

East Tennessee Wellness Roundtable's

Better Bite: Healthy Vending Toolkit

For Healthy Vending in the Workplace



Table of Contents

Why Healthy Vending	3
Healthy Vending Guidelines	4
Using the <i>Vending Product Compliance Calculator</i>	5
Implement the Change	6-7
Take Inventory.....	6
Communicate with Vendors.....	6
Select Healthy Products.....	6
Promote Change.....	7
Monitor and Evaluate.....	7
Sample Healthy Vending Policy	8
Sample Vendor Letter Template.....	9
Sample Employee Vending Survey	10-11
References	12

Why Healthy Vending



According to the most recent Behavioral Risk Factor Survey, more than half of adults in Tennessee report being overweight or obese, and Tennessee is ranked 15th among the states with the highest adult obesity rates in the nation.¹ Obesity-related illnesses, including high blood pressure, Type 2 diabetes, heart disease, stroke and certain types of cancer, are the leading causes of death in the United States. Therefore, decreasing obesity prevalence through prevention and treatment has become a national goal.² One key strategy in obesity prevention and management is improving access to healthy foods and beverages.

Many Americans spend at least one-third of their day at work, which makes improving the food environment of the workplace a promising approach for obesity prevention and health promotion.³ Vending machines are used as a convenient and common source of snacks and beverages in the workplace. The food and beverage options available to employees can impact their health, and many traditional vending options are high in calories, fat, sugar and sodium.³

In addition to improving employee health outcomes, providing healthy vending options is good for business. According to a 2010 report by the Snack and Food Association, more than half of consumers are attempting to eat healthier (around 74%).⁴ When made available, healthy snacks have been shown to sell up to four times better than unhealthy food options.⁹ Moreover, studies have shown that vending revenues either maintain or increase, even when only half of the vending machine options were changed to healthier foods.⁴

The Healthy Vending Toolkit was created to help organizations improve the quality of snacks and beverages in vending machines and to create a culture of health at worksites. This toolkit includes:

- Recommended healthy vending guidelines
- Strategies for successful implementation
- Sample healthy vending policy
- Sample vendor letter template
- Sample employee vending survey
- Vending product compliance calculator

Organizations are encouraged to consider flexible approaches for implementing healthy vending that are tailored to the needs and culture of the worksite. If you have questions after reviewing this toolkit, please contact the Knox County Health Department at 865-215-5170.

Healthy Vending Guidelines



Snack Options	
Calories ⁵⁻⁸	No more than 200 calories per package
Fat ^{5,8,9}	No more than 35% of calories from fat (≤ 7 grams in a 200 calorie snack) excluding nuts, nut butters and seeds
Saturated Fat ⁵⁻⁹	No more than 10% of calories from saturated fat (≤ 2 grams in a 200 calorie snack)
Trans Fat ⁵⁻⁹	Zero grams of trans fat
Sugar ^{5,6,8}	No more than 35% of calories from total sugar with a maximum of 10 grams of sugar in the total package excluding fruits/vegetables and yogurt without added sweeteners
Sodium ⁵	No more than 200 milligrams of sodium per package



Beverage Options	
Calories ^{5,6}	At least 50% of available beverages (other than 100% juice and unsweetened milk) must contain ≤ 40 calories per serving
Water ⁵	Spring or filtered water
	Calorie-free carbonated water
Coffee or Tea ⁵	Unsweetened coffee or tea
Milk ^{5,7}	Unflavored fat-free or low-fat (1%) milk or milk alternatives with ≤ 200 calories per container
Juice ^{5,7}	100% fruit or vegetable juice with no added sugar and ≤ 180 calories per 12-ounce container (limit to 12-ounce container)
Other Beverages ^{5,6}	For beverages with more than 40 calories/serving, only offer servings of 12 ounces or less (excluding unsweetened milk and 100% juice)

*These guidelines were developed after compiling and considering expert recommendations from several evidence-based sources.⁵⁻⁹

Using the Calculator

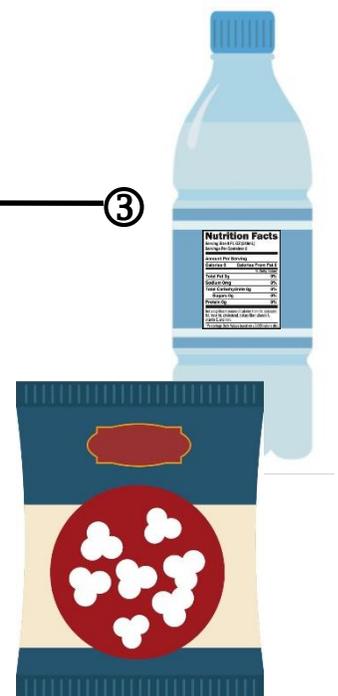
How to Identify Healthy Vending Products Using the *Vending Product Compliance Calculator*

Nine steps to determine if a product is compliant with the healthy guidelines outlined above.

1. Open the [Vending Product Compliance Calculator](#).
2. Search for the product's brand and name in columns B and C, respectively.
3. Found it? Check the product's compliance under column A.
4. Couldn't find it? You can enter the item as a new product. Follow steps 5 through 9 to enter a new product.
5. Type the product's brand and name in columns B and C, respectively.
6. Enter the product's package size, in ounces and grams, in columns D and E, respectively.
7. Using the product's Nutrition Facts label (below) find the number of servings ① and enter it in column F.
8. Find the number of calories ②, calories from fat ③, grams of fat, saturated fat and trans fat ④, milligrams of sodium ⑤ and grams of sugar ⑥ and enter them in columns G through M.
9. All done! Check the product's compliance under column A.

Vending Product Compliance Calculator			Input Your			
			Total Calories	Sugar	Total Fat	
			Metric			
			Value			
<p>Navigation Links</p> <p>Input Your Vending Policy Criteria</p> <p>Traditional Vending Snacks & Return to the Top</p> <p>Add Your Own Traditional Vending Snacks</p> <p>Fruit/Yogurt Exemptions</p> <p>Nut/Seed Exemptions</p> <p>Trail Mix Exemptions</p>						
12	Compliance	Manufacturer/Brand	Product	Package Size (oz)	Package Size (g)	Servings
Traditional Vending Snacks						
14	Click Arrow to	Sort Compliance	Manufacturer/Brand	Product	Package Size (oz)	Package Size (g)
15	Compliant	Austin	Zoo Animal Crackers	2		56
16	Compliant	Austin's	Grilled Cheese Flavored Sandwich Crackers			39
17	Compliant	Austin's	Pepper Jack Sandwich Crackers	1.38		39
18	Compliant	Back to Nature	Chocolate Chunk Cookies	1.25		35
19	Compliant	Back to Nature	Honey Graham Sticks	1		28

Nutrition Facts	
Amount Per Serving	
①	Calories 250 Calories from Fat 110
②	% Daily Value*
④	Total Fat 12g 18%
	Saturated Fat 3g 15%
	Trans Fat 3g
	Cholesterol 30 mg 10%
	Sodium 470 mg 20%
⑤	Total Carbohydrate 31g 10%
	Dietary Fiber 0g 0%
⑥	Sugars 5g
	Protein 5g



Five Steps to Healthy Vending

Implement the Change^{5,6,10}

A [Sample Healthy Vending Policy](#) is provided on page 9 of the toolkit. Once your policy is in place, work with vendors and employees to promote the healthy change in the workplace. The following steps serve as a guide for implementing changes in vending machines.

- 1. Take inventory:** Take inventory of existing vending machines by assessing current foods and beverages offered. Take photos of vending machines to document current vending options. Answer questions, such as:
 - How many vending machines are in the facility?
 - Where are they located?
 - Where are healthy items located in vending machines?
 - What is the level of interest from employees and administrators for healthy vending?
 - How many items currently meet guidelines?
- 2. Communicate with vendors:** Cultivate a relationship with vendors and coordinate a joint commitment to the new guidelines. Use the sample vendor letter (see [Sample Vendor Letter Template](#) on page 10) to communicate vending changes. Clarify new guidelines, vending policy and the implementation timeline. Provide a list of suggested healthier foods (printed copy of the *Vending Product Compliance Calculator*) and recommend placement of healthy items at eye level. Gather information from the vendor about the products they sell that meet the criteria. It is important to communicate with vendors about setting a reasonable price on healthy snacks because price influences snack choices.
- 3. Select healthy products:** Use the *Vending Product Compliance Calculator* and employee satisfaction/interest surveys (see [Sample Employee Vending Survey](#) on pages 11-12) to select healthy products that scored highly on the employee survey.



- 4. Promote change:** Use marketing strategies to increase promotion and usage of vending machines. Marketing strategies can be used to communicate the changes being made in the vending machines and to generate excitement. Effective marketing strategies are one of the keys to successful implementation.

In the vending machine: Place the Better Bite stickers inside the vending machines to indicate the healthier choices. Give healthiest products better placement in the vending machines. Focus on displaying healthier items at eye level.

On the vending machine: Use the Better Bite decals on the front of the vending machines to make consumers aware of the healthy vending guidelines such as limits for calories, sugar, fat and sodium.

Taste Tests: Coordinate an event where employees can sample new products that may be available for purchase. Gather feedback and comments from participants to determine products that are more likely to be purchased.

In the Building: Use signage throughout the office to inform consumers about the new healthy vending initiative. Present a monthly spotlight or taste test to highlight a healthy item in the vending machines. Promote healthy vending options in the cafeteria or break room using signs and table tents.

Outreach and Education: Send an email to all staff informing them of the healthy vending policy with examples of new items that will be offered and the benefits of healthy snacking. If your office has a newsletter, include information about new products and upcoming promotions.

- 5. Monitor and evaluate:** Collect feedback periodically via surveys from employees in order to determine if healthy vending is accepted. If needed, identify barriers to meeting standards and engaging employees. Based on feedback, refine vending machine options to better suit facility, while upholding nutrition standards that are important in your workplace. Plan regular compliance checks to assure policy standards are being met. A worksite wellness team is an ideal group to monitor vending compliance.



Sample Healthy Vending Policy

(BUSINESS NAME) has a commitment to create an environment that encourages healthy eating habits among its employees. The following policy has been developed to incorporate healthier food and drink options in all vending machines at all (BUSINESS NAME) locations.

The intent of this policy is to make healthy choices more accessible and appealing to employees, not to restrict choices.

(BUSINESS NAME) will provide employees with a variety of healthy snacks and beverages that meet the following criteria:

Snack Standards⁵⁻⁹

At least ____% of snacks offered in vending machines must meet the following standards:

- No more than 200 calories per package
- No more than 35% of calories from fat (excluding nuts, nut butters and seeds)
- No more than 10% of calories from saturated fat
- Zero grams of trans fats
- No more than 35% of calories from total sugar with a maximum of 10 grams of sugar in the total product (excluding fruits/vegetables and yogurt without added sweeteners)
- No more than 200 milligrams of sodium per package

Beverage Standards⁵⁻⁹

At least ____% of all beverages offered in vending machines must be:

- Calorie-free carbonated water
- Unsweetened coffee or tea
- Unflavored fat-free or low-fat (1%) milk or milk alternatives with fewer than or equal to 200 calories per container
- 100% fruit or vegetable juice with no added sugar and fewer than or equal to 180 calories per 12-ounce container (limit to 12-ounce container)
- At least 50% of available beverages (other than 100% juice and unsweetened milk) must contain fewer than 40 calories per serving

Snacks and beverages sold in (BUSINESS NAME) will adhere to the above nutrition and beverage standards by (DATE). This policy will be reviewed on a (TIME FRAME) to ensure it remains current and practical.

Signature

Title

Name of organization

Date

Sample Vendor Letter Template

(DATE)

Dear (VENDOR NAME),

(BUSINESS NAME) has a new Healthy Vending policy, and we are requesting your support.

Healthy vending is good for business⁴

Providing healthy vending options is good for business! At any given time, more than half of consumers are attempting to eat healthier. When made available and strategically placed, healthy snacks more than doubled in sales, either maintaining or increasing revenue. Stocking healthier items can increase profits and expand your company's services to new consumers. Healthy snacks and beverages are in high demand by our employees. *(If possible, add data from employee survey to support case for employee demand.)⁴*

We want to make this easy for you

For your convenience, a Healthy Vending calculator is available upon request to assist with meeting our company's new Healthy Vending standards. We would like to work with you to determine which of your products meet the new guidelines. If available, can you provide a list that includes nutrition information and ingredient lists for all the products your company offers?

We would like to incorporate Healthy Vending options for our employees by (IMPLEMENTATION DEADLINE, *suggested 3-6 months from date of letter*). To be compliant with our new policy, at least ___% of snacks and ___% of beverages offered must meet these new standards. A copy of the Healthy Vending Policy is included/attached for your reference as well.

Thank you for your consideration and support of our efforts to help our employees be healthy. We value our partnership with (VENDOR NAME). If you have any questions or need additional information, please contact me at (YOUR CONTACT INFORMATION).

Sincerely,

(YOUR SIGNATURE)

Sample Employee Vending Survey¹⁰

(Insert your company name) is conducting a survey to gather information about your use and opinion of vending machine food and beverage items. Our goal is to offer healthy options you will like. Thank you for your input.

1. Do you currently purchase items from a vending machine at work?

- Yes
- No

2. How many times per week do you currently purchase items from the vending machine(s)?

- Never
- Less than once per week
- 1-2 times per week
- 3-4 times per week
- 5-6 times per week
- 7 or more times per week

3. On average, how much do you spend per week at the vending machine(s)?

- \$0 - \$1.99
- \$2.00 - \$3.99
- \$4.00 - \$5.99
- \$6.00 or more

4. How satisfied are you with the current vending choices?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

5. On a scale of 1 to 5 (1= very healthy and 5=very healthy), how healthy do you think items are in the vending machine(s)?

- 1
- 2
- 3
- 4
- 5

6. Are you able to identify healthy foods and beverages at the vending machine(s)?

- Yes
- No

7. When making a choice at a vending machine, how important is:

	Not Important	Somewhat Important	Very Important
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How "healthy" the snack is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. I would use the vending machine(s) more often if healthier choices were available.

- True
- False

9. I would purchase healthy options in the vending machine at work if they were available.
(ex. baked chips/pretzels, mixed nuts, granola bars, milk, water or flavored water)

- True
- False

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

- \$0.75 or less
- \$1.00
- \$1.50
- \$1.75 or more

11. What healthy options would you like to see in the vending machines?

References

1. *Behavioral Risk Factor Surveillance System Survey Questionnaire* [PDF]. (2018). Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.
2. Patel, S. (2010, September 23). OBESITY Halting the Epidemic by Making Health Easier. Retrieved from <https://healthmap.wordpress.com/2010/09/23/obesity-halting-the-epidemic-by-making-health-easier/>
3. Healthy Vending in the Workplace An Employer Toolkit. (2014). Retrieved from <http://www.marc.org/Community/Public-Health/Assets/Healthy-Vending-Guide-2014.aspx>
4. Financial Implications of Healthy Vending. (2014). Retrieved from <https://cspinet.org/sites/default/files/attachment/finance-health-vend.pdf>
5. NANA Model Beverage and Food Vending Machine Standards. (2013). Retrieved from <https://cspinet.org/resource/nana-model-beverage-and-food-vending-machine-standards>
6. Cafeterias and Vending Facilities: Healthy Food in the Federal Workplace. (2018, November 21). Retrieved from <https://www.gsa.gov/real-estate/facilities-management/tenant-services/cafeterias-and-vending-facilities-healthy-food-in-the-federal-workplace>
7. Recommended Nutrition Standards for Procurement of Foods (n.d.). Retrieved from http://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_320781.pdf
8. Nutrition Environment Measures Vending Survey (NEMS-V). (n.d.). Retrieved from <http://nems-v.com/>
9. Dietary Guidelines for Americans. (2015). Retrieved from <https://health.gov/dietaryguidelines/2015/>
10. Employee Vending Machine Survey - york.ca. (2016). Retrieved from https://www.york.ca/wps/wcm/connect/yorkpublic/75eb9f94-56aa-4253-972a-890a47bd93c2/Vending_machine_survey.pdf?MOD=AJPERES