Healthier Vending & Concession Initiative

Implementation Toolkit

Adapted by the Lorain County General Health District from the:

Nutrition Environment Measures Survey for Vending (NEMS-V) by the Iowa Department of Public Health, Iowa State University Extension and Outreach, and the Wellmark Foundation;

A Blueprint for Healthier Vending by the Chicago Department of Public Health;

and the Healthy Vending Guide by Nemours Health and Prevention Services.

Connect with the Lorain County General Health District:

Like us on Facebook
Follow us on Twitter

9880 South Murray Ridge Road
Elyria, Ohio 44035
www.loraincountyhealth.com

Elyria (440) 322-6367
Lorain (440) 244-3418
Fax (440) 322-0911
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3-4</td>
</tr>
<tr>
<td>Why do we need Healthier Vending?</td>
<td>3-4</td>
</tr>
<tr>
<td>Red, Yellow, Green Standards Defined</td>
<td>4</td>
</tr>
<tr>
<td>The “4 P’s” of Healthier Vending</td>
<td>4-5</td>
</tr>
<tr>
<td>Creating a Healthier Vending Policy</td>
<td>6-7</td>
</tr>
<tr>
<td>Steps for Implementation</td>
<td>7-8</td>
</tr>
<tr>
<td>Appendix</td>
<td>9</td>
</tr>
</tbody>
</table>

A. Sample Employee Survey
B. Vending Audit Tool
C. Optional Preference Selection Assessment
D. Test Tasting Procedures
E. Healthy Vending Promotional Materials
F. Sample Vendor Contract Considerations
G. Healthier Vending Awards
H. Sales Tracking Document
I. Sample Email/Letter to Vendor
J. Sample Press Release
K. Sample Social Media Messaging
L. Sample Staff Email
M. How to Read a Nutrition Label
N. Concession Specific Tools
The Healthier Vending & Concession Initiative increases consumer choice by expanding access to healthier snack and drink options for consumers through vending machines and concession stands. When healthier vending is implemented at facilities, it is designed to benefit employees and building visitors while supporting vendors’ business interests. The purpose of this toolkit is for worksites to use this guide to implement their own healthier vending/concession initiative and policy by removing 30-100% of the “unhealthy” items and replacing them with healthier alternatives. This document is for a variety of community and work settings. The Lorain County General Health District is available to provide technical assistance in understanding the toolkit to ensure that worksites are able to increase their capacity to successfully implement the various components.

This toolkit uses the Nutritional Environment Measures Survey for Vending (NEMS-V) to run food labels through a healthy choices calculator. This calculator codes each product by the nutritional value, and those codes refer to how often those products should be purchased. Each product is coded green (choose often), yellow (choose sometimes), or red (choose rarely) based on Health and Sustainability Guidelines (HHS) for Federal Concessions and Vending Operations, 2012. Then, worksites can work with vendors to increase availability of the healthier green and yellow coded products.

Staff provides feedback through taste testing regarding which healthier options are their favorite. This information helps to determine which options would improve or maintain machine sales. Facilities can use this information to work with their vendor to make healthier selections for their vending machine and monitor success through monthly sales reports.

**Objective:** Work toward one of the NEMS-V standards below. A good starting point may be the bronze level standard with the intent to work up toward gold level coding in 1-3 years.

<table>
<thead>
<tr>
<th></th>
<th>Food</th>
<th>Beverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>50% of food is yellow or green</td>
<td>75% of beverages are yellow or green</td>
</tr>
<tr>
<td>Silver</td>
<td>40% of food is yellow or green</td>
<td>65% of beverages are yellow or green</td>
</tr>
<tr>
<td>Bronze</td>
<td>30% of food is yellow or green</td>
<td>55% of beverages are yellow or green</td>
</tr>
</tbody>
</table>

Why do we need healthier vending and concessions?

- A review of worksite health programs showed that well-implemented workplace health programs can lead to 25% savings each on absenteeism, health care costs, and workers’ compensation and disability management claims costs.⁹
- More than one-third (34.9% or 78.6 million) of U.S. adults are obese.²
- Chronic diseases are responsible for 7 of 10 deaths each year.³
• Vending machines are a common source of junk food and sugary drinks. Making healthy foods available in vending machines provides variety and creates a healthier environment. This includes fruits, vegetables, low calorie, low fat snacks and beverages. 4

• Typical vending machine products are high-calorie, high-fat foods and beverages which are major contributors to overweight and obesity. Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of preventable death. 2

**Red, Yellow, Green Defined**

• The food and beverage standards in the NEMS-V tool are based on the Health and Sustainability Guidelines (HHS) for Federal Concessions and Vending Operations, 2012. 7

![Image of traffic light]

The food and beverage standards are divided into color codes based on their nutrition profiles.

- **RED** food and beverages are not as healthy and fall outside the Dietary Guidelines for Americans.
- **YELLOW** food and beverages are healthy foods that meet the Dietary Guidelines, but do not meet the strictest criteria for sodium and sugar (milk and yogurt).
- Food and beverages in the **GREEN** category are considered the healthiest, are consistent with the Dietary Guidelines for Americans and provide a serving of fruit, vegetable, low-fat dairy or whole grain.

Visit the NEMS-V [Food and Beverage Coding Summary](#) to view model vending guidelines and how color standards are assigned.

### The “4P’s” of Healthier Vending:

One method for encouraging the selection of healthier vending options is to use the traditional marketing approach of the “4P’s”: Product, Promotion, Price, and Placement. 5
Product

Having healthy items available will make the healthy choice the easy choice. Typical vending products include items that have low nutritional quality.

**Action Step:** Offer a majority of green and yellow coded healthier foods and beverages in your vending machine to make it easier to make the healthy choice.

Promotion

Promotional efforts, including labels and motivational signs on vending machines, can increase awareness and selection of healthier food and beverages. A few effective methods for increasing the selection of healthy items include:

- Using the [NEMS-V Healthy Choices Calculator](#) to determine which vending items fall within the green, yellow and red standards and labeling them appropriately with a colored sticker or a colored pusher, or both.
- Continue to prominently mark healthier choices (i.e. green and yellow options) through materials such as posters and floor clings.
- Displaying a large motivational sign on top of the vending machine encouraging the low-fat food and non-sugar-sweetened beverage selections has proven to be effective.

**Action Step:** Use visible prompts such as labels, stickers, pushers, floor clings, and posters to identify and promote healthy options.

Price

Selling healthy vending items at a lower price than the other options can be an effective incentive for healthy eating. A study found that the sale of low-fat snacks increased by 80% during a 3 week period when prices were reduced by 50%. Most importantly, these price reductions did not significantly affect overall vending revenue. Therefore, reducing the price of healthy foods and beverages, or raising the prices of less healthy options, can be another way to promote healthier vending choices.

**Action Step:** Offer healthier green and yellow options at lower prices.

Placement

The placement of the products in vending machines can increase healthier purchases. Consider placing healthier foods and beverages in prime locations within a vending machine.

**Action Step:** Place healthier green and yellow food items at eye level where they are most noticeable.
Creating a Healthy Vending Policy:

One of the most effective ways to approach healthier vending is to create a vending machine policy. Each approach below is an important strategy toward consumption of healthier food and beverage, however a policy should be considered the ultimate goal. Healthier vending policy truly promotes sustainable health in your organization.

1.) Have healthy options available

Most vending machines do not currently offer healthy products as part of their selection. Offering healthy food and beverage in your vending machine will provide a wider variety of products. Consider including healthier ethnically and culturally familiar foods for your demographic.

**NEMS-V Target Policies:**

<table>
<thead>
<tr>
<th></th>
<th>Food</th>
<th>Beverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>50% of food is yellow or green</td>
<td>75% of beverages are yellow or green</td>
</tr>
<tr>
<td>Silver</td>
<td>40% of food is yellow or green</td>
<td>65% of beverages are yellow or green</td>
</tr>
<tr>
<td>Bronze</td>
<td>30% of food is yellow or green</td>
<td>55% of beverages are yellow or green</td>
</tr>
</tbody>
</table>

2.) Make healthy options easier 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 the unhealthy products. Use these strategies for the healthier alternatives. This includes lowering the price, increasing visibility/shelf placement, and highlighting the healthiest options with the NEMS-V red, yellow, and green materials.

- Work with vendors to price the healthier food and beverage at the lowest cost. Get this in writing.
- Work with vendors to only advertise healthier products on vending machines where applicable. For example, advertising Aquafina over Coca-a-Cola.
- Place the healthier items at eye level. Maintain the option to rearrange items as needed.
- Use signage, stickers, and pushers to identify which products are the healthiest with the NEMS-V green, yellow and red coding system.
- Use education and materials to promote healthy products including floor clings, posters, and machine toppers.
- Ensure vendors know the **FDA requires vending machines to post calories next to each item if the operator owns more than 20 machines** by December 1, 2016.
3.) Offer only healthy food and beverages

The healthiest vending approach is to work toward 100% healthy vending. Selecting items from this NEMS-V list of products that meet yellow/green criteria can help you in your selection. This would mean only stocking food and beverages that meet the green and yellow vending guidelines and surpassing the gold standard.

---

**Steps for Implementation:**

**Initiative Description:** Increase consumer choice by expanding access to healthier snack and drink options for consumers through vending machines.

**Steps to implement and evaluate the Healthier Vending Initiative at facilities for consumers:**

1. Determine the scope of your Healthier Vending Initiative – consider appointing a person or group to head the initiative.
2. Create an implementation plan with goals and strategies to reach your chosen objective of bronze, silver, or gold level vending machine (don’t forget the 4 P’s).
3. Educate and engage those in the surrounding environment such as administrators, staff, food, and nutrition service providers, students, parents, and anyone else involved through the staff vending email, etc.
4. Create a budget for the initiative that covers your promotional materials and taste testing supplies.
5. Assess the environment:
   a. Survey staff and other stakeholders about current healthy eating perceptions
   b. Determine how many and where the vending machines are located and audit what products are currently offered using the NEMS-V tool
6. Work with vendors to increase healthier vending options
   a. Mail or email your vendor to make request for healthier alternatives, and follow-up with phone conversations when necessary
   b. Ask for a listing of healthier options, should that be available
   c. Run food labels of healthier alternatives through the NEMS-V Healthy Choices Calculator and determine green, yellow or red coding. OR select new green/yellow products from this predetermined NEMS-V green/ yellow list.
   d. Review vender considerations and complete a new contract with vendor
7. Promote the new healthy vending options!
   a. If your selected list of green/yellow vending products is too long, have staff narrow down the options by completing the optional preference assessment form.
   b. Use taste-testing events to engage the community and find out preferences
   c. Post signage at the vending machines promoting the initiative
   d. Post stickers in vending machine labeling foods based on their health coding (red, yellow, or green)
   e. Use social media messages and media release to promote
   f. Place award medal cling in upper corner of machine to highlight your level of success

8. Evaluate and enforce the new vending changes
   a. Continue work with vendors to ensure products offered are healthy and meet the guidelines
   b. Evaluate sales at baseline, then monthly or quarterly
   c. Request feedback from your employees, as well as others in the environment to guide next steps/product changes
   d. Work towards the gold level, or beyond with 100% green and yellow coded products over time

References:
3. Center for Disease Control and Prevention, Chronic Disease Prevention and Health Promotion, 2015 http://www.cdc.gov/chronicdisease/
Appendix

A. Employee Pre-Survey

This survey should take no longer than 10 minutes and is meant to help us gain a better understanding of your preferences for snack items in the vending machines at INSERT WORKSITE.

Please check the best answer:

1. How many times per week do you buy food and/or beverages from vending machines?
   □ Less than 1 time/week □ 1-2 times/week
   □ 3-4 times/week □ 5-7 times/week

2. When making a choice at a vending machine, how important is: (Mark one box for each item)

<table>
<thead>
<tr>
<th>Important</th>
<th>Somewhat Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trying a new snack</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snack taste</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snack price</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calorie count of snack</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amount of fat in snack</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amount of carbs in snack</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
   | Other:_____________________

3. Do you think vending machines are part of a healthy workplace?
   □ Yes □ No □ Could be □ Unsure

4. Are you able to distinguish healthier foods and beverages at your worksite vending machines?
   □ Yes □ No □ Unsure

5. If healthier food options were made available to you, would you purchase them?
   □ Yes □ No □ Unsure

Comments/Suggestions:____________________________________________________________________________________
________________________________________________________________________________________________________
B. Vending Audit

To begin working toward your predetermined healthier vending level of bronze, silver, or gold, you must first determine the color code of the items currently stocked in the machine. To do this, you will use this tool to complete a vending audit.

Steps:

1.) Compile a sample or just the food label from the items currently stocked in your vending machine. Make sure you have the correct food label for the snack size and flavor, as there can be variations.

2.) Go to NEMS-V site and use the Healthy Choices Calculator to plug in the numbers listed on the food label.

3.) Record item information in the chart below, including the color code from the Healthy Choices Calculator. Write in any comments that may be helpful. Total your numbers and determine how many red needed swapped out to meet your gold, silver, or bronze level.

4.) Work with vendor to select healthier options. Run these food labels through the Healthy Choices Calculator if necessary (may use the sheet below) or select predetermined items from this NEMS-V listing of products that meet the yellow/green criteria.
# Healthier Vending Audit Sheet

Adapted from the NEMS-V tool at [www.nems-v.com](http://www.nems-v.com)

**Organization:**

________________________________________________________ Date: ______________________

Machine ID: ___________ Number of Machines: _______ Vendor: _______________

*May need to print duplicates*

<table>
<thead>
<tr>
<th>Slot #</th>
<th>Item</th>
<th>Pkg. Size (oz. or g)</th>
<th>Price</th>
<th>Color Code</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Green</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yellow</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Red</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Food</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bev.</td>
<td></td>
</tr>
</tbody>
</table>

**TOTALS:**
After selecting green and yellow vending products for consideration in your machine, you have the option to use this chart to further narrow down items that may be sampled later in your taste test. First, write in the food/beverage options. Next, have staff put tally marks next to items they would purchase of each food/beverage item. Add up the total number of tally marks next to each item to determine which items are most likely to be purchased. Then, include the most popular items in your taste testing.

Put a tally next to all food items that you would purchase:

<table>
<thead>
<tr>
<th>FOODS</th>
<th>Would Purchase</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ex. Raisins</td>
<td>IIIIII</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
D. Taste Testing

Hold one or multiple taste tests to determine which healthier vending items participants would buy before selecting the new items through your vendor.

Supplies Needed:

- Product samples
- Serving gloves
- Clean surface
- Sample cups/plates/napkins
- Dot stickers
- Markers
- Large flip chart memo paper

Steps:

1) On flip chart paper write down “Would you Buy” and split the page into two or four blocks. In each block write the name of the product you are sampling. If more items, make multiple sheets.

2) Prep and set out a specific number of samples of each item, jot down your starting number in the chart below. Please follow food safety guidelines (wear gloves, serve in sample cups, etc.).

3) Let patrons taste as many different items as they’d like, but limit to one taste per item!

4) After testing the items, ask participants to stick a dot in the blocks on the flip chart paper indicating what they would purchase. If they would purchase more than one of the items sampled, have them add a dot under each item that they “would purchase”.

5) Engage in conversation whenever possible....“how much would you pay for that item?” “Why did you like that particular item?” Jot down feedback/thoughts that you think would be helpful.

Continued on next page....
6) Encourage participants to write items they would like to see offered on a separate sheet.

7) After the taste test session is over, count up the number of prepared samples you have left over (if any). Subtract that number from your starting number to see how many samples were tested.

8) Count the dots on the chart for each item then divide that by the total # of samples (of all products) for a percentage. The higher the percentage the more that would purchase.

Taste Testing Results:

<table>
<thead>
<tr>
<th>Sample Food</th>
<th>Total Starting Sample #</th>
<th># Sampled at Taste Testing (total starting – amount leftover)</th>
<th># Dots on Chart</th>
<th>% That Liked Item (# dots/ # sampled)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments:
E. Healthier Vending Promotional Material Order Information

Materials Available for Order from Local Vendor:

1. Product Label Green/Yellow/Red Stickers
2. Posters: 8.5x11 or 18x12
3. Floor Cling: 18x24
4. Machine Topper: 8x24

Contact:
Ben Zientarski
lakescreen@centurytel.net

Lake Screen Printing Inc.
1924 Broadway Ave.
Lorain, OH 44052
Ph: 440 244-5707
www.LakeScreen.Com

Snack Smart
Choose Green.

Poster

Floor Cling

Price Stickers

Vending Machine Topper
Materials Available for Purchase Online:

1. Vending Machine Pushers:
   - These pushers (colored green, yellow, or red) can serve as way to code the products in the vending machine. They also make sure that the rotating coil scoops the product and lifts it up and out so that there is not a way for the product to get stuck.

   Contact:
   D & S Vending Inc.
   2062 East 70th Street
   Cleveland, Ohio 44013

   Dennis Olson
dennis@dsvendinginc.com
216-361-1022
Fax 216-361-0291


F. Sample Vendor Contract Considerations

Sample Vending Contract Language - Expanding access to healthier snack and drink options for consumers through vending machines
(Don’t forget the 4 Ps!)

Phase 1: BRONZE-LEVEL

1. Specifications regarding the product mix:
   a. 30% of slots must consist of healthy food and 55% healthy beverage options that pass with a yellow or green rating on the NEMS-V Healthy Choices Calculator
   b. Retain control over the types of products that are sold, including the choice not to sell certain products.
   c. Agreement’s primary purpose is to provide healthy products, and the vendor’s failure to deliver those products is a breach of contract.
2. Specifications regarding product display placement:
   a. Healthy options must be placed in the position with the highest selling potential.
   b. High calorie foods and beverages must be placed in the position with the lowest selling potential.
c. Highest selling potential means those closest to eye level, and lowest selling potential means those furthest from eye level, or as determined by industry best practices.

d. Nutritious products are kept stocked as continuously as non-nutritious products.

3. **Promotional space:**
   a. Promotional space on the vending machines (i.e. sides, front panel, etc.) including but not limited to the language and graphics, if used, is subject to the approval of WORKSITE in its sole discretion and must be used only to promote healthy choices.

4. **Price:** (Recommended)
   a. Pricing that encourages healthy choices (e.g. by establishing lower prices for healthier choices, increasing prices for unhealthy choices)
   b. Requiring that the vendor provides accurate and timely financial reports, and allow periodic audits of their financial records related to the contract

**Phase 2: SILVER-LEVEL**

1. **Specifications regarding the product mix:**
   a. 40% of slots must consist of healthy food and 65% healthy beverage options that pass with a yellow or green rating on the NEMS-V Healthy Choices Calculator
   b. Retain control over the types of products that are sold, including the choice not to sell certain products.
   c. Agreement’s primary purpose is to provide healthy products, and the vendor’s failure to deliver those products is a breach of contract.

2. Specifications regarding product display **placement:** same as above

3. **Promotional space:** same as above

4. **Price:** (Recommended) same as above

**Phase 3: GOLD-LEVEL**

1. **Specifications regarding the product mix:**
   a. 50% of slots must consist of healthy food and 75% healthy beverage options that pass with a yellow or green rating on the NEMS-V Healthy Choices Calculator
   b. Retain control over the types of products that are sold, including the choice not to sell certain products.
   c. Agreement’s primary purpose is to provide healthy products, and the vendor’s failure to deliver those products is a breach of contract.

2. Specifications regarding product display **placement:** same as above

3. **Promotional space:** same as above

4. **Price:** (Recommended) same as above
G. Healthier Vending Recognition

After achieving bronze, silver, or gold level criteria, you can recognize your success. Refer back to the introduction for a list how to achieve these NEMS-V standards. Clings can be used on your vending machine to display bronze, silver, or gold level vending achievements. Let people know about your commitment to healthy vending in your workplace.

<table>
<thead>
<tr>
<th></th>
<th>Food</th>
<th>Beverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>50% of food is yellow or green</td>
<td>75% of beverages are yellow or green</td>
</tr>
<tr>
<td>Silver</td>
<td>40% of food is yellow or green</td>
<td>65% of beverages are yellow or green</td>
</tr>
<tr>
<td>Bronze</td>
<td>30% of food is yellow or green</td>
<td>55% of beverages are yellow or green</td>
</tr>
</tbody>
</table>
H. Sales Tracking Document

Track the sales in your vending machine using this sales tracking document. Determine which items are being purchased more frequently to evaluate the changes made to the vending machine content.

Evaluating your machine:

1. Complete a baseline reading of your machine before any changes are made
2. Connect with your vendor to learn about their stocking schedule and schedule assessments to occur before new stock is brought in
3. Fill in the document with stocked items and save the template for future months
4. Use this tool to assess the machine’s sales before re-stocking occurs
5. At approximately 6 months, assess which items are selling well and which items are not
6. For those that are not selling well consider adjusting pricing and the product placement
   a. Work toward making healthier options less expensive
   b. Consider that items along the bottom might be less noticeable and try switching placement so that healthier options are at eye level
7. If these items continue to not produce the sales numbers you are looking for, identify new options to replace those items in the machine that keeps the red, yellow, and green balance

*Which items are selling out first? Is the price affecting what people purchase? Use the tracking document to answer important evaluation questions.*
Healthier Vending Initiative: Sales Tracking

**Duplicate as needed**

**Site:**

**Sales start/end date:**

**Contact:**

*Please complete this document at the end of each month to track monthly sales.*

<table>
<thead>
<tr>
<th>Slot #</th>
<th>Item (Full Name)</th>
<th>Brand Name</th>
<th>Healthy Choice Label Color</th>
<th>Price per Unit</th>
<th>Units Sold</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Continued on next page....
Dear (Vending Company),

In an effort to improve access to healthier vending options, INSERT YOUR COMPANY NAME HERE has decided to change our current vending machines to be INSERT PERCENTAGE (i.e. 100%, 50%) healthy.

Our company has established a healthier vending initiative that has put in place goals and strategies. We have also surveyed staff about their healthier option preferences. Please review the enclosed list and make any other further recommendations for items to help our goal.

To assist the consumer in accessing healthier snack and drink options, we are asking that you designate INSERT PERCENTAGE of slots for healthy alternatives/options, and identify these slots with the enclosed sticker and/or pusher. Periodically, the vending machines will be surveyed to see if the stickers and/or pushers are in place and whether items in the designated slots meet the nutrition standards.

We would like all vending machines to be in compliance before SPECIFY DATE. Before then, we would like to meet with a representative to discuss further details including the availability of healthier options, labeling the items, and cost to name a few. Please contact us with any questions and to begin negotiation. Thank you for your participation in making the healthy choice the easy choice.

Sincerely,

NAME
BUSINESS NAME
PHONE NUMBER
EMAIL ADDRESS

Adapted from “A Blueprint for Healthier Vending”
J. Sample Press Release

For Immediate Release:  
DAY OF WEEK, DATE

Contact: NAME, PHONE OR EMAIL

ORGANIZATION NAME has implemented a Healthier Vending Initiative

(Organization) is making healthy options available in company vending machines to promote wellness for its employees (and patrons/visitors)

ORGANIZATION NAME has stepped up to the challenge and is making healthy eating for its employees (and visitors) the easy choice. Their vending machines will expand access to healthier snack and drink options for consumers through vending machines.

This initiative is taking critical steps to provide healthier foods to its employees/visitors. ORGANIZATION NAME has committed to participate in this healthier vending initiative and is trying to receive gold-level (bronze-level, silver-level) vending machine status, meaning that 50% (40%, 30%) of snack and 75% (65%, 55%) of beverage items in its vending machines are meeting the healthy criteria. This change is following a national trend of growing awareness about diet-related diseases and promotes healthy eating choices. The new vending machines were (or will be installed) INSERT DATE.

Why is this initiative being implemented? Vending machines are common sources of junk food and sugary drinks, which contribute to obesity. Obesity is a very critical health issue facing Americans today, making more and more people at risk for serious, costly health problems such as heart disease and diabetes. Making healthy foods – like low-calorie, low-fat snacks and beverages – available in vending machines provides more nutritious options and creates a healthier environment.

For more information contact:
INSERT CONTACT INFORMATION

Adapted from “A Blueprint for Healthier Vending”
K. Sample Social Media Messaging

Sample Tweets

Are you a “closet snacker”? Fear no more! NAME OF ORGANIZATION is providing you with healthy snack and beverage options! #healthychoice

Sugar sweetened beverages have a lot of calories and are low in vitamins and minerals. Choose the #healthychoice

Want a snack that is tasty, satisfying, priced right, AND low in fat and sugar? Head to the new and improved vending machines! #healthychoice

Is your stomach growling? March over to the new vending machines and get yourself a delicious, healthy snack #healthychoice

Don’t let your co-worker hear your stomach growl – get something healthy and satisfying at SITE’S NAME’s new vending machines! #healthychoice

Sample Facebook Posts

Want a snack that is tasty, satisfying, priced right, but still low in fat and sugar? Impossible? Not anymore! Vending machines labeled with colorful stickers at NAME OF SITE now include snacks and beverages that taste good and support a healthy lifestyle. Some snacks include, baked chips, fruit bars, trail mix, granola bars, and much more!

Don’t let your stomach keep growling! Head over to the vending machine and choose the accessible and new healthy choice food and beverages.

Next time you are hungry for a snack, proudly announce your trip to the vending machine and offer to bring something back for your co-workers. Impress them with the tasty, satisfying, priced right but still low in fat and sugar food and beverages you got!

Nutritionists agree: Healthy snacking throughout the day is good for you. So grab some delicious items like granola bars, dried fruit, nuts, baked chips, and fruit bars from the new and improved vending machines offering healthy choices. It will give you the long-lasting energy you need to feel great and perform well throughout the day!
Hello XXXXX staff,

Join us in the Healthier Vending Initiative that increases consumer choice by expanding access to healthier snack and drink options for consumers through vending machines. When implemented at our facility, it aims to benefit the employees and building visitors while supporting vendors' business interests.

Vending machines are common sources of junk food and sugary drinks, which contribute to obesity, a critical health issue in America today. Obesity can lead to conditions that include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of preventable death. Making healthy foods – like low-calories, low-fat snacks and beverages – available in vending machines provide more nutritious options and create a healthier environment, leading to a healthier, more productive staff!

We will conduct surveys on perceptions of healthy eating and preferences of healthy food and beverage options. Taste-testing events will be held to involve and engage the community as well as get feed-back and preferences from the sample food and beverage options. We are committed to achieve a (GOLD-LEVEL, SILVER-LEVEL, BRONZE-LEVEL) vending machine, meaning that (50%, 40%, 30%) of snack and (75%, 65%, 55%) of beverage items in its vending machines meet healthy guidelines. We hope to have the new items and vending machines installed by INSERT DATE, and will be promoting them throughout the building.

We hope that you choose to participate and support this initiative in making the healthy choice the easy choice!

Sincerely,

NAME
BUSINESS NAME
PHONE NUMBER
EMAIL ADDRESS

 Adapted from “A Blueprint for Healthier Vending”
M. How to Read a Food Nutrition Label

1. All of the nutrients listed on the food label pertain to one serving of that food item. Pay attention to the serving size, especially how many servings there are in the food package. Then ask yourself, “How many servings am I consuming?” (1/2, 1 or more)

2. Calories provide a measure of how much energy you get from a serving of that food item. The number of servings you consume determines the number of calories you actually consume.

3. The nutrients identified in yellow should be consumed in limited amounts. Eating too much fat, saturated fat, trans fat, cholesterol or sodium may increase your risk for certain chronic diseases.

4. The nutrients identified in blue should be consumed in enough amounts to improve and maintain health and reduce the risk for some diseases and conditions.

5. The footnote tells that the %DV for the nutrients listed on the food label are based on a 2,000 calorie diet. This statement does not change from product to product; it is always the same.

6. The Percent Daily Value (%DV) helps to determine if a serving of food is high or low in a nutrient. Generally, a 5% DV is considered low and a 20% or more is high.

***There is no %DV that has been established for sugars because no recommendations have been made for the total amount to eat in a day. To limit the nutrients that have no %DV, like sugars, compare the labels of similar products and choose the food with the lowest amount. Also, make sure that added sugars are not listed as one of the first few ingredients.

Concessions Specific Tools

Through use of these tools, you will be able to:

- Assess current items and compare to healthier choices
- Gain insight on what other concessions vendors are doing to be successful in sales of healthy items
- Market healthier items to customers

Why make changes to concessions stands?

- Selling unhealthy food contradicts rec centers’ healthy lifestyle messaging
- Ohio schools are required to teach about healthy lifestyles in the classroom. However, the sale of unhealthy food does not reinforce the message being taught in the classroom
- 24% of youth in Lorain County are reported to be overweight or obese
- Only 13% of Lorain County youth reported eating 5 or more servings of fruits and vegetables per day

How can I get started?

- Based on healthy food guidelines, and the NEMS-V Healthy Choice Calculator, determine through an audit which current concessions items fall within green, yellow, and red standards
- Set a goal of bronze, silver, or gold status and determine how many of each color are needed to reach it
- Start by adding a green or yellow items to your menu, or make “swaps” to reduce red items
- Ask customers for suggestions. Before committing to new items, offer taste tests at your concessions stand. Follow the steps in Appendix D. Have comment cards available at the concessions stand for customer suggestions
- Market healthy options to your customers through signage and posters
- Charge less money for healthy options
- Track sales! Knowing what sells well and what doesn’t will help determine which items should be stocked
- Market your new and improved concessions stand to the community. Enlist the support of leaders, media, and youth organizations
## Concessions Tip Sheet

### Snacks and Beverages to Avoid
- Pretzels with cheese dip
- Nachos with cheese dip
- Buttered popcorn
- Cookies
- Candy
- Chips in bags >200 calories
- Soda or Pop
- Fruit drinks (Hi-C, Sunny Delight, Fruit Punch)
- Energy Drinks (like Monster)
- Sweetened iced teas and lemonade

### Snacks and Beverages to Include
- Fresh fruits and vegetables (bananas, apples, carrot sticks)
- Unsweetened applesauce
- Nuts and seeds (unsalted)
- Subbing salsa for nacho cheese
- String cheese
- Baked chips
- Light popcorn
- Low Fat Milk (white or chocolate)
- Water and flavored water
- Flavored Seltzer water (La Croix, Polar)
- 100% fruit or vegetable juices
- Unsweetened iced tea
- Low sugar sports drinks

### Common Options
<table>
<thead>
<tr>
<th>Hot dogs, brats, subs and sandwiches</th>
<th>Add veggies to sandwiches, use lean meats on whole wheat bread/buns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pizza</td>
<td>Serve pizza with thin, whole grain crust if available instead of topping the pizza with pepperoni and sausage, top with veggies like peppers, tomatoes, pineapple</td>
</tr>
<tr>
<td>Sides such as chips or French fries</td>
<td>Offer fruits and vegetables, carrots and hummus, apple and peanut butter</td>
</tr>
</tbody>
</table>
What is Foodborne illness?

Foodborne illness, also known as "food poisoning", is any illness that results from eating contaminated food. Harmful bacteria are the most common cause of food poisoning, but other causes include viruses, parasites, toxins and contaminants. One in six Americans will get sick from food poisoning this year. Most of them will recover without any lasting effects from their illness. For some, however, the effects can be devastating and even deadly.

Follow these four simple steps for safer food:

**CLEAN:** Wash Hands and Surfaces Often

- Wash hands the right way—for 20 seconds with soap and running water. This should be done before and after handling food, after using the restroom, handling pets, and changing diapers.
- Wash surfaces and utensils after each use.
- Wash fruits and veggies—even if you plan to peel fruits and veggies, it's important to wash them first because bacteria can spread from the outside to the inside as you cut or peel them.
- Don't wash meat, poultry, or eggs! Washing raw meat and poultry can actually help bacteria spread, because their juices may splash onto your sink and countertops.

**SEPARATE:** Don't Cross-contaminate

- Even after you've cleaned your hands and surfaces thoroughly, raw meat, poultry, seafood, and eggs can still spread illness-causing bacteria to ready-to-eat foods—unless you keep them separate.
- Use separate cutting boards and plates for produce and for meat, poultry, seafood, and eggs.
- Keep meat, poultry, seafood, and eggs separate from all other foods at the grocery and in your refrigerator.

**COOK:** Cook to Proper Temperatures

- Check food with a thermometer, even if it looks cooked on the outside.
- Cook meat/poultry completely—partial cooking ahead of time allows bacteria to survive and multiply—subsequent cooking may not destroy them.
- Cook food to a safe internal temperature: 145°F for whole meats (allowing the meat to rest for 3 minutes before carving or consuming), 160°F for ground meats, and 165°F for all poultry.
- Microwave food thoroughly (to 165 °F).
- Keep food hot after cooking (at 140 °F or above).

**CHILL:** Refrigerate Promptly

- Holding food at an unsafe temperature is a prime cause of foodborne illness. Keep cold food cold!
- Refrigerate perishable foods within two hours.
- Never thaw or marinate foods on the counter. Bacteria can multiply rapidly at room temperature, thawing or marinating foods on the counter is one of the riskiest things you can do when preparing food for your family.

When in doubt, throw it out!

For more information, visit:
The Centers for Disease Control, www.cdc.gov/foodsafety/

Sources:
FoodSafety.gov
CDC.gov

Elyria (440) 522-5367
Lorain (440) 244-2418
Columbia Station (440) 236-6722
Fax: (440) 322-0911

Rev11/2012
## Concessions Success Stories

<table>
<thead>
<tr>
<th>Midview Local Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Served soft pretzels with gourmet mustard instead of cheese</td>
</tr>
<tr>
<td>• Sold 100% fruit popsicles in warm months</td>
</tr>
<tr>
<td>• Offered an apple as a side to a slice of pizza instead of chips</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>North Ridgeville City Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Served 100% fruit juice smoothies in warm months</td>
</tr>
<tr>
<td>• Served nachos with salsa instead of cheese, charged extra for cheese</td>
</tr>
<tr>
<td>• Sold bananas and watermelon at games</td>
</tr>
<tr>
<td>• Priced sugar sweetened beverages higher than water</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gathering Hope House Concessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Replaced some current items with more “yellow” or “green” items including healthy granola bars, trail mix, and almonds</td>
</tr>
<tr>
<td>• Increased sales of healthier options by 40%</td>
</tr>
</tbody>
</table>