

## Event Planner Tool Kit

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

# Vidant Health Healthy Food Environment

## Event Planner Tool Kit

*Guidelines for the Purchasing of  
Healthy Foods and Beverages  
for Company-Sponsored Events*

### ***Table of Contents***

Healthy Food Environment Policy .....	3
Commitment from the Catering / Food Vendors.....	3
Definitions to Support the Policy.....	4-5
Your Role in Menu Planning.....	6-7
Example Menu Ideas.....	8-10
Helpful Guides/Resources.....	10
Contacts.....	11
Exhibit 1 - Pick Well Live Well - Healthy Choice Criteria.....	12

## 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.

## Commitment from Catering / Food Vendors

All vendors, including our hospital cafeterias and external caterers, who provide food and beverages to Vidant Health facilities have been asked to 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. The cafeterias/food service operators at each of our hospitals are committed to this effort and can assist with your menu planning and compliance with the policy. If you opt to use an outside vendor, a list of **Preferred Vendors** is available on the intranet for ease of selection and will be updated periodically as new vendors join this effort.

## 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.

**% 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. It is also suggested to use appropriate dinnerware, such as plates no larger than 10 inches, cups no larger than 12 ounces, serving utensils that measure appropriate portion size.

**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:

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

**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.***

**Who is responsible for following these guidelines?**

Any department or individual ordering for an event, in which any Vidant Health entity is paying all or part of the bill, is responsible to follow these guidelines.

**What is considered a company-sponsored event?**

Any food purchased by Vidant Health for events such as meetings, training/in-services, 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.

**What makes up 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.

## Your Role in Menu Planning

As the organizer of the event, it is important that you are aware of the healthy environment policy and support it's purpose by offering healthy food and beverages at your event. These guidelines apply to all functions in which food will be served whether it is an informal or formal event. Following are some guidelines and tips to help you in this process.

### Step 1. Pre-plan your menu

First decide on the type of food and style of service you would like such as a pre-plated meal, buffet style, appetizers/snacks, or an informal boxed lunch. When using a caterer, ask for their menu of food and beverage choices noting the healthy items with calorie and serving size information. Some preferred vendors have created special menus and package options to make it easy for you to comply with the policy. Refer to the definitions on page four and examples on pages eight and nine.

### Step 2. Select a vendor / caterer

The cafeterias/food service operators at each of our hospitals are committed to this effort and can assist with your menu planning and compliance with the policy. Consider them a first vendor choice for your events.

If you opt to use an external vendor, a list of preferred vendors is posted on the intranet. This list includes vendors who

- a) have made a commitment to provide calorie and serving sizes on their menu
- b) agreed to assist you with achieving 60% healthy options for your event
- c) will provide calories per serving labeling or information for signage/printouts for your event.

You may choose to use a vendor not on the list, but you will be responsible to collect calorie information from the vendor or look it up yourself, comply with the 60% healthy choices and provide the labeling/signage of the calories for all items.

#### ***When a caterer/vendor is not used or multiple vendors are used for one event-***

If you plan to use multiple vendors for one event or elect to purchase the food items directly from a variety of locations, you are responsible for the overall event meeting the 60% healthy options and the labeling/signage of calories/per serving. For example, you order the main items from one vendor, desserts from another, and purchase a vegetable tray and drinks from a grocery store. 60% of all the foods offered at the event must meet the criteria and 60% of all the beverages offered at the event must meet the criteria. All foods and beverages must be included in the labeling/signage with calories per serving.

#### ***Potluck or items purchased with personal funds-***

Items paid for by the employees themselves such as lunch ordered in but paid for by the employee, or a potluck, or items provided personally by the manager is not included in the guidelines. However, it is strongly recommended that healthier food items be available at all functions.

### Step 3. Select 60% healthy choices

Considering the style of the event, choose a variety of possible food items. Remember that at least 60% of your choices must meet the healthy criteria based on calories per serving or Pick Well Live Well criteria as described previously. An example would be if ten food items are selected, then six have to meet the healthy criteria; if six beverages are selected, a minimum of four should meet the criteria including water.

Preferred vendors have committed to providing calorie and serving size information and assisting you with selecting at least 60% healthy options. While the policy definition of healthy only requires limits on calories per serving, 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. **Again, the impression should be that healthy foods and beverages predominate.**

### Step 4. Prepare menu, signage or labels with calories and serving size

Prior to the event, decide who will provide the signage or labeling with the calorie information and serving size – you or the vendor. It ultimately is the event planners responsibility for signage, but ask the vendor if they can supply this information, especially when boxed lunches or sit down meals are planned.

Provide labeling or signage of the calories per serving and serving size of all foods and beverages served at the event. This allows guests to make an informed decision. 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.



FRESH FRUIT PLATTER 1 CUP			
Total Fat (g)	Calories	Sat. Fat (g)	Sodium (mg)
.28	52.7	.03	11.06

**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.

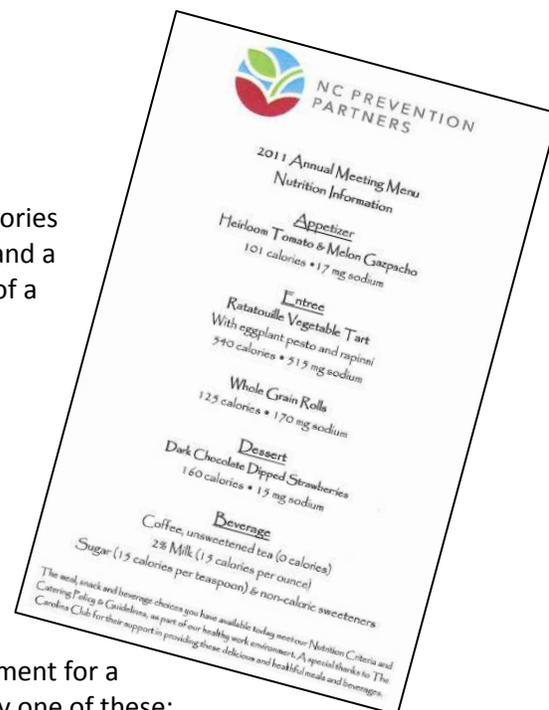


**Boxed lunches.**

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.

## Example Menu Ideas

Below are some menu suggestions for a variety of events. These are simply examples and would need to be further assessed based on the vendor's menu options and calorie information. Most chain restaurants have the nutritional value of their foods readily available. Small independent restaurants may not. Go to the restaurants' website for up to date calculations or try some general websites such as [www.fastfood.com](http://www.fastfood.com), or [www.calorieking.com](http://www.calorieking.com). When available, always use the Nutrition Facts on the label for accurate calories per serving size.

### Sit down meal (pre-plated meal should be <800 calories including entrée, sides, bread and dessert)

- tossed greens w/ chopped seasonal vegetables and light salad dressing or broth based soup
- 5 ounces grilled or roasted lean meat or fish
- ½ cup herb seasoned steamed or grilled vegetables such as asparagus, vege kabob, mixed veges
- ½ cup roasted or mashed potatoes, ½ sweet potato, or ½ cup whole grain rice or couscous
- small whole wheat dinner roll w/ 1 tbsp. butter
- 1-inch slice angel food cake with fresh fruit
- water, unsweetened tea and coffee available

### Buffet breakfast items

- seasonal fresh fruit bowl
- low-fat vanilla yogurt
- whole wheat English Muffins or toast
- low-fat, 1 inch bran or blueberry muffins
- small turkey sausage links
- scrambled eggs
- Condiments: pats of lite butter, 1 tbsp size packets of peanut butter, 100% fruit jams
- Beverages: coffee, unsweet tea, water, diet soft drinks, low fat milk, 100% fruit juices w/ 4 oz glasses, sweeter and creamer available

*Suggested serving sizes: ½ cup fruit, ½ cup yogurt, ½ English muffin or 1 slice toast, 1 small muffin, 2 small turkey links, ¼ cup scrambled eggs*

### Buffet lunch items

- sandwich tray w/ lean cold cuts or grilled chicken and low fat cheeses
- variety of sliced, small loaf breads, wraps, flatbread or small whole wheat rolls
- tray w/ lettuce, spinach, sliced red peppers, banana peppers and tomato
- fresh fruit salad
- Condiments on the side: light mayonnaise, hummus, mustard, ketchup, balsamic vinegar
- Beverages: coffee, unsweet tea, water, diet soft drinks, sweeter and creamer available

*Suggested serving sizes: 2 slices bread or 1 roll w/ 2 slices low fat meat or 1 slice meat and 1 slice cheese w/ condiments and 1/3 cup fresh fruit*

### Soup and salad bar

- broth-based vegetable, minestrone, Wedding or hearty chicken noodle soup
- tossed greens, tomato, cucumber, bell pepper, red onion, grated carrots, beets
- pasta vegetable salad made with vinaigrette dressing
- variety of low fat or light dressings
- small slices crusty whole wheat or rye breads, whole wheat crackers

*Suggested serving sizes: 1 cup soup, 2 cups greens w/ vegetables, ½ cup pasta salad, 2 Tbsp salad dressing (if desired), 1 slice bread*

### Boxed lunches (< 800 calories total)

- 10-inch whole wheat or vegetable wrap with low fat turkey, grilled chicken or ham slices, low fat cheese slice, w/ lettuce and tomato slices. Condiments on the side: light mayonnaise, mustard, light dressing, balsamic vinegar. Served with a fruit cup, pretzels or baked chips, small cookie optional.
- Mixed green salad with grilled chicken, veges, and cranberries with light dressing on the side
- 1 ½ cup chicken salad made with grapes and walnuts w/light dressing on lettuce leaf with whole wheat crackers

### **Mexican themed party**

- 6 inch tortillas
- Grilled marinated chicken and lean beef strips
- Grilled or roasted sweet bell pepper strips and onions
- Large bowl chopped lettuce and tomato
- Salsa, low fat sour cream
- Fat free refried beans, seasoned
- 2 inch cinnamon or sugar cookies

*Suggested serving sizes: 1 tortilla w/ 3-4 strips meat, 1 cup roasted vegetables, topped w/ lettuce and tomato as desired and 1 tsp. sour cream and 1 tbsp salsa; ½ refried beans, 1 cookie*

### **Pizza party**

Serve a variety of thin crust pizzas, with a salad and fruit

- tossed salad with mixed greens, spinach and other veges and choice of low-fat or fat-free dressings
- fresh cut fruit tray
- thin crust with cheese
- thin crust with cheese and veges
- thin crust with cheese and pepperoni
- artisan flatbread pizza with spinach, tomato and feta cheese
- thin crust with cheese, chicken, fresh tomato and onion slices
- thin crust with cheese, ham and pineapple
- thin crust sliced tomato, onions, thin sliced eggplant, black olive, lite Italian cheese
- where available ask for low fat, lite or skim cheeses
- request whole wheat crust if available
- pasta with marinara sauce makes a healthy alternative to compliment a pizza party – try whole wheat pasta for added nutritional value

*Suggested serving sizes: 1/8 of a 12 inch pizza, 1 cup tossed greens and vegetable salad with light dressing, ½ cup of pasta with ¼ cup of marinara*

### **Snacks/appetizers (Healthy options less than 200 calories per serving)**

Provide a variety of healthy finger snacks such as:

- unsalted roasted nuts
- vegetable tray with light dip
- unsalted or lightly salted pretzels
- low fat corn tortilla chips and salsa
- low fat or small cheese cubes
- cut seasonal fruit or fruit kabobs
- yogurt parfait with fresh fruit topping
- small 1-inch meatballs made with seasoned ground turkey in marina sauce

*Suggested serving sizes: 1-2 tbsp nuts, 4-5 vegetables w/ 1 tbsp dip, ¼ cup pretzels, 5-6 chips w/ 2 tbsp salsa; 2 small cheese cubes; ¼ cup fresh fruit; 2 meatballs w/ 1 tbsp sauce*

### **Celebrations**

It is acceptable to provide traditional celebratory foods. Balance these with healthy options to achieve the 60% healthy choices. Adjust portion sizes and these treats may meet the healthy criteria for calories per serving. Here are few ideas to add to any of the above menus for an added celebratory flare.

- low-fat frozen yogurt or sherbert
- skinny cow ice cream treats
- cake cut in bite-size slices or mini cupcakes
- dessert bars in small bite-size portions
- angel food cake with fresh fruit topping

- yogurt parfait with fresh fruit topping
- fruit kabobs or fresh seasonal fruit

### ***Having trouble finding healthy choices?***

Consider these tips for selecting healthy choices for your event:

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

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

**Recipe Substitutions:** Select items with tomato-based sauces rather than cream, butter or cheese sauces. Choose flavorful items made 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.

Having a hard time meeting the 60% healthy foods? Try omitting the dessert or add fruit and vege trays.

## **Helpful Guides/Resources**

For more ideas go to:

Eat Smart Move More North Carolina: Guidelines for Healthy Foods and Beverages at Meetings, Gatherings and Events. August 2006. [http://www.eatsmartmovemorenc.com/HealthyMeetingGuide/Texts/ES\\_Healthy\\_Meeting\\_Guide.pdf](http://www.eatsmartmovemorenc.com/HealthyMeetingGuide/Texts/ES_Healthy_Meeting_Guide.pdf)

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.

Guidelines for Offering Healthy Foods at Meetings, Seminars and Catered Events. University of Minnesota , 2004. [www.sph.umn.edu/news](http://www.sph.umn.edu/news)

Gives examples of beverages, breakfast meetings, snacks, catered lunches, dinners, receptions. Gives comparisons of commonly offered beverages and foods and healthier alternatives. Gives some calorie information.

Meeting Well. A Tool for Planning Healthy Meetings and Events. American Cancer Society. [www.cancer.org](http://www.cancer.org)

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

## 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.

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

### Vidant Health Corporate Resources:

Scottie Gaskins	Steering Committee Chair
Rose Ann Simmons	Director, Employee Wellness
Colleen Bucher	Coordinator, Nutrition Services, Vidant Nutrition & Weight Loss Clinic

**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.)

<i>Calories</i>	less than 800 per meal
<i>Total fat</i>	max 35% of calories
<i>Saturated fat</i>	max 10% of calories
<i>Tran fats</i>	zero
<i>Sodium</i>	less than 1000 mg per meal

**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:**

<i>Calories</i>	less than 200
<i>Sugar</i>	max 35% calories from total sugars
<i>Total Fat</i>	max 35% calories*
<i>Saturated fat</i>	max 10% calories
<i>Trans fat</i>	zero
<i>Sodium</i>	less than 480 mg

\*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