Measuring and Communicating Impact of Food Service Guidelines: Examples from Washington State

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Washington State Executive Order 13-06

- Signed October 2013
- Includes adoption and implementation of food service guidelines
  - Washington’s Healthy Nutrition Guidelines
- Implementation began July 1, 2014
- Full implementation by Dec 31, 2016
Guideline Areas

The guidelines apply to foods and beverages available through:

• Vending
• Micro-markets
• Meetings and events
• Cafeterias, cafés, and on-site retail
• Institutions
Evaluations

- 5 year contract
- Key evaluation questions
- Assessment plan and tools
- Annual on-site evaluations
- Use of graduate students
Key Evaluation Questions

• How does EO 13-06 impact the food environments of affected food service venues?
• What are the current and anticipated facilitators and barriers to implementation?
• What impact do the changes in food service venues have on purchases and sales?
• How have the food environments changed since baseline?
• What additional resources and support are needed to facilitate implementation of the guidelines?
Evaluation Structure

- Assess current food environments
  - Cafeterias, vending, and micro-markets
- Document experiences of agencies, stakeholders, and venues
  - Employee surveys, stakeholder interviews
- Assess change since baseline
  - Pre-implementation evaluation in 2014
- Assess purchases and sales
  - Micro-market sales data from 2016-2018
- Make recommendations for ongoing implementation
Communication Strategies and Benefits

**Strategies**
- Vehicle for engagement with cafeteria operators and vendors
- Accountability and measurement
- Report back to policy makers and stakeholders on progress

**Benefits**
- Identify areas for possible growth
- Focus future work
- Increase agency buy-in
- Demonstrate need
Example: Collecting Micro-Markets Sales Data

Percent of total approved vs. not approved* items observed (June 2017 & June 2018)

- **2017**: 27% Approved, 72% Not Approved
- **2018**: 28% Approved, 72% Not Approved

Percent of total approved vs. not approved items sold (June 2017 & June 2018)

- **2017**: 26% Approved, 72% Not Approved
- **2018**: 27% Approved, 72% Not Approved

*Approved and not approved refer to whether the product meets the nutrition guidelines
Example: Collecting Micro-Market Sales Data

• Policy in place
• Technical assistance (established relationship)
• Compliance monitoring
• Micro-market model
• Success of markets
• Sales analysis of “healthy” vs. “limited”

<table>
<thead>
<tr>
<th>Year</th>
<th># of micro-markets</th>
</tr>
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<tbody>
<tr>
<td>2014</td>
<td>-</td>
</tr>
<tr>
<td>2015</td>
<td>3</td>
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<tr>
<td>2016</td>
<td>5</td>
</tr>
<tr>
<td>2017</td>
<td>20</td>
</tr>
<tr>
<td>2018</td>
<td>30</td>
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</tbody>
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Recommendations

- Build evaluation into initial policy/guideline planning
- Consider scope, funding, capacity, sustainability
- Clearly identify key questions, structure and purpose
- Build and maintain relationships with vendors/operators
- Review evaluation results and TA opportunities
- Identify outside stakeholders
- Develop and deliver targeted communications
Next Steps

- **Move cafeterias to self-assessment**
- **Maintain sales data collection and analysis**
  - Currently 36 markets
- **Focus on Department of Corrections**
  - Aligning menus with the Dietary Guidelines for Americans
  - High impact (16,818 incarcerated in 12 facilities)
Contact

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