Vendor Tool Kit

Guidelines for Healthy Foods and Beverages at Company-Sponsored Events

October 1, 2011; updated January 25, 2012
**Vendor Tool Kit**

*Guidelines for Healthy Foods and Beverages at Company-Sponsored Events*

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Healthy Food Environment Policy

In an effort to improve the health of our employees and serve as a role model for health to the communities we serve, Vidant Health has adopted a Food Environment policy effective January 2012. The intent of the policy is to establish a healthy food environment as the norm, not the exception, making it easy and affordable to select healthy choices while dining at or with Vidant Health. This policy does not eliminate choice and allows for less healthy items to still be offered. The primary focus of this policy is on calorie and portion control.

The policy contains four key principles:

75% of food and beverage options at onsite food venues meet healthy criteria
75% of food and beverages offered at Vidant Health food venues such as onsite eateries, cafeterias, snack shops, and vending shall meet “healthy” criteria.

60% of food and beverage options at company-sponsored events meet healthy criteria
60% of food and beverages purchased by Vidant Health and offered at company-sponsored events to any audience meet “healthy” criteria. This may range from a staff lunch, employee picnic, community fund-raising event, open house, awards reception and others.

Price leverage healthy options
Implement a pricing strategy that prices “right-sized” portioned foods and beverages that meet the definition of “healthy”, lower than those that do not meet the standard. This applies to all Vidant Health food venues (eateries and vending).

Label calories and serving size on all foods and beverages
100% of all foods and beverages sold at Vidant Health food venues (eateries and vending) or offered at company-sponsored events shall contain visible calorie labeling per serving and serving size.

How Does this Apply to Catering / Food Vendors?
Because you are a current or potential vendor serving one or more of our health system entities, we are asking that you partner with us to provide 60% healthy food and beverage options at company-sponsored events and to label foods and beverages at these events with calorie and serving size. Demonstrate your active support of this new policy by becoming a Preferred Vendor through the following four steps:

Step 1 - Identify and list calories per serving and serving size for each food and beverage on your menu for Vidant Health.
Step 2 - Assist Vidant Health staff placing the order to comply with the policy.
Step 3 - Provide labeling or signage of the calories per serving and serving size of all foods and beverages served at the event through table tent, poster, handout, affixed label, printed menu or other visible means.
Step 4 - Demonstrate the spirit of the policy by serving foods meeting the principles of the 2010 Dietary Guidelines for Americans, use health promoting food preparation techniques and meet food safety standards.

To show your commitment to the above, sign and submit the Preferred Vendor Pledge (Attachment 1).
Definitions to Support the Policy

The following provides definitions or clarification to support the key principles of the policy as it relates to the requirements for company-sponsored events.

**Company-Sponsored Events:** Any food purchased by Vidant Health for events such as meetings, training/inservices, celebrations, open houses/ribbon cuttings, board meetings, fund-raising events, marketing and promotional events, etc. for any audience such as employees, visitors, doctors, medical practices, vendors, board, etc. The vendor of the catered food may be internal or external to the organization. Exemptions include food provided by staff or leader from personal funds, such as pot lucks, personally funded fund-raisers. Also exempt, events in which guests dine-in at a restaurant and order directly from a menu or buffet; however, efforts should be made to host such events at establishments that offer healthy choices.

**Vidant Health:** Any of the hospitals, subsidiaries, physician practices or other entities that are owned or leased by Vidant Health including but not limited to the following:

- Vidant Beaufort Hospital
- Vidant Bertie Hospital
- Vidant Chowan Hospital
- Vidant Duplin Hospital
- Vidant Edgecombe Hospital
- Vidant Medical Center
  - East Carolina Heart Institute
  - SurgiCenter of Eastern Carolina
- Vidant Pungo Hospital
- Vidant Roanoke-Chowan Hospital
- The Outer Banks Hospital
- Vidant Home Health & Hospice
- Vidant Medical Group physician practices
- Vidant Wellness Centers
- Vidant Foundations

Managed entities, such as Albemarle Health, may opt to participate.

This policy applies to any department or individual ordering in which any Vidant Health entity is paying all or part of the bill.

**% Healthy:** The 60% healthy options at company-sponsored events is to be applied to the collective offerings of food and the collective offerings of beverages at each event. This applies to the total number of items on the menu served at the event, not on the volume of each item available to be served. For example, if 10 food items are served, six or more must meet the healthy definition. If only two items are served, both must meet the definition, or add a third item with two of three items as healthy. The impression should be that healthy food and beverages predominate.

**Calorie Labeling:** Labeling listing the item and calories per serving must be on the product or visible for each item to allow guests to make informed choices. Examples include:

- manufacture’s package label
- stickers affixed to the package/box (i.e. box lunches or grab-and-go items)
- signage in front/on the serving line via poster, table tents, etc.
- signage affixed to the cooler/case.

**Serving Size:** Serving lines, plated and packaged foods should include proper serving-sized portions. If prepackaged items include more than one serving, labeling should clearly state serving size. If self service, the serving size must be demonstrated via a plated example or signage describing or illustrating the proper serving size. This does not restrict the consumer from taking more than the appropriate serving, yet allows them to make an informed choice. We also suggest using appropriate dinnerware, such as

- plates no larger than 10 inches
- cups no larger than 12 ounces
- serving utensils that dish up appropriate portion size (e.g., 1/2 cup rice, potatoes, 1 cup for vegetables and fruits).
**Definition of “Healthy”:** For the purposes of the healthy food environment policy, “healthy “ is defined as
- Meeting the Vidant Health “Pick Well Live Well” criteria (see Exhibit 1)

**OR**
- Per serving calorie criteria as outlined below:
  a. **Main dish** <500 calories
     Single entrée or meal component such as casserole, sandwich, 5 oz serving of meat or fish
  b. **Side item** <250 calories
     Rice, potatoes, bread/rolls, fruits, vegetables
  c. **Meal** <800 calories
     Featured meal/pre-plated meal with main dish and sides
  d. **Soup (8 oz.)** <225 calories
  e. **Desserts/breads** <200 calories
     Desserts/quick breads/muffins/rolls/breads
  f. **Snacks** <200 calories
  g. **Condiments** <75 calories
     1 Tbsp. mayo, ketchup, mustard, dressing
  h. **Beverages**
     -plain or flavored water, sports drinks, diet sodas, juice drinks <50 calories per 8 oz
     -milks and coffee drinks <100 calories per 8 oz
     -100% juice no limit on calories; 12 oz max
     (alcoholic beverages excluded from this policy)

**Spirit of Healthy:** While the overall goal is for the foods and beverages offered at company-sponsored events to meet the stricter Pick Well Live Well Healthy Choices criteria (Exhibit 1), we are only requiring use of calories per appropriate serving sizes. However, vendors and event planners are expected to meet the spirit of the healthy food environment policy by offering fruits, vegetables, whole grains, lean meats and fish, and vegetarian options; and use health-promoting food preparation techniques. *The impression should be that healthy foods and beverages predominate.*
How to Make Your Catering Menu Comply with the Policy

**Step 1. Identify and list calories per serving and serving size for each food and beverage on your menu for Vidant Health.**

You are only required to list the calories per serving, but you are encouraged to provide information about saturated fat, sodium and dietary fiber, if available. Consider offering multiple items in each category of your menu (entrees, side items, desserts, snacks, beverages, combinations etc.) to enhance your opportunities to cater for Vidant Health events.

**How do I identify calories for my menu items?**

- **Look it up.** For individual food items, you can look up the calories in a recognized source. We recommend the use of [www.calorieking.com](http://www.calorieking.com) or the USDA nutrient data base [http://www.nal.usda.gov/fnic/foodcomp/search](http://www.nal.usda.gov/fnic/foodcomp/search). You can use “average of all brands” for your value.

- **Analyze your recipe.** If you have a recipe analysis program, use it to determine the nutrition facts for each item. If you do not have a recipe analysis program, you may use a program that is on a recognized web site or use a food composition table to look up the calories, such as [www.choosemyplate.gov](http://www.choosemyplate.gov), or a web site called “Per Serving” ([http://www.per-serving.org/read_more.asp](http://www.per-serving.org/read_more.asp)) lists a variety of analysis programs.

You will need to provide information about the source of your calories that you used (e.g., calories as listed in 2010 Calorie King; or, analysis completed at mypyramidtracker.gov).

If you need assistance in understanding this step, contact Kathy Kolasa, PhD, RD, LDN, consultant to Vidant Health Healthy Eating Initiative at 252.744.5462 or [kolasaka@ecu.edu](mailto:kolasaka@ecu.edu).

**How should I label items on my menu?**

You can create lists of the items meeting the healthy criteria and those that do not. Include calorie and serving-size information for each item. Consider using an icon/symbol to easily depict healthy items. If you are able, you are encouraged to use the Vidant Health Pick Well Live Well (PWLW) criteria and icon on your menu for items that meet the PWLW criteria (Exhibit 1). This icon can be provided to you electronically upon request from your local contact representative listed on page 11.
Step 2. Assist staff placing the order to comply with the policy.

Take steps to assist the staff placing the order. For example:

- Provide a menu with lists of items in each category (appetizers, entrées, side dishes, desserts etc.) that meet the criteria and a list of items that do not. Using the 60% rule, help the person placing the order select enough healthy items to reach 60% or more healthy choices for foods and 60% healthy choices for beverages.

- Use an icon on your menu to clearly depict the options that meet the healthy criteria.

- Provide sample quick-pick combinations that meet the 60% rule for different scenarios, such as:
  - plated meals
  - boxed lunch combinations
  - breakfast combination
  - lunch and dinner buffet combinations
  - reception/appetizers
  - healthy snack ideas
  - celebration/party combos

Having trouble finding healthy choices?

Consider these tips for creating healthy choices on your menu:

**Portion Sizes:** Many of your items may qualify based on the calorie requirement if you offer them in smaller portions. For example, offer smaller cookies or mini muffins or smaller cubes of cheese.

**Cooking Methods:** Use healthier cooking methods – serve baked, roasted and grilled meats and vegetables without added fat. Broil, bake, grill or steam rather than fry or sauté. Do not add caloric sweeteners.

**Recipe Substitutions:** Use tomato-based sauces rather than cream, butter or cheese sauces. Maximize flavor with herbs, spices and low- or no-fat sauces or marinades.

**Maximize fruits, vegetables and whole grains:** Include whole grain breads and pastas. Incorporate fresh or cooked vegetables with no butter, fat or cream sauces added. Serve salad dressings on the side and offer low-fat or fat-free dressings. Include fresh or cooked fruit.

**Desserts:** Provide low-fat, low-calorie desserts such as cut-up fresh fruit, frozen yogurt, sherbet or sorbet, or angel food cake with fruit topping. Provide smaller portions of typical high-fat or high-sugar desserts.


Step 3. Provide labeling or signage of the calories per serving and serving size.

Provide labeling or signage of the calories per serving and serving size of all foods and beverages served at the event. This can be done in a variety of ways, such as:

- table tents
- poster
- handout
- printed menu
- affixed label
- other visible means.

Printed menu. Provide a printed menu with calories listed. Here’s an example used by NC Prevention Partners.

Table tents. Place table tents at each item with the calories and serving size. Even better, you can list the calories and a portion size guide, such as a photo or plated example of a serving.

Poster. Provide a poster listing or illustrating serving size and calories.

Boxed lunches. There are many ways you can meet the labeling requirement for a boxed lunch.

Try one of these:

- affix a label to the outside of the box
- insert a card into the box
- label each item in the box
- provide a printed handout/menu, poster, or table tent for display at the distribution table.

Buffet. Get creative with the buffet line.

- Show a plated example at the start of the line or at each station demonstrating the proper portion size with a table tent or label listing the calories.
- Place a poster size menu at the start of the line with the calories and serving size listed for each item.

Note: This policy does not supercede the regulations issued by the Food and Drug Administration in response to the passage of the Patient Protection and Affordable Care Act of 2010. If your food establishment is subject to the federal calorie labeling laws, those rules must be followed.
Step 4. Demonstrate the spirit of the policy.

Demonstrate the spirit of the policy by serving foods meeting the principles of the 2010 Dietary Guidelines for Americans and use health-promoting food preparation techniques and meet food safety standards.

The key points from the 2010 Guidelines are:

- **Balancing calories**: Enjoy your food but eat less. Avoid oversized portions
- **Foods to increase**: Make half your plate fruits and vegetables, especially dark green and red and orange vegetables, beans and peas. Replace refined grains with whole grain breads, pastas, cereals. Increase intake of fat free or low fat milk products. Replace some meat with fish, especially fatty fish. Choose lean meat, seafood, poultry, eggs, beans, peas, soy products, unsalted nuts and seeds as protein sources. Use oil instead of solid fats where possible
- **Foods to reduce**: Sodium or sodium containing salt and seasonings; solid fats; added sugars. Consume alcohol only in moderation, if consumed
- **Know your calorie goal**: For adult moderately active males under 50 years, the range is 2,400 to 2,600 calories per day and 2,200-2,400 if older than 51. For adult moderately active females under 50 years, it is 2,000 calories; and 1,800 if older than 51.

Visit [www.dietaryguidelines.gov](http://www.dietaryguidelines.gov) to learn more about the guidelines.

While the policy definition of healthy only requires limits on calories per serving, vendors are expected to meet the spirit of the healthy food environment policy by offering fruits, vegetables, whole grains, lean meats and fish, and vegetarian options; and use health-promoting food preparation techniques. *Again, the impression should be that healthy foods and beverages predominate.*
Next Steps

Become a Preferred Vendor.

A list of preferred vendors is provided to event planners throughout Vidant Health. This includes vendors who have submitted the pledge and provided menu example of items meeting the healthy criteria with calorie and serving size information.

This list will be updated periodically and redistributed to event planners. Vendors not complying with the four steps outlined in this kit will be removed from the list.

Here’s what you can do to join the list:

1. **Submit your Preferred Vendor Pledge** to be considered as a Preferred Vendor.
2. **Provide a sample menu** that includes calorie labeling with serving size that demonstrates completion of Step One in this toolkit.
3. Stay on the list by **complying with the four steps** outlined in this kit.

Send your pledge to your local representative listed on the next page or by email or fax to:

Email: sgaskins@pcmh.com
Fax: 252-847-6096
## Contacts

Following are steering committee representatives from each hospital who helped formalize and implement the food environment policy. Please direct questions to your local representative.

<table>
<thead>
<tr>
<th>Entity</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albemarle Health</td>
<td>Debra Perkins</td>
<td>Director of Nutritional Services</td>
</tr>
<tr>
<td>Vidant Beaufort Hospital</td>
<td>Laurel MacKenzie</td>
<td>Assistant Manager of Clinical/Nutrition Services</td>
</tr>
<tr>
<td>Vidant Bertie Hospital</td>
<td>Megan Booth-Mills</td>
<td>Director, Planning &amp; Marketing</td>
</tr>
<tr>
<td>Vidant Chowan Hospital</td>
<td>Pam Philips</td>
<td>Director of Nutrition Services</td>
</tr>
<tr>
<td>Vidant Duplin Hospital</td>
<td></td>
<td>Registered Dietitian</td>
</tr>
<tr>
<td>Vidant Edgecombe Hospital</td>
<td>Charles Alford</td>
<td>CFO</td>
</tr>
<tr>
<td></td>
<td>Jeffrey Koning</td>
<td>Director, Food and Nutrition</td>
</tr>
<tr>
<td>Vidant Medical Center</td>
<td>Reggie Pearson</td>
<td>Vice President, Support Services</td>
</tr>
<tr>
<td></td>
<td>Russell Currie</td>
<td>Administrator, Food and Nutrition Services</td>
</tr>
<tr>
<td>Vidant Roanoke-Chowan Hospital</td>
<td>Jon Graham</td>
<td>VP of Finance</td>
</tr>
<tr>
<td></td>
<td>Heather Sumner</td>
<td>Clinical Dietitian</td>
</tr>
<tr>
<td></td>
<td>Cornelius Green</td>
<td>Director, Food and Nutrition</td>
</tr>
<tr>
<td>The Outer Banks Hospital</td>
<td>Kathy Tate</td>
<td>Director of Dietary Services</td>
</tr>
</tbody>
</table>

### Vidant Health Corporate Resources:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scottie Gaskins</td>
<td>Steering Committee Chair</td>
<td>252-847-2024; <a href="mailto:sgaskins@VidantHealth.com">sgaskins@VidantHealth.com</a></td>
</tr>
<tr>
<td>Rose Ann Simmons</td>
<td>Director, Employee Wellness</td>
<td>252-847-6282; <a href="mailto:rsimmons@VidantHealth.com">rsimmons@VidantHealth.com</a></td>
</tr>
<tr>
<td>Colleen Bucher</td>
<td>Coordinator, Nutrition Services, Vidant Nutrition &amp; Weight Loss Clinic</td>
<td>252-847-2387; <a href="mailto:colleen.bucher@VidantHealth.com">colleen.bucher@VidantHealth.com</a></td>
</tr>
</tbody>
</table>
**Helpful Guides/Resources**


Provides 5 guidelines, tips for selecting foods lower in fat and calories and preparation techniques; suggestions for foods and beverages; calories in popular food and beverage items; comparison of food and beverage options; sample menus.


Gives general tips for meals and snacks; suggestions for meetings at the office. Includes healthy meeting checklist.
Healthy Food Environment

Exhibit 1

Vidant Health
Pick Well Live Well – Healthy Choice Criteria

MEAL
A meal refers to a complete plate or combination of food offered for breakfast, lunch or dinner. Typically, this includes a main dish and side item(s).

To qualify, a PWLW Meal must include **two or more** of the following:

- fruit/vegetable
- whole grain
- lean protein (i.e., skinless lean poultry, lean beef or pork, fish/seafood, tofu, beans/legumes, eggs, etc.)

<table>
<thead>
<tr>
<th>Calories</th>
<th>less than 800 per meal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total fat</td>
<td>max 35% of calories</td>
</tr>
<tr>
<td>Saturated fat</td>
<td>max 10% of calories</td>
</tr>
<tr>
<td>Tran fats</td>
<td>zero</td>
</tr>
<tr>
<td>Sodium</td>
<td>less than 1000 mg per meal</td>
</tr>
</tbody>
</table>

SNACKS
The snack category refers to packaged or proportioned items such as pretzels, chips, crackers, cookies, yogurt, or quick breads/muffins. Items that are meal replacements (e.g., sandwiches, meal replacement bars, shakes) are not included.

A PWLW snack is defined as per package:

<table>
<thead>
<tr>
<th>Calories</th>
<th>less than 200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugar</td>
<td>max 35% calories from total sugars</td>
</tr>
<tr>
<td>Total Fat</td>
<td>max 35% calories*</td>
</tr>
<tr>
<td>Saturated fat</td>
<td>max 10% calories</td>
</tr>
<tr>
<td>Tran fat</td>
<td>zero</td>
</tr>
<tr>
<td>Sodium</td>
<td>less than 480 mg</td>
</tr>
</tbody>
</table>

*100% nuts or seeds are EXEMPT from the fat criteria

BEVERAGES
The beverage category refers to all beverages.

Note: Water must be offered as an option at all eateries, vending and catered events.

A PWLW beverage is defined as:

- Water, flavored water, diet sodas, sport drinks have less than 50 calories per 8 oz
- Unflavored skim, 1% milk or soymilk
- 100% real fruit juice: maximum serving size of 12 oz
- Coffee/flavored coffees with no more than 100 calories per 8 oz and have low- or no-fat additives
Whereas: Vidant Health is concerned about the health of its employees;

Whereas: Vidant Health is in the business of health and desires to serve as a role model and promote healthy practices to the community;

Whereas: People have become more interested in the calorie content of their food and achieving a healthy weight;

Whereas: Heart disease, cancer and stroke—the top three causes of death in North Carolina—are largely affected by what we eat, how active we are, and whether we are overweight or obese;

Whereas: Foods such as fruits, vegetables, whole grain breads and pasta, and low-fat dairy products are good choices for preventing excess weight gain and many diseases;

Whereas: the 2010 Dietary Guidelines for Americans encourages Americans to enjoy food but eat less, eat the right amount of calories; avoid oversized portions; make half the plate fruits and vegetables; cut back on foods high in solid fats, added sugars and salt; and drink water instead of sugary drinks;

Whereas: Vidant Health has instituted a policy that 60% of foods and beverages purchased by the company for any corporate sponsored event meet a “healthy” criteria and contain visible calorie labeling per serving.

We, _____________________________, will

(name of food establishment, caterer)

• Identify and list calories per serving and serving size for each food and beverage on your menu for Vidant Health
• Assist Vidant Health staff placing the order to comply with the policy
• Provide labeling or signage of the calories per serving and serving size of all foods and beverages served at the event through table tent, poster, handout, affixed label, printed menu or other visible means
• Demonstrate the spirit of the policy by serving foods meeting the principles of the 2010 Dietary Guidelines for Americans and use health promoting food preparation techniques and meet food safety standards

Name of Organization:__________________________________________

Signature:____________________________________________________ Date:________________________

Title:________________________________________________________

Address/Location(s):__________________________________________

Phone #:_________________________ Email:________________________

Web address to link to your menu:__________________________________________

Detach and return to sgaskins@VidantHealth.com or Fax 252-847-6096