County

Slide 6

HOW DO THE GUIDELINES SUPPORT HEALTHY VENDING CHOICES?

The guidelines lay out specific differences for all three categories using fat, sugar and sodium

	HEALTHIEST	HEALTHIER	LIMITED
Fat	Carrots	Baked chips	Regular chips
	0%	14 %	56%
Sugar	Dried fruit	Fruit in syrup	Fruit leather
	9 grams	16 grams	29 grams
Sodium	Nuts	Nuts	Nuts with oil
	0 mg	75 mg	370 mg

Public Health – Seattle & King County

Slide 7

HEALTHY VENDING CHOICES SUPPORT GOOD HEALTH

Public Health – Seattle & King County

Slide 8

HOW DO THE HEALTHY VENDING GUIDELINES MEASURE UP?

Stronger than the traditional 35-10-35 guideline

- < 35% calories from fat
- < 10% calories from saturated fat
- < 35% sugar by weight

100% whole grain? Nope.
At least 50% whole grain? Nope.
Added sugar? Yep.
Healthy choice for vending according to 35-10-35? Yes.

Cereal & fruit bars
<50% whole grain
Still gets the thumbs up?

Public Health – Seattle & King County

Slide 9

HOW CAN ORGANIZATIONS USE THESE GUIDELINES?

- Using a team-based approach for implementing healthy vending guidelines helps increase support
 - Create an implementation plan
 - Pilot test
 - Conduct an annual review

Select a recognized leader
Engage with stakeholders
Assess environment

Public Health – Seattle & King County

Slide 10

Public Health - Seattle & King County
401 5th Avenue, Suite 900
Seattle, WA 98104
Put your agency and contact info here

Public Health – Seattle & King County

Slide 11

Appendix D: Healthy Vending Introductory Community Presentation Talking Points

Audience: People who use the vending machine (residents, employees, patients, students etc.)

Materials: small bowl, teaspoon, ½ cup of sugar in a bag, sugar board (includes small bags of sugar the represent the amount of sugar found in common sodas and snacks), fake or real apple, bag of fake or real carrots, bag of baked chips, example of fruit in light syrup, fruit leather, bag of real chips, bottle of 20 oz soda, sample healthy snacks to share, survey

- 1) I'm here today to talk about healthy vending. The public health department recently created guidelines that can help organizations change the kinds of foods and beverages offered in vending machines
- 2) I wanted to start with a short activity. What I have here is a soda you might find in a vending machine. Also what I have is some sugar. How much sugar do you think is in this bottle of soda? I'm going to count out teaspoons of sugar into this bowl, and I want you to tell me to stop when you think I've put in the amount of sugar contained in this soda. [teaspoon, bowl, sugar, example soda]
 - a) Show sugar board [sugar board] Here are examples of other familiar drinks and snacks and how much sugar they contain
- 3) Next I wanted to talk with you a little bit about why we need healthy vending guidelines.
 - a) Can folks share what kinds of places you eat or purchase snacks in?
 - i) We know that people get snacks from many different places, in fact, many people eat up to 50% of their meals outside the home
 - b) Public health departments across the country are working to not just talk to people about what to eat, but are working to make it easier to eat better and healthier. Nutrition guidelines like these are part of the way we're working to make it easier to eat better and healthier because they require healthy choices in addition to the regular fare.
 - c) Why kinds of foods and beverages do we typically find in vending machines? How would you describe these snacks?
 - i) Typical vending machines include items that are, High in fat, High in sugar, High in sodium, High in refined grain, Highly processed
 - ii) So we can see that when making selections from vending machines, residents do not regularly have the opportunity to make a healthy choice.
- 4) How do these Healthy Vending Guidelines work?
 - a) Based on good science and the advice many of us heard growing up: eat fruits and vegetables, 100% whole grains and drink plenty of water.
 - b) Also based on the idea that food that is closest to its natural form is better for us. These guidelines promote whole foods over highly processed foods. How many of you have read an ingredient label and had trouble pronouncing some of the ingredients?
 - c) Food and beverages are organized into three categories, Healthiest, Healthier and Limited. Healthiest foods are primarily whole and contain less salt, sugar and fat than Healthier foods. Healthier foods contain significantly less salt, sugar and fat than you'd find in traditional vending snacks, but are more processed than Healthiest foods.
 - d) The goal is to reduce amount of junk food while also promoting nutrient-rich foods

Appendix D: Healthy Vending Introductory Community Presentation Talking Points

- e) Let's see how this works. An example of Healthiest choice is a whole vegetable or fruit (hold up apple and carrots), it's not always possible in a vending machine to carry a whole fruit, so the next best thing is a slightly more processed product. This bag of baked chips [hold up bag of baked chips] has x less salt and fat than regular chips [hold up regular bag of chips]. Usually the closet thing to a fruit you can find in a vending machine is something like this fruit leather [hold up fruit leather]. This is a concentrated fruit product, you take fruit juice and boil it, and boil it until it thickens up. This fruit leather is high in sugar without the benefit of eating a whole fruit. Let's read the back of this package [read package], the first three ingredients are fruit concentrates, while the first ingredient in this fruit cup [hold up fruit cup] is peaches.
- f) I wanted to say one thing about beverages. We now can see how much sugar a soda contains, this might not be so surprising. We also might guess that if we had to choose between a soda and 100% juice, that the juice would be the healthier choice. This is true. But, 100% juice contains a lot of naturally occurring sugar – point to sugar board – without a lot of the benefits of eating whole fruit.
 - i) In fact compared with an apple, apple juice has almost twice as many calories, but lacks the fiber that makes you feel full
- 5) Healthy vending depends on customers which means the success of this project depends on us working together to find snacks that you like at prices that you can afford. We'll be conducting taste testing soon so please spread the word about healthy vending.
- 6) I brought some snacks to sample today. [describe what you've brought] What tastes good to you? We're interested in hearing what you think about healthy, if you're interested, please fill out this survey. [hand out survey]
- 7) Any questions?

Appendix E: Sample Healthy Vending Survey

We would like to know what you think about the food and beverages in the vending machine. Please help us by answering the questions below:

1. How often do you visit the vending machine? Check one option below.

- I visit the vending machine everyday
- I visit the vending machine one or more times per week
- I visit the vending machine one or more times per month
- I never use the vending machine (skip to question #4)

2. What snacks do you buy most often from the vending machine? Write the names on the line below.

3. What beverages do you buy most often from the vending machine? Write the name on the line below.

4. Would you be more likely to use the vending machine if healthier snacks and beverages were available?

5. If these healthier snacks and beverages were available in the vending machine, which would you buy? Check all that apply.

- | | |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Dried fruit | <input type="checkbox"/> Iced tea |
| <input type="checkbox"/> Nuts | <input type="checkbox"/> 100% juice |

6. What is the maximum you would be willing to pay for a healthier vending snack?













- | | | |
|-----------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> 75 cents | <input type="checkbox"/> 1.00 | <input type="checkbox"/> 1.50 |
| | | <input type="checkbox"/> 1.75 |

7. What additional questions or comments do you have about the vending machine?







Appendix F: Sample Taste Test







Thanks for helping us taste and choose healthy snacks that may be added to our vending machines. Your feedback is important to us!

Please circle your answers for each snack below:

Snack	How Does it Taste?			Comments/Questions?
Item 1	 Great!	 OK	 Yuck!	
Item 2	 Great!	 OK	 Yuck!	
Item 3	 Great!	 OK	 Yuck!	
Item 4	 Great!	 OK	 Yuck!	

Beverage

Item 5	 Great!	 OK	 Yuck!	
Item 6	 Great!	 OK	 Yuck!	
Item 7				

	 Great!	 OK	 Yuck!	
Item 8	 Great!	 OK	 Yuck!	

Appendix G

Products that meet King County Healthy Vending Guidelines

**Green = Healthiest, Gold = Healthier*

Manufacturer	Product	Size	Category
Barbara's Kitchen	Barbara's Whole Wheat Fig Bars	38 g	cookie
CLIF	CLIF Z Bar Chocolate Brownie #2, Honey Graham #3, Peanut Butter flavors only	36 g	bars
Coca-Cola/Odwalla	Odwalla Bar Banana Nut, Berries Go Mega flavors only	56 g	bars
Frito Lay	Quaker Reduced Sugar Granola Bar Peanut Butter Choc. Chip, Cookies and Cream, Smores flavors only	24 g	bars
Frito Lay	Quaker Chewy 90 Calorie Granola Bar Chocolate Chunk, Peanut Butter, Oatmeal Raisin, Dark Chocolate Cherry flavors only	24 g	bars
Kellogg's	Kashi Granola Bar - TLC Peanut Butter, Chewy Trail Mix, Cherry Chocolate, Honey Toasted 7 Grain flavors only	35 g	bars
Mareblu Naturals	Almond Crunch Bar, Blue Cran Pomegranate Trail Mix Crunch Bar, Cashew, Mango Pomegranate Trail Mix Crunch Bar, Pistachio Trail Mix Crunch Bar, Strawberry Pomegranate Trail Mix Crunch Bar flavors only	34 g	bars
Kind	KIND BAR, Nut Delight, Fruit & Nut Delight flavors only	40 g	bars
General Mills	LARABAR , Cashew Cookie	48 g	bars
Skout Natural Foods	Skout Trailbar Organic Blueberry Almond, Organic Apple Cinnamon flavors only	50 g	bars
Frito Lay	Baked Lays Regular	25 & 32 g	chips
Frito Lay	Baked Lays BBQ	25 & 32 g	chips
Frito Lay	Baked Lays Southwest Ranch (1oz) or Parmesan & Tuscan Herb (1oz) flavors only	28 g	chips
Frito Lay	Baked Lays Doritos Nacho Cheese	21 g	chips
Frito Lay	Baked Lays Sour Cream and Onion	25 & 32g	chips
Frito Lay	Baked Lays Cheddar Sour Cream	25 & 32 g	chips
Frito Lay	Baked Tostitos Scoops	25 g	chips
Frito Lay	RF Doritos Cooler Ranch and Nacho Cheese flavors only	28 g	chips
Popchips	Popchips BBQ, Original, Sea Salt & Vinegar, Sour Cream & Onion flavors only	23 g	chips
Snak King	The Whole Earth Multigrain Chips - Spicy Nacho	35 g	chips
Annie's Homegrown	Annie's bunny grahams and bunny graham friends	1 oz	crackers
J&J Snack Foods	Belly Bears Whole Grain Cinnamon Graham Crackers	1 oz	crackers
Bare Fruit	Cherry/Banana 2.6 oz or Mango/Pineapple 2.6 oz (NOTE: PHSKC has 0.64 oz apple for \$0.90)	73.7 g	fruit
CLIF	CLIF Twisted Fruit – Strawberry and Grape flavors only	20 g	fruit
Dole	Dole Fruit Bowls in 100% fruit juice (8 flavors)	113 g	fruit
Kar Nuts	Raisins	28 g	fruit
Mr. Nature	Raisins	28 g	fruit
Peeled Snacks Inc.	Apple-2-the-Core Peeled	35 g	fruit

Peeled Snacks Inc.	Much-Ado-About-Mango Peeled	40 g	fruit
Kar Nuts	Almonds (whole raw almonds)	28 g	nuts/seeds
Kar Nuts	Original Trail Mix	42 g	nuts/seeds
Kar Nuts	Salted Cashews, Salted Peanuts or Sunflower Kernels only	28 g	nuts/seeds
Kraft	PLANTERS Honey Roasted Peanuts Dry Roasted (1oz) or Salted Peanuts (1 oz)	28 g	nuts/seeds
Mr. Nature	Unsalted Trail Mix	29 g	nuts/seeds
Seapoint Farms	Dry Roasted Edamame - lightly salted or wasabi flavors only	30 g ?	nuts/seeds
Medora Snacks	PopCorners Kettle	32 g	popcorn
Snak King	The Whole Earth Kettle Corn	28 g	popcorn

Beverages

Water	20 oz
100% Juice (Apple, Orange)	15.2oz
V8 - low sodium (original or spicy hot)	8 oz
Lipton Diet Green Tea Citrus	20 oz
Diet soda	12 oz
Diet soda	20 oz

SHA Worksheet: Determining Healthiest and Healthier Products

NUTS & SEEDS, TRAIL MIX AND BARS THAT CONTAIN ONLY FRUIT AND NUTS					
	Product	Healthiest	Meets Healthiest Guidelines?	Healthier	Meets Healthier Guidelines?
Serving size (grams)	28				
calories per serving	130	251		251	YES
sodium (grams)	55	151	YES	361	YES
added sugar***	No	No	NO	Yes	Healthiest
added fat**	No	No	NO	Yes	YES
sugars (grams) Only calculate when there are added sugars	13			10.3	NO
GRAINS					
	Product	Healthiest	Meets Healthiest Guidelines?	Healthier	Meets Healthier Guidelines?
Serving size (grams)	68				
calories per serving	240	251	YES	251	YES
calories from fat*	50	84.5	YES	84.5	YES
calories from saturated fat*	9	24.5	YES	24.5	YES
sodium (mg)	160	151	NO	361	YES
sugars (grams)	22	6.5	NO	10.5	NO
Contains 100% whole grains?****	no	Yes	NO	No	Calculate line 18
Contains whole grains ≥ 51%, but some refined grain****	yes			Yes	YES
FRUITS AND VEGETABLES					
	Product	Healthiest	Meets Healthiest Guidelines?	Healthier	Meets Healthier Guidelines?
Serving size (grams)	123				
Added fat**	no	No	YES	YES	Healthiest
calories per serving	80	251	YES	251	YES
calories from fat*	0	0	YES	28.5	YES
calories from saturated fat*	0	0	YES	8.5	YES
added sugar***	yes	No	NO	Yes	Calculate line 27
sodium (mg)	0	151	YES	361	YES
sugars (grams) Only calculate when there are added sugars	22			43.55	YES
MEAT AND FISH					
	Product	Healthiest	Meets Healthiest Guidelines?	Healthier	Meets Healthier Guidelines?
Serving size (grams)	71				
calories per serving	70	251	YES	251	YES
calories from fat	10	25	YES	25	YES
calories from saturated fat*	0	7.5	YES	7.5	YES
added fat*	no	No	YES	Yes	Healthiest
Sodium	240	151	NO	361	YES
BEVERAGES					
	Product	Healthiest	Meets Healthiest Guidelines?	Healthier	Meets Healthier Guidelines?
Water, Soda, Sports and Energy Drinks					
Caffeine	no	No	YES	No	YES
Added sugar***	yes	No	NO	Yes	Calculate line 40
Artificial Sweetener	no	No	YES	Yes	YES
Calories per 8 oz.	50	0	NO	11	NO
Juice					
100% juice	yes			Yes	YES
Ounces per bottle	1			10.5	YES
Added sugar***	no			No	YES
Milk					
added sugar***	yes	No	NO	Yes	Calculate line 49
Fat free or 1% fat	Yes	Yes	YES	Yes	YES
Flavored and sweetened	yes	No	NO	Yes	Calculate line 49
Sugars (grams per 8 oz.)	28			22.5	NO

*Calories from fat and saturated fat If the product label does not show calories from fat, multiply the grams of fat or saturated fat by 9

**Added fat Read the ingredient list

***Added sugar Look for added sugars in the ingredient list. Added sugars include, sucrose, fructose, glucose, corn syrup, high fructose corn syrup, honey, agave syrup, maple syrup, molasses, evaporated cane juice, and fruit or fruit juice concentrates.

****Whole grain At least 51% of the grain ingredients are whole grains. When you read the ingredient label, the first two grain ingredients should be whole grains.

***** Grains are: Cereals, cereal bars, breads, rolls, baked goods, whole grains such as rice, oats, corn, rye, wheat, etc.

Using column A, select the appropriate food category for the product you want to evaluate. The category "grains" includes any baked product and chips made from corn, rice, or other grains. The "fruit and vegetable" category includes potato or any other starchy vegetable chip.

Using the nutrition facts label enter the information requested in Column A into Column B. As you enter the information, the formula will calculate whether that food fits the criteria for either the Healthiest or Healthier category.

All yes answers in either the Healthiest (D) or Healthier (F) Column confirms the product as fitting all the criteria in that column.

Appendix I: Sample Key Messages

Directions: Just as you taste test products, it is important to test messages. Have stakeholders rank their top 3 key messages. Choose the top 2 or 3 messages to use in your education and outreach materials. Make sure that key messages correspond to specific product changes in your vending machine. The messaging does not necessarily have to be written in text. It could simply be an expressive picture.

1. Fruits and Vegetables

Key Message: Enjoy fruits and vegetables

Visual: Picture of a healthy snack plate with at least half the portion being fruits & veggies

Link to vending snacks: Look for these fruits or vegetables in your vending machine: X, Y, Z

Health Message: More is Better! Eating at least 2 ½ cups of fruits and vegetables per day helps protect you from heart disease, stroke and some types of cancer

2. Whole Grains

Key Message: Make at least half your grains whole grains

Visual: Pictures of types of whole grain foods, including some vending snacks (ex: popcorn, whole grain granola bars, whole grain crackers)

Link to vending snacks: Look for these whole grain snacks in your vending machine: X, Y, Z

Health Message: More is Better! Eating whole grains helps protect you from heart disease and may help you lose weight

3. Beverages

Key Message: Drink more water!

Visual: Comparison of items in healthiest, healthier and limited categories: If you drink one bottle per day you get –

- Water (bottle size: 20oz, teaspoons sugar: 0, weight gain in lbs per year: 0)
- 100% juice (bottle size: 15.2 oz, teaspoons sugar: 13, weight gain in lbs per year: 22)
- Soda (bottle size: 20oz, teaspoons sugar: 16, weight gain in lbs per year: 25)

Link to vending snacks: Look for these unsweetened drinks in your vending machine: X, Y, Z (unsweetened beverages only, such as tea, iced tea, water, sparkling water, coffee with no caloric or artificial sweetener)

Health Message: Warning! Sugary drinks cause weight gain, diabetes, high blood pressure, heart disease and cavities. Water or a ½ Cup (4oz) serving of 100% juice is a better choice for your health

4. Sugar

Key Message: Choose snacks with less sugar

Visual: Comparison of items in healthiest, healthier, and limited categories

- Dried apples (serving size: 18g, 10.5g sugar)
- Fruit in 100% fruit juice (serving size: 113g, 14g sugar)
- Gummy bears (serving size 45g (20 bears), 26g sugar)

Link to vending snacks: Look for these lower sugar snacks in your vending machine: X, Y, Z

Health Message: Warning! Eating too many sugary snacks may cause weight gain, diabetes, high blood pressure, heart disease and cavities

5. Sodium

Key Message: Sodium – Less is Best!

Visual: Comparison of items in healthiest, healthier, and limited categories

- Unsalted nuts (0mg sodium)
- low-salt nuts (10mg sodium)
- Salted nuts with oil (370mg sodium)

Link to vending snacks: Look for these lower sodium snacks in your vending machine: X, Y, Z

Health Message: Warning! Most Americans should eat no more than 1500 – 2300mg of sodium each day to avoid high blood pressure

6. Fat

Key Message: Choose snacks with less fat

Visual: Comparison of items in healthiest, healthier, and limited categories

- Regular potato chips (serving size: 1.5oz, 15.5g fat, 230 calories)
- baked potato chips (serving size: 1.125oz, 1.6g fat, 130 calories),
- Dried apples (serving size: 1.28 oz, 0g fat, 87 calories)

Link to vending snacks: Look for these lower fat snacks in your vending machine: X, Y, Z

Health Message: Warning! Eating some types of fat, like Saturated or Trans Fat, can lead to weight gain, heart disease and stroke

7. Images to Portray
 - a. Back to Nature (adult messaging): traditional farms, scenes such as rows of vegetables or lots of sunshine, abundant harvest, sheaves of grain, food items
 - b. Homely Scenes (adult messaging): hearth and home motifs such as mothers holding children, or children at play
 - c. Fun and Excitement: the addition of graphics with lots of movement like bursting, popping, radiating, falling, steaming, melting, use action words that convey movement
8. Use words and descriptions to describe food taste and texture: crispy, fresh, chewy, zesty, juicy, great taste kids love

Appendix J: Sample Poster or Sign: Key Message

Directions: graphics and items in italics should be replaced with program specific text

Drink More Water!

If you drink one bottle per day you get...



Water

*Size: 20oz
Teaspoons sugar: 0
Weight gain per year: 0lbs*



100% Juice

*Size: 15.2oz (Serving: 8oz)
Teaspoons sugar: 13
Weight gain per year: 22 lbs*



Soda

*Size: 20oz
Teaspoons sugar: 16
Weight gain per year: 25 lbs*

Look for these unsweetened drinks in your vending machine:

Insert photos of unsweetened beverages in your vending machine

Warning! *Consuming Sugary drinks may cause weight gain, diabetes, high blood pressure, heart disease and cavities. Water or a 4oz (1/2 Cup) serving of 100% juice is a better choice for your health*

Insert organizational logos, vending logos, contact information

Appendix K: Sample Poster: General

Directions: graphics and items in italics should be replaced with program specific text

Think Before You Snack...

*Insert photos
of products
here*

Red: Limit

- *Regular chips*
- *Gummy fruit*
- *Pop tarts*
- *Candy*

*Insert photos
of products
here*

Yellow: Healthier

- *Baked chips*
- *Fruit in 100% fruit juice*
- *Whole grain granola bars*
- *Salted nuts (low-sodium)*

*Insert photos
of products
here*

Green: Healthiest

- *Fresh fruit or vegetables*
- *Dried fruit or vegetables*
- *100% whole grain granola bar*
- *Unsalted nuts or trail mix*



Look for this logo to find a healthy snack *LOGO HERE*

Insert organizational logos, vending logos, contact information

How Do I Find Healthy Snacks in My Vending Machine?

The King County Board of Health Healthy Vending Guidelines describe 3 food categories: Healthiest, Healthier and Limited. The Healthiest and Healthier foods are made from whole foods such as fruits, vegetables, whole grains and nuts. These foods are lower in sugar, sodium and saturated fat.

Healthiest



- Unsweetened drinks
- Whole fruits and vegetables
- Bars and snacks made from 100% whole grain
- Nuts and dried fruit with **No** added sodium or sugar

Healthier



- Bars & snacks, at least 51% whole grain
- Low in added sugar, sodium and fat
- 100% fruit juice: 8 oz serving for adults, 4 oz serving for children
- Baked chips

Limited

- ⬆ High in fat
- ⬆ High in sodium
- ⬆ Lots of added sugars



- ⬆ Low in whole grains
- ⬆ Low in vitamins and minerals
- ⬆ Low in Fiber

Public Health 
Seattle & King County

What's the story with healthy vending machines?



Date:
Time:
Location:

Come learn about:

- What goes into a healthy vending machine
- How to pick foods that are good for you

Snacks will be served!

Appendix N: Sample Flyer

Directions: graphics and items in italics should be replaced with program specific text

What's the story with healthy vending machines?



Date:
Time:
Location:

Come learn about:

- What goes into a healthy vending machine*
- How to pick foods that are good for you*

Snacks will be served!



Appendix O: Sample Healthy Vending Newsletter Article

More Choices Offered Through Healthy Vending Guidelines

Like many King County residents, you may find it difficult to add nutritious foods to your diet. Healthy foods may be hard to find in your neighborhood, and it may take you several buses to get to a grocery store. It's most often easier and cheaper to pick up a highly processed salty or sugary snack.

We know that most adults and youth are not eating enough fruits and vegetables daily, and a third of youth drink one or more sodas every day. As a result, obesity and poor nutrition are serious problems in King County. Over fifty percent of adults and twenty percent of youth are overweight or obese.

Your vending machine can be a source of unhealthy choices for snacks and drinks. Change is on its way. In April of 2011, the King County Board of Health approved healthy vending guidelines that your building can use to increase the healthy choices and to improve the nutrition of food and drinks sold in your vending machines.

The guideline, based on the 2010 Dietary Guidelines for Americans, helps to identify healthy options. The three categories of foods in these guidelines are:

- **Healthiest**—Nutrient rich and primarily whole foods with little or no added sugar and sodium (like fresh vegetables, unsalted nuts or seeds, plain water, unflavored non-fat or 1-percent milk).
- **Healthier**—More processed or refined than foods in the Healthiest category, with more added sugar, sodium or fat (like fresh vegetables with little salt, sugar or fat added, baked potato chips, or artificially-sweetened beverages, such as diet sodas).
- **Limited**—Foods high in sodium, sugar, fat and refined grains (like potato chips, donuts or cookies, salted nuts and seeds, sodas or sports drinks).

XXXXXX is looking to adopt these healthy vending guidelines in order to improve your access to healthier foods. Currently, the agency has a contract with XXXXXX Vending for snack and beverage vending machines at XXXXXXXXXXXXXXXX.

In August, Public Health staff came to the XXXXXXXX and explained the healthy vending guidelines. XXXXXXXX expressed interest in exploring the possibility of implementing these guidelines in their own buildings.

XXXXXXXXXXXX, said, “I like that there are healthier choices available. What we have now is loaded with salt and fat, what can you do? For me, I have high blood pressure, diabetes and heart problems. If I can get healthy choices, it would be a whole lot easier on me. I think others would choose healthier snacks once they know how good they taste.”

This fall, XXXXXXXX will be piloting these healthy vending guidelines at XXXXXXXXXX. First, there will be presentations and taste tests at XXXXXXXXXX meetings followed by collecting individual surveys .

Based on your feedback in each of the buildings, XXXXXXXX will ask XXXXXXX Vending to put a certain amount of healthier options in the vending machines. Once healthy vending is implemented with these first pilot buildings, the plan is to expand to other buildings where people show interest.

If you would like to have healthier options in your snack and beverage vending machines in your building, contact: *Name, Phone, e-mail*

Appendix P: Sample Ecards


DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health

CONSUMER ALERT

Your snack machine now includes healthier foods.
Consumption may induce side effects such as:

- INCREASED ENERGY
- LOWER CHOLESTEROL
- WEIGHT LOSS
- SATISFIED HUNGER
- ENHANCED WELL-BEING




Canteen's Robert Bacon restocks DHSS vending machine with healthy snacks.



Feeling better. One bite at a time.


[Download Ecard 1](#)


yum yum yum yum yum



OMG.

Taste what everyone is craving.
Find Stacy's Cinnamon Sugar Pita Chips in a vending machine near you. These sweet, twice-baked pita chips meet Munch Better in the First State Healthy Vending Guidelines because they are low in calories, saturated fat, and sodium while providing protein, dietary fiber and great flavor!




DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health

[Download Ecard 2](#)

yum yum yum yum yum



Taste how good BAKED can be.

Baked! Tostitos and Baked! Doritos offer fewer calories and less fat per serving than the traditional chips with the crunch, texture, and flavor of their fried counterparts. Try this satisfying and delicious snack!




DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health

[Download Ecard 3](#)