



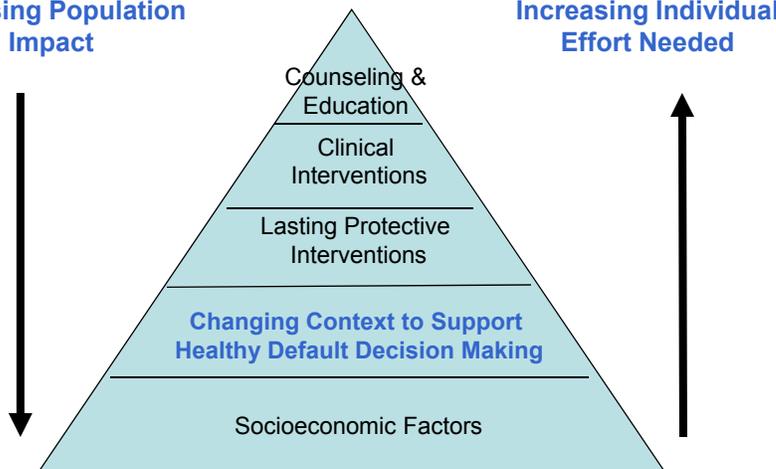
Promoting Salt Reduction through State Agency Food Standards: The Massachusetts Experience

Lauren Smith, MD, MPH
Massachusetts Department of Public Health
December 2010

Health Impact Pyramid

**Increasing Population
Impact**

**Increasing Individual
Effort Needed**



2

Adapted from T. Frieden, AJPH, April 2010

Mass in Motion: Eat Better, Move More

Multifaceted state initiative

- Call to Action report
- Governor's Executive Order 509
- Public information campaigns
- Municipal wellness grants
- Website
 - Info on physical activity and nutrition
 - Calendars
 - Blogs
 - Links to state and local resources



3

The collage features five promotional cards with images and text:

- Forward Motion:** Find out ways that everyone can enjoy an active lifestyle. (Image: A man walking with a woman in a wheelchair in a park.)
- The Original Value Meal:** Learn how eating healthy at home can be fast, tasty and low-cost. (Image: A pan of stir-fried vegetables.)
- Daily Workout:** Learn how you can get in shape without fancy gym equipment. (Image: A man and a child smiling.)
- My Gym:** Learn more about fun, easy, low-cost ways to exercise. (Image: A group of children running in a field.)
- Fast Food:** Learn how cooking a healthy meal can be fast and easy. (Image: A man and a woman cooking in a kitchen.)

4



School Nutrition Bill



Competitive Food Standards

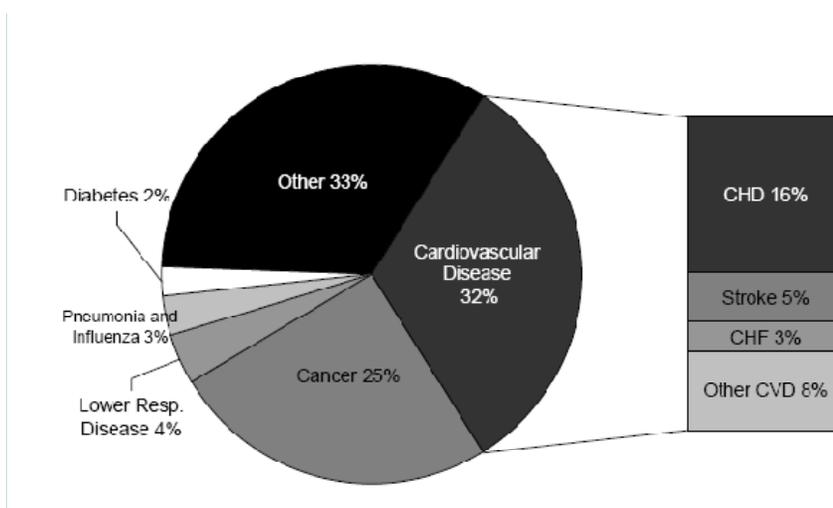
IOM	Connecticut	MA Action for Healthy Kids
Calories		
≤ 200 calories per portion	Varies	Varies
Fat		
≤ 35% calories from fat <10% calories from sat fat No trans fats	Same plus < 7 g/ package	≤ 30% calories from fat Or < 7 grams <10% of calories from sat fat
Sugar		
≤ 35% of total calories Yogurt: ≤ 30 g/8 oz	≤ 35% of total calories < 15 g/ package Yogurt: ≤ 50g/8 oz No artificial sweetener	Total carbs < 30 g/serving, including natural and added sugar
Sodium		
Sodium: ≤ 200 mg/portion	Sodium: ≤ 500 mg/portion	NA



Executive Order 509



Leading Causes of Death in MA, Vital Statistics, 2007



Background:

- Given **epidemic of obesity** and other chronic diseases, the state must be a leader in health promotion and disease prevention.
- Many **state dollars** are spent on food procurement and preparation.
- Implementation of statewide nutrition standards will **improve the range of healthy choices** to support agency ability to promote healthy lifestyles to their dependent clients/patients.



9

Executive Order 509: *Establishing Nutrition Standards for Food Purchased and Served by State Agencies*

- A directive signed by Governor Patrick, adopted in July, 2009, requiring state agencies to follow nutrition standards in contracting for purchase of foods and beverages.
- Based on *2005 Dietary Guidelines for Americans*
- All individual food items are required to have **≤ 480 mg sodium per serving**, unless otherwise indicated.
- Purchase of “**low sodium**” (< 140 mg per serving) or “**reduced sodium**” (original sodium level reduced by 25%) is recommended whenever feasible; all products must have < 480 mg per serving, unless noted.

10

Target Population For EO 509:

Clients who are dependent on the state for a package of services including meals

Agencies affected:

- **Dept of Developmental Services** (2,700-3,000 community sites/ 9000-10,000 clients)
- **Dept of Youth Services** (67 sites/30-100 clients/site)
- **Public Health Hospitals** (4 sites/800 patients)
- **Dept of Mental Health** (3 hospitals and many community sites)
- **Dept of Corrections** (12 sites/33,000 meals/d).
- **Sheriff Office** (23 Dept/12,748 clients).
- **Exec Office of Elder Affairs** (14 programs/1.1 m elders)
- **Dept of Veterans' Services** (50 shelters)
- **Dept of Children and Families** (1 shelter)

11

What Did We Do?

- **Baseline survey** of relevant state agencies
- **Internal implementation plan** developed to include monitoring and evaluation components
- Obtained **CDC grant** to fund training to support the implementation
- **Supporting resources:** Nutrition Standards, Q & A, 2 inventories of resources developed and available on DPH website
- **On-line course** developed in partnership with Framingham State College for staff who procure and prepare food
- **Site visits**

12

The Official Website of the Office of Health and Human Services (EOHHS)

Health and Human Services

Mass.gov Home State Agencies State Online Services A - Z Subject Index

EOHHS Home For Consumers For Providers For Researchers For Government

Home > Government > Laws, Regulations and Policies > Department of Public Health Regulations & Policies > Regulations and Other Publications - M to P >

Nutrition Standards for State Agencies

Tools & Resources for Implementation of Executive Order 509

Executive Order 509 (EO 509) is a directive signed by Governor Patrick that requires state agencies to follow specific nutrition standards when contracting for the purchase of foods and beverages. To help with the transition, here you will find the EO 509 Nutrition Standards, an FAQ, and resources containing useful websites and videos on a host of topics including healthy eating, purchasing and food preparation tips.

- [Letter from the Commissioner \(PDF\) | Word](#)
- [EO 509 - State Agency Food Standards \(PDF\) | Word](#)
- [EO 509 - Audio and Video Clips for Preparing Healthy Meals \(PDF\) | Word](#)
- [EO 509 - Healthy Eating and Nutrition Resources Online \(PDF\) | Word](#)
- [EO 509 - Questions and Answers \(PDF\) | Word](#)

This information is provided by the [Wellness Division](#) within the [Department of Public Health](#).

© 2010 Commonwealth of Massachusetts Accessibility Feedback Site Policies Contact Us Help Site Map

Survey of State Agencies

Survey sent to all 77 agencies in Executive Branch

- 39 agencies responded to the survey
- 8 agencies serve food daily to dependent clients

Substantial inconsistencies in use of guidelines

- No responding agency all the EO 509 Nutrition Standards
- 56 % follow some type of nutrition guidelines;
 - Some follow more than one
- 35% use the Food Guide Pyramid
- 25% use the 2005 Dietary Guidelines for Americans
- 23% specified "Other" guidelines

Challenges to Implementation

- Financial difficulties/lack of funds - 26%
- Contract obligations - 13%
- Concerns about the client taste preferences - 39% of “Other”
- No challenges anticipated - 24 %
- Does not apply to their agency - 29%



Lessons Learned

- Implementation only beginning
- Need to work with POS to assess status of EO 509 in state contracts
- Agencies think EO 509 is a good idea; but unfunded mandate strained fiscal resources
- Smaller community-based sites face most challenges
 - staff less trained in healthy food preparation
 - little or no access to large vendors

16

Summary:

- *Some nutrition standards particularly challenging*
 - Sodium
 - Fiber
 - Increasing nutritional value of snacks
 - Improving caloric content of beverages
- *Higher cost of healthier options is an issue*
 - Lower sodium products
 - Fresh produce
 - Whole grains
- *Current gaps in food preparation skills*
 - Variable skill and training of food service staff who purchase/prepare healthy food
 - Different skill to cook vs. cooking healthy

17

Conclusions:

- Need robust implementation plan
 - Interagency workgroup
 - Training and support resources
 - Follow up
- Need to address training in both healthy food preparation and procurement
- Consider how to leverage collaborative purchasing power



18

Next Steps

- **Resurvey** in Summer 2011 to monitor progress
- DPH **Department-wide working group** convened to identify nutritional initiatives where sodium reduction can be added
 - joint initiative with Early Education and Care on preschool nutrition and physical activity
 - Mass in Motion nutrition education
- Discuss **monitoring** via contract management with internal and interagency partners
- Identify **funding for implementation and sustainability** (infrastructure, monitoring and training)
- Participating in **National Salt Reduction Initiative**
- Developing a **statewide sodium plan**

19
19

Acknowledgements

- Cynthia Taft Bayerl, DPH Division of Prevention and Wellness
- EO 509 Interagency Workgroup, representing 9 impacted agencies
- Sharon Dyer, DPH Purchase of Service
- Howard Saxner, DPH Office of General Council
- Pat Luoto, PhD, Director of the John Stalker Institute, Dept of Food Service, Framingham State College
- Maria Bettencourt, DPH Division of Prevention and Wellness
- Liz Schindler, graduate student, UVM



20