

Eat Smart!® Workplace Program

SUPPORTIVE ENVIRONMENT STANDARD 2011

Guiding Principles

- Creating an environment that is supportive of healthier choices, makes the healthier choice the easier choice and increases the likelihood that employees will choose healthier options.
- Evidence suggests that changes in pricing, placement and promotion of healthier items can change sales and consumption without negatively affecting revenues^{1,2}
- Research shows that multi-component workplace health promotion programs have the greatest potential to improve dietary behaviour.^{2,3,4}
- It may be necessary to provide documentation of achievement of certain standards to the public health unit staff assessing the workplace as health unit staff may not be able to assess all of the standards at the time of assessment. For example, health unit staff may not be present on a day when a specific Eat Smart!® promotional activity is undertaken.
- This standard is required in order to achieve the Silver Level Eat Smart!® Award of Excellence.
- For the purposes of the Eat Smart!® Workplace Program, Eat Smart!® healthier choices as referenced in this standard, are those that can be counted towards meeting the Nutrition Standard for Cafeterias, Cafés or Vending.

Eat Smart!® Action Committee

1. The workplace and cafeteria supervisor collaborate with public health to form an Eat Smart!® Action Committee, which may include members from:
 - Food-service and workplace management
 - Local public health unit
 - Staff
2. The Eat Smart!® Action Committee completes an assessment of the worksite's food environment, making recommendations for changes to meet promotion requirement (and, if applicable, price and placement requirements).

¹ Engbers LH, van Poppel MN, Chin A Paw MJ, and van Mechelen W. Worksite Health Promotion Programs with Environment Changes A Systematic Review. *American Journal of Preventative Medicine* 2005 Jul;29(1):61-70

² Steyn NP, Parker W, Lambert EV and Mchiza Z. Nutrition Interventions in the workplace: Evidence of best practice. *South African Journal of Clinical Nutrition* 2009; 22(3)

³ Ni Mhurchu C, Aston LM, and Jebb SA. Effects of worksite health promotion interventions on employee diets: a systematic review. *BMC Public Health* 2010, 10:62

⁴ Anderson LM, Quinn TA, Glanz K, Ramirez G, et al. Effectiveness of Worksite Nutrition and Physical Activity Interventions for Controlling Employee Overweight and Obesity A Systematic Review. *American Journal of Preventative Medicine* 2009; 37(4)

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3. The Eat Smart!® Action Committee:
 - Develops an Action Plan to implement recommendations with clear roles and responsibilities for each member and a schedule of activities.
 - Ensures a worksite management representative and food-service manager approve the Eat Smart!® Action Plan.
 - Submits the Action Plan to the Public Health Unit as part of the assessment for the Award.
4. The Eat Smart!® Action Committee participates in publicizing the Eat Smart!® award (through an award ceremony, special event or other means appropriate for the site).

Pricing of Healthier Options

The workplace negotiates with the food-service provider to:

5. Implement at least one strategic pricing initiative that prices one Eat Smart!®/healthier item in each category (beverages, snacks, entrees and side dishes) equal to or less than other same category choices of minimum nutritional value. If this is not possible, due to workplaces in the middle of multi-year contracts, the workplace must develop a plan to include a strategic pricing initiative in the following year.
6. Lower prices of healthier choices in vending machines. Actually lowering the prices of healthier options in vending machines is not necessary to meet this; however, efforts should be made to discuss this possibility with the vending provider.

Placement of Healthier Options

7. The cafeteria places only Eat Smart!® choices in at least three (3) prominent/influential purchase locations that are easy to access (e.g., grab and go) and are highly visible, such as:
 - Racks, displays, shelving, baskets at any point of purchase (e.g. displays at front of line by cashier)
 - Displays at eye level (e.g. beverage cases)
 - Self-serve stations
 - Mobile food carts
 - Self-serve coolers
 - Self-serve drink dispensers
 - Free-standing carts
 - Areas of cross-promotion (e.g., whole grain bagels placed near coffee station)

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Promotion of Healthier Options

8. Prior to receiving the Eat Smart!® Award, and during each subsequent year, the workplace and cafeteria supervisor feature a minimum of three promotional strategies that communicate the budget-friendly, energizing, convenience and /or sensory satisfaction/taste properties of the healthier choices in the cafeteria.

Examples of promotional strategies include:

- Plan a launch event or award ceremony. The event may include displays, posters, games and give-aways.
- Distribute frequent buyer cards to encourage staff and visitors to select the healthy food choices available in the workplace.
- Offer healthy eating information via employee email (e.g., e-newsletter), and/or on workplace website.
- Communicate health messages to employees through pay cheque inserts
- Conduct taste tests, food sampling, display plates.
- Display and/or distribute provincially-developed materials such as interactive display, posters, table stands, postcards, “clings”, Advantage Pamphlet, Staff Education Booklet
- Encourage food service staff to provide verbal prompts to choose vegetable or fruit as side dish or dessert with entrees or combination dishes.
- Distribute materials (e.g., fact sheets and quizzes) to promote healthy eating during Nutrition Month® (March).