

HEALTHY VENDING MACHINE PROJECT

Healthy Vending Machine Project

- American Recovery and Reinvestment Act of 2009
- Non-competitive grants for states
- Statewide policy and environmental change
- Impact population groups
- Nutrition and physical activity, tobacco

Healthy Vending Machine Project

- **Nutrition Component**
 - ▣ Build upon the school vending machine policies
 - ▣ Build upon the state wellness discount
 - ▣ Machines – state run buildings/offices
 - ▣ Target audience – state employees
 - ▣ Indirect audience – the public

Healthy Vending Machine Project

- Increase access to healthy foods and beverages and reduce or eliminate the availability of calorie dense, nutrient poor foods in public service venues.

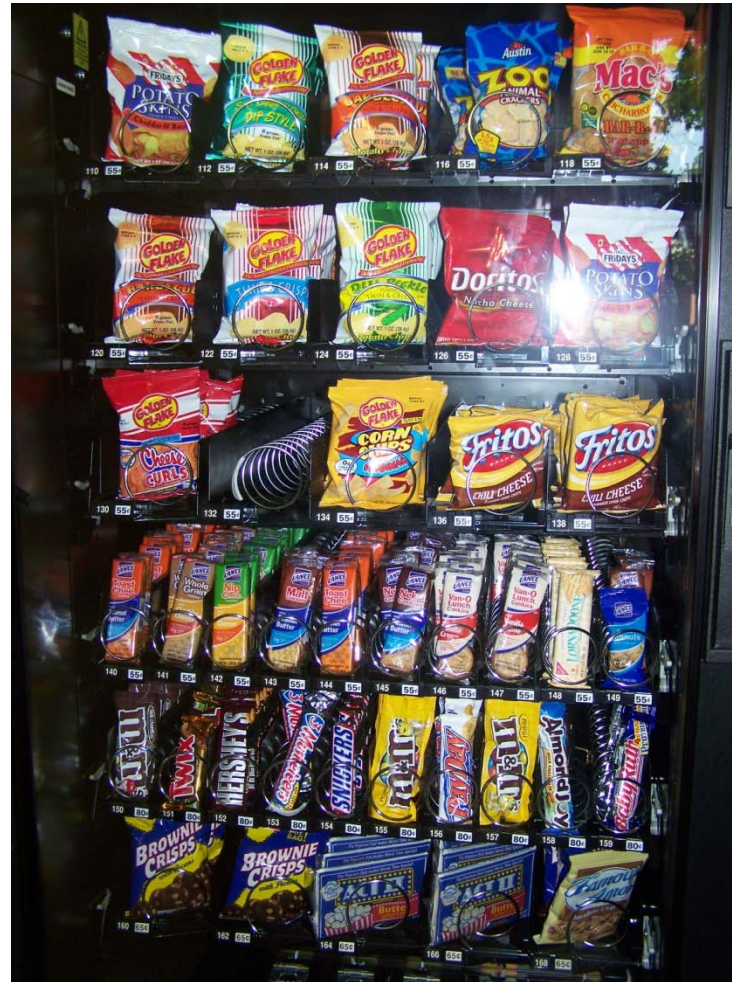


Healthy Vending Machine Project

- Why?
- Jan/Feb 2010 HealthWatch
- 48% of active state employees are OBESE

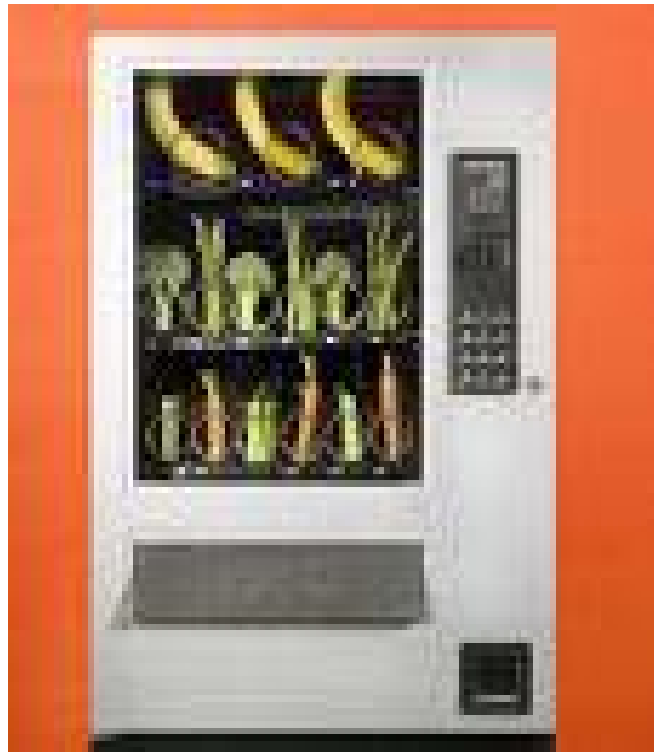


Healthy Vending Machine Project



Healthy Vending Machine Project

- Why?
- Culture change!



Healthy Vending Machine Project

- Timeline:



Healthy Vending Machine Project

- Timeline:
- Feb. 2010 – Feb. 2012
- 2 year period

Healthy Vending Machine Project

- What we to want to do.....
- Create a healthy vending machine policy that includes healthier items in machines in state offices

Healthy Vending Machine Project

- Getting started.....

- Key Partners:



- Alabama Department of Rehabilitative Services

Business Enterprise Program

Healthy Vending Machine Project

- Key Partners Continued:
- Alabama State Department of Education
- Governor's Office
- Alabama Department of Agriculture and Industries
- Alabama Department of Public Health
- State Employees Insurance Board
- State Obesity Task Force
- University of Alabama

Healthy Vending Machine Project

- What we did....
- Collaborated with ADRS (Business Enterprise Program)
 - Emphasized that funding was available to provide subsidies to vendors if profit losses occurred
 - Created a healthy vending machine policy that includes healthier items in machines in state offices
- Policy:
 - 50% of food and beverages sold in state vending machines meet “healthy” criteria

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- Policy Guidelines (see handout)



Healthy Vending Machine Project

- Pilot project.....
- Identified partner agencies to implement the policy
 - ▣ ADRS, Capitol, Ag & Industries, ADPH
 - ▣ Dept of Ed –vendors not agreeable
 - ▣ Invited private entities to participate-no responses
- Met with Vendors
- Worked with Linda Knol, from UA, to develop a vending machine assessment

Healthy Vending Machine Project

- Graphics developed for marketing:
 - ▣ Logo
 - ▣ Good Choice Stickers on vending machine slots
 - ▣ Flyers
 - ▣ Table tents will give tips and test your snacking knowledge
 - ▣ Posters with Good Choice information
- Lunch & Learn education sessions-pilot agencies



Good Choice Logo



Good Choice Flyer & Poster

Make a good choice.



It's a bright idea!

Learning to select a Good Choice in the vending machine is a great start to a healthy lifestyle.

Join the Nutrition and Physical Activity Division of the Alabama Department of Public Health to talk with a Registered Dietitian about making good nutrition choices. Learn about reading food labels and the 10-10-5 rule of thumb for healthy snacks.

DATE/TIME: _____

LOCATION: _____

What will you pick?



Make a good choice.

Look for the Good Choice symbol when choosing a healthy snack in the vending machines at work.



Healthy Vending Machine Project

- Pilot Project....
- Worked with UA to develop an employee snacking survey-sent out in early October
- Pilot started at end of October 2010

**Non-state Agencies considering policy implementation:

-City of Montgomery

-Baptist Health Systems



Healthy Vending Machine Project

- ❑ What we are doing:
 - ❑ Evaluating sales data
 - ❑ Expanding to 3 additional state agencies by June if no losses; if losses -- reevaluate
 - ❑ Mailing information to state agencies
 - ❑ Expanding to 3 additional state agencies in September or re-evaluate

- ❑ Long range goal
 - ❑ Expand to all state agencies at state and county level offices



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- Request Executive Order from the Governor – Feb., 2012



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- Questions?
- Comments?



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- Thank you!

