

Division of Public Health Summary Healthy Vending Pilot Program Oct. 26, 2011 – April 30, 2012

Background

In an effort to improve workplace wellness, Delaware Health and Social Services (DHSS) initiated a Healthy Vending Pilot Program. The pilot program sustained Governor Jack Markell's Executive Order #19, which calls for health promotion to extend to areas where Delawareans live, learn, work and play to reduce the incidence of obesity and other lifestyle-related diseases.

The language in 5(d) calls for the State of Delaware, as an employer, to set "the standard for workplace health promotion and disease prevention, including healthy foods in vending machines, physical activity opportunities, and health promotion benefits to state employees and their families." 5(j) mandates the promotion of "practices and policies in worksites so that employees are educated and have opportunities to make healthy choices."¹

Leadership

The DHSS Healthy Vending Pilot Program commenced on Oct. 26, 2011 and concluded on April 30, 2012 at three agency buildings: the DHSS Administration Building on the Herman Holloway Campus in New Castle; the Division of Public Health's Jesse Cooper Building in Dover; and the Adams State Service Center in Georgetown.

Nemours Health & Prevention Services (NHPS) coordinated the pilot program with DHSS Secretary Rita Landgraf and Delaware Division of Public Health (DPH) Director Karyl T. Rattay, MD, MS. DPH provided marketing leadership as well as weekly vending reports at the Jesse Cooper Building. The Division of the Visually Impaired provided operational support through the Delaware Business Enterprise Program, which connects DHSS to its vending contractor, Canteen. Canteen was a partner in this initiative. The State's DelaWELL program featured the pilot program in one of its newsletters.

Product Selection



Joan Mitchell-Williams chats with Monica Burnett of Nemours.

Preliminary work determined which healthy products would be most accepted at each site. In the summer of 2011, NHPS asked employees to complete an online survey by Aug. 15 and invited them to attend one of three upcoming taste-testing events. DPH's Office of Health and Risk Communication (OHRC) designed the invitation (enclosed). The invitation to staff was issued electronically to DPH staff on Aug. 11.²

¹ Executive Order #19, State of Delaware Office of the Governor website, <http://governor.delaware.gov/>, 4/30/12.

² E-mail from Heidi Truschel-Light to dhss06sg_cooper, 8/11/11.



Taste Buds WANTED

Tell us which products you prefer in
DHSS vending machines. Here's how:

1. Complete the attached survey at <https://survey.nemours.org/s?s=3012> by August 15.
2. Stop by these taste-testing events:
 - **Herman Holloway:** Thursday, September 1, from 11:00 a.m. until 1:00 p.m. in Room 198.
 - **Jesse Cooper:** Tuesday, August 23, from 11:00 a.m. until 1:00 in Room 309.
 - **Georgetown State Service Center:** Tuesday, August 16, from 11:00 a.m. until 1:00 p.m. in Public Health Conference Room 100.

Participants have a chance to win a Harry and David® fresh fruit gift basket!

Sharing your preferences will help the Delaware Business Enterprise Program (BEP) carry healthier food and beverage products in state agency vending machines. We want DHSS employees to have the most nutritious, satisfying and tasty snacks at their fingertips! Promoting healthier food and beverage vending products supports Governor Jack Markell's Executive Order #19. DHSS is partnering with BEP, Canteen, Nemours Health & Prevention Services and the Office of Management and Budget's DelaWELL program.

Yours in Good Health,

Rita Landgraf, Delaware Secretary of Health and Social Services

For questions, please contact Mike Williams, Director, Delaware Business Enterprise Program at mike.williams@state.de.us, or 302-255-9833.



Designed by Jennifer Wooleyhand, DPH/OHRC



Employees were asked to stop by on their lunch hour to sample possible future vending snack products. One hundred seventy-five (175) DHSS employees supported the taste-testing events³:

- Herman Holloway/Administration Bldg., Rm. 198 – Sept. 1, 11 a.m.-1 p.m., 46 attendees.
- Jesse Cooper Building, Rm. 309 – Aug. 23, 11 a.m.-1 p.m. 43 attendees.
- Adams State Service Center, Rm. 100 – Aug. 16, 11 a.m.-1 p.m., 85 attendees

Nemours analyzed the taste-testing surveys completed at each site. They used the responses to select site-specific products with the Delaware Business Enterprise Program.



Survey cards

Jesse Cooper Building inventory efforts

On Sept. 20, 2011, DPH Deputy Director Crystal Webb met with Dr. Paul Silverman and Donna Sharp about employee wellness initiatives. Donna Sharp was assigned to inventory the Jesse Cooper Building's vending machines and to be the Cooper Building's liaison with Nemours. Courtney Burns of NHPS met with Donna and delivered a camera, asking that she photograph the Cooper Building's snack machine and Pepsi[®] and Coke[®] machines weekly, beginning on Oct. 26, 2011 and ending on April 27, 2012. (See weekly inventory reports attached.)

The Jesse Cooper Building's original vending machine contents included Lays Classic Potato Chips, Doritos Nacho Chips[®] and Cheetos Crunchy[®]. By Nov. 1, those products were replaced by Baked Lays Potato Chips[®], Baked Doritos Nacho Cheese Chips[®] and Pirate's Booty Baked Rice & Corn Puffs[®]. The Jolly Rancher Hard Candy[®], Gummi Bears[®] and Sun Chips Harvest Cheddar[®] were replaced with three varieties of Kar's[®] trail mixes. Kashi TLC Cherry and Dark Chocolate granola bars[®] replaced the Snicker's[®] candy bars while some chocolate bars (Three Musketeers[®] and Milky Way[®] candy bars) remained. The Keebler Fudge Shop[®] fudge stripe cookies and the Chips Ahoy![®] Chocolate chip cookies departed. Nabisco[®] 100-calorie packs of Oreo Thin Crisps[®] and Chips Ahoy! Thin Crisps[®] arrived.

Snack prices remained between \$1.00 and \$1.25 per item. New products in the snack machine were highlighted with a green plastic leaf on the product row. Canteen Services typically restocked snack products every Friday.

³ Email from Michael Williams to Donna Sharp, 9/13/11.



Jesse Cooper Building's Healthy Vending Pilot Program

Before



10/21/11 Cooper snack machine, Rows 1 & 2

After



4/5/12 Cooper snack machine, Rows 1 & 2
Notice the number of baked products.

Before



10/21/11 Jesse Cooper Building's Coke[®] machine

After



4/27/12 Jesse Cooper Building's
Coke[®] machine
Notice the addition of water and juice.

The Jesse Cooper Building's two beverage machines experienced dramatic product changeovers. At the start of the pilot program, the eight-product Coke[®] machine offered three (3) Coca-Cola Classic[®] options, two (2) Nestea[®] ice tea options, two (2) Cherry Coke[®] options and one (1) water option. At the pilot program's end, the Coke[®] machine's selections were: one (1) Coca-Cola Classic[®], three (3) Diet Coke[®] options, one (1) Minute Maid[®] orange juice, one (1) Minute Maid[®] cranberry juice, and two (2) Dasani[®] water options.

The Pepsi[®] machine experienced less change. At the outset, its ten (10) product buttons offered one (1) Pepsi[®], one (1) Diet Pepsi[®], one (1) Diet Pepsi[®] caffeine free, two (2) Mountain Dew[®] selections, two (2) Dr. Pepper[®] options, one (1) Dr. Pepper Diet[®], and two (2) Aquafina[®] water options. By the pilot program's conclusion, the Pepsi[®] machine had dropped its two (2) regular Dr. Pepper[®] products and replaced them with one (1) Aquafina[®] water and one (1) Grape Crush[®].

All beverages within the two machines remained at the \$1.50 per item price throughout the pilot program.

DPH marketing efforts

Mollie Poland and Mary Trotter of NHPS requested an emphasis on how snacking can be healthy, and that subtle dietary changes can make a big difference in terms of weight and blood sugar, for instance. Featured products would support the e-card themes, and they would match products found in some or all of the machines.

Nemours provided several flyers and posters, which Donna Sharp hung throughout the Jesse Cooper Building. The Nemours posters were also sent to the other two sites.



In January 2012, DPH's OHRC began providing additional marketing to all three DHSS pilot sites. Mollie Poland of NHPS, Jack Holloway of DVI and Donna Sharp of DPH/OHRC conferred during a Jan. 12 conference call and chose to pursue a series of seven electronic cards. Every employee at those sites or affiliated administratively with the participating offices would receive the e-cards through their work e-mail. Potential themes were reviewed. NHPS provided nutritional pointers and selected products to feature. DPH's Office of Health and Risk Communication produced seven colorful and spirited e-cards, using the design talents of Jennifer Wooleyhand. Sample products were featured. Once approved by OHRC Chief Emily Knearl, Dr. Rattay and DHSS Communications Director Jill Fredel, Donna Sharp forwarded the e-cards to these DHSS wildcard contacts for distribution: Barbara Reinert, Jay Lynch, Carrie Hart and John McCall.

The e-cards produced by highlighted these seven themes:



1. **E-card # 1, 2/7/12 – Consumer Alert!** – We highlighted the new items offered, with a photo of Canteen Services representative restocking the Herman Holloway machine.

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

Fueling better. One bite at a time.

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

Designed by Jennifer Wooleyhand, DPH/OHRC

2. **E-card #2, 3/8/12 – Stacy's Cinnamon Sugar Pita Chips** – Nemours identified this product as extremely popular among two of the three sites.

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!

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 Division of Public Health

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3. **E-card #3, 3/13/12 – Low-Fat Offerings** – Featured baked Doritos and baked Tostitos.

Designed by Jennifer Wooleyhand, DPH/OHRC

4. **E-card #4, 3/27/12 – Low-Sugar Beverages** – Highlighted more bottled water options.

Designed by Jennifer Wooleyhand, DPH/OHRC



5. **E-card #5, 4/9/12 – High Fiber Selections** – Featured granola bars and trail mixes.

Oats and Nuts and Chocolate! Oh my!

For a healthy snack, try a small serving of mixed nuts, or enjoy the sweet, crunchy, whole grain goodness of granola bars with oats, rice, peanuts and chocolate! Both provide heart healthy fats, satisfying protein and fiber!

Small changes. Big rewards.

Designed by Jennifer Wooleyhand, DPH/OHRC

6. **E-card #6, 4/30/12 – Low-Calorie Selections** – Featured the 100-calorie bags available.

Give up calories. Keep the flavor.

Replacing a high-calorie snack with a lower-calorie option can save you up to 1,000 calories per week!

Small changes. Big rewards.

Designed by Jennifer Wooleyhand, DPH/OHRC



7. **E-card #7, 4/30/12 – Low-Sodium Selections** – Featured the trail mixes.



Designed by Jennifer Wooleyhand, DPH/OHRC

Outcomes

NHPS will analyze the inventory data from the three participating sites and share results representing the entire DHSS Healthy Vending Pilot Program.

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