



:A Collaboration of the University of Iowa's Academic and Hospital Campuses to Promote Healthy Eating

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November 29, 2012



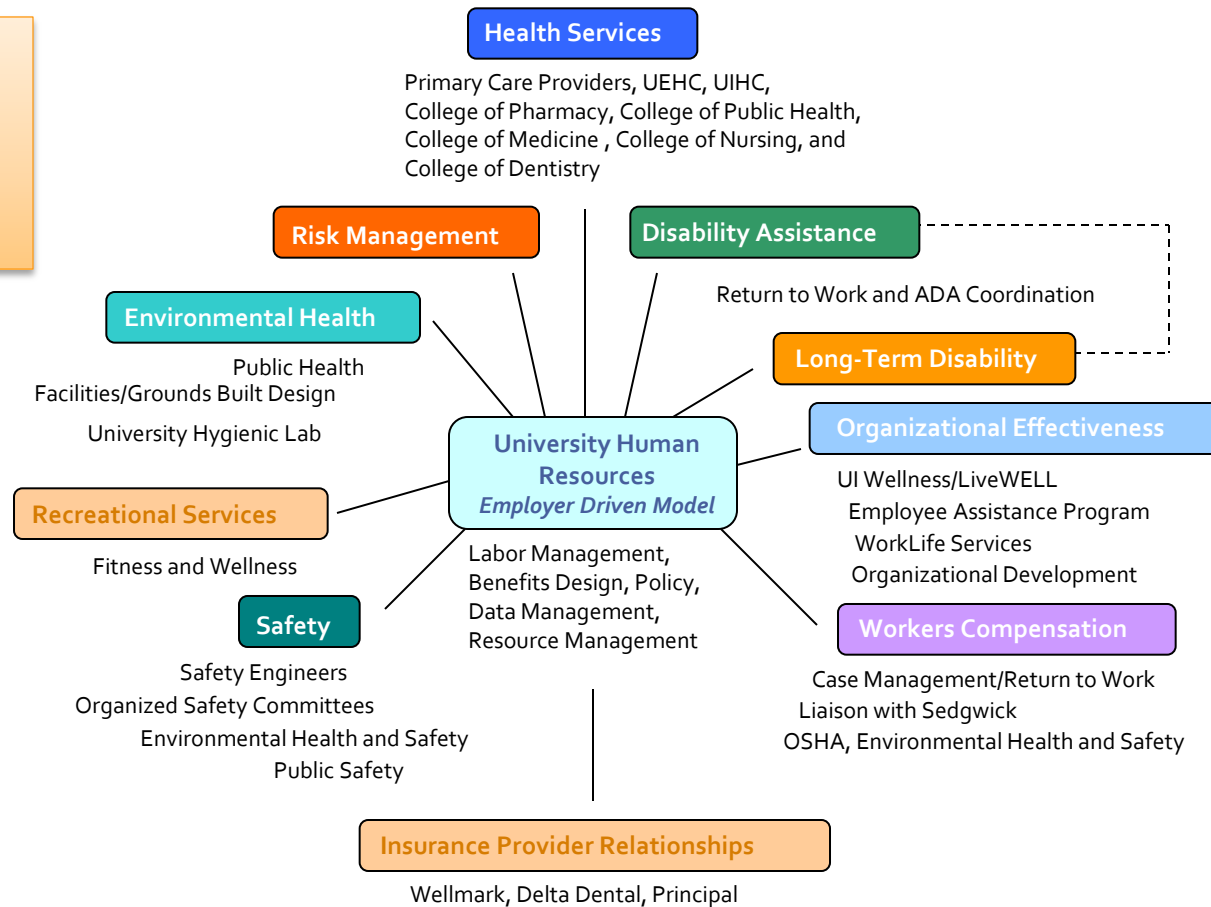
Vision for Health and Wellness at The University of Iowa

The University of Iowa aspires to fully incorporate health and wellness into the lives of our campus community members through integrated health initiatives that are practiced by engaged, diverse faculty, staff, and students working together toward individual and organizational success, and through a commitment to continuous development of a healthy campus culture in the spirit of learning and discovery that is at the heart of a distinguished public university.

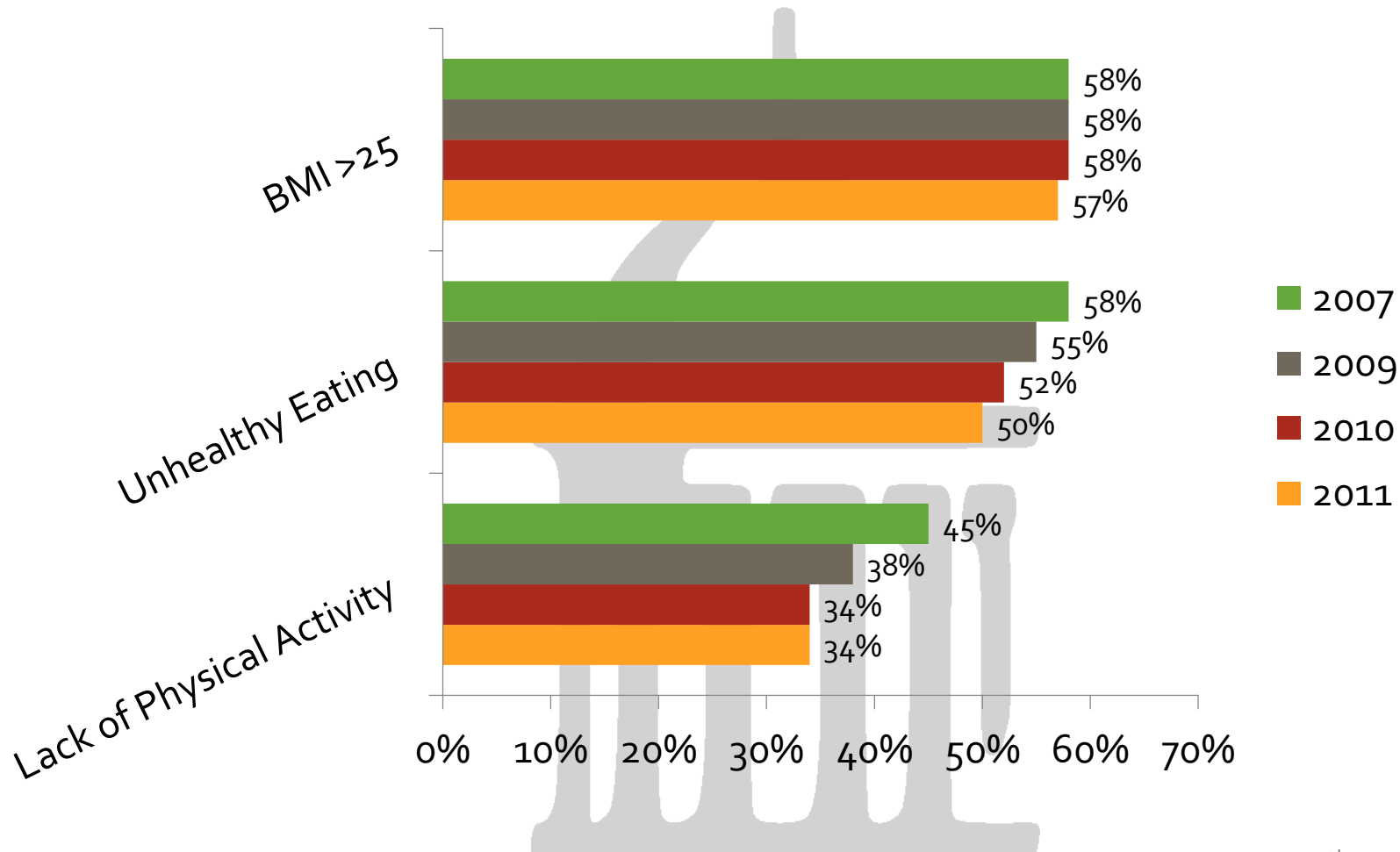
Integrated Health Management Model

Mission: The University of Iowa recognizes the value of our people and is committed to enhance their health and well-being in a safe and supportive environment.

- Work Groups**
- Behavioral Health
 - Healthy Campus Nutrition
 - Physical Activity
 - Data Management



Overview – Faculty/Staff Snapshot



Source: liveWELL Personal Health Assessment Data. N=11,209. UI Human Resources

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Campus Partners/Stakeholders

■ Healthy Campus Nutrition Advisory Group

- Health Iowa/Student Health Service
- UI Wellness/Human Resources
- University of Iowa Hospitals & Clinics (Food and Nutrition)
- University Housing and Dining
- UI Purchasing
- College of Dentistry
- College of Public Health

History/Structure

- Convened August 2009
- Reports to Integrated Health Management Group
- Sponsored by Vice Presidents
- Data sub-group and Communication sub-groups formed
- Launch in January 2011

Program Goals of Healthy Campus Nutrition Advisory Group

1. Provide a supportive environment for students, faculty and staff relative to the availability of healthy food items on campus.

2. Create greater awareness of healthy nutrition across campus.

3. Base healthy food and vending service recommendations on best practice and evidence based guidelines.

Recommendation 1: Nutrition Criteria

- ✓ Fat is 30% or less of total calories
- ✓ Zero Trans fat
- ✓ Added sugars are less than 25% of total calories
- ✓ Whole grain as a major ingredient
- ✓ Whole fruit and fruit juice is primarily used
- ✓ Sodium is less than 480 mg/serving or less than 600 mg for entrees or sandwiches




Recommendation 2: Vending Service

- ✓ 5 grams of fat and less than 30% of calories from fat per serving
- ✓ 100 or fewer calories per serving
- ✓ 15 grams carbohydrates or less per serving
- ✓ 100% juice
- ✓ 20% of items offered within a vending machine meet the healthy criteria.



Recommendation 3: Marketing & Communication

Look for the  on items that are  approved.

Items denoted with  meet one or more of these criteria:

- ✓ Low Fat
- ✓ Zero Trans Fat
- ✓ Low Sugar
- ✓ Low Sodium
- ✓ Whole Grain
- ✓ Whole Fruit and Fruit Juice

For more information about  and Healthy Campus Nutrition Guidelines visit www.healthcare.uiowa.edu/uchoose



- Logo/Tagline
 - Federal trademark in 2011
- Website
- Campus-wide expansion
- Health Fairs




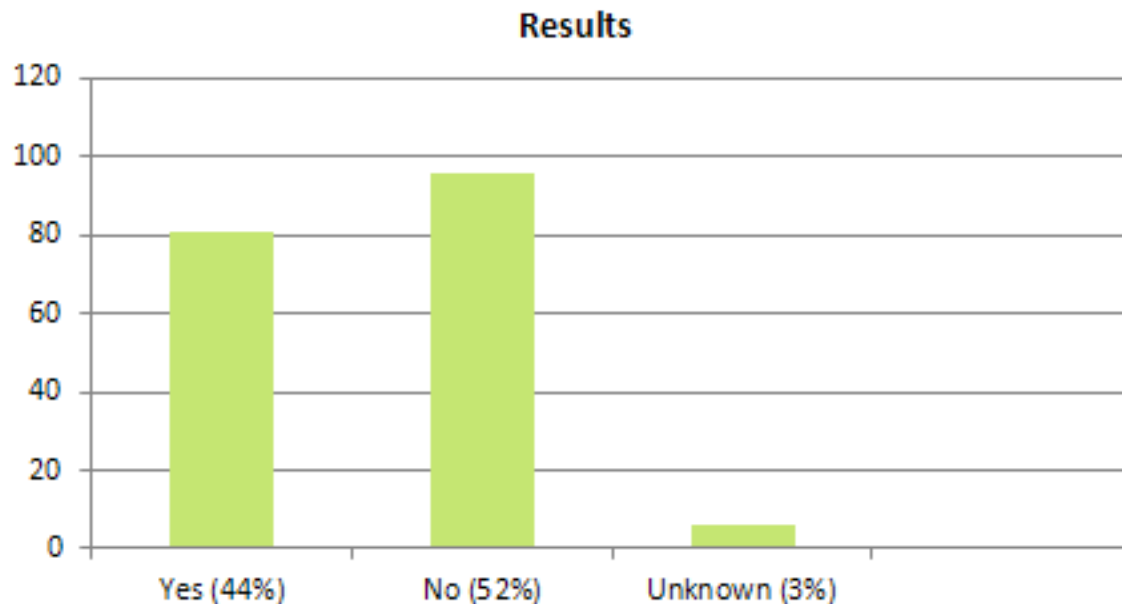
Recommendation 4: Data & Evaluation

- Faculty/Staff – Annual Health Risk Assessment Data
- Students – National College Health Assessment
- U-Choose sub-group
 - Sales data
 - Vending data
 - Cafeteria 'exit polls'
 - Customer surveys



Evaluation – Did you Notice?

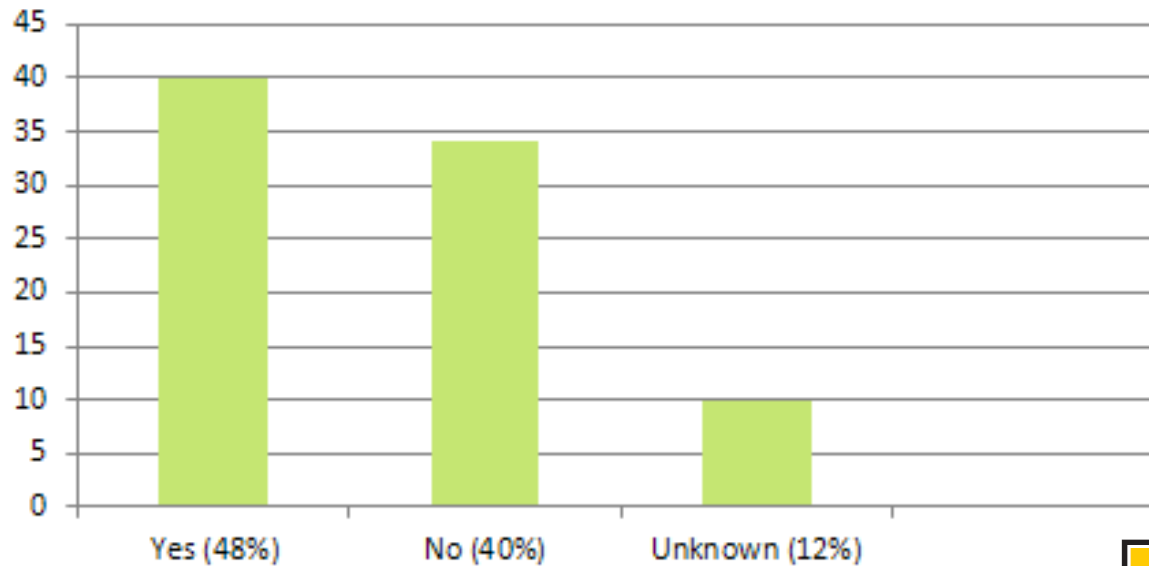
When Choosing Your Food Did You Notice This Logo  ?



Evaluation – Did it Influence?

If YES, Did It Influence Your Decision to Purchase the Item?

Results



Evaluation – Likes, Dislikes, Improvements

What do you like about the campaign?	What do you not like about the campaign?	How would you like us to improve?	What can we improve most?
I like the stickers that show that the food choice is healthy.	More choices would be great.	Provide more vegetarian and vegan choices.	Need more fresh fruit.
It is increasing awareness of health.	Too many variables make an unhealthy choice look healthy.	Give us more options.	An incentive to eating healthy would be nice.
All the effort being put into it.	It is hard to find all the nutrition information.	If the fruit was cheaper I'd buy it more.	Make healthy choices more affordable or advertise more.
It provides more healthy choices.	That campaign hasn't been introduced enough yet for people to understand it.	More than one of the healthy variables should be met for the item to be labeled.	Give a discount for healthy eaters.
It's definitely a start to changing the cafeterias!		Introduce again to make more people aware of it.	Improve the location of healthy choices.
It makes it easier to choose healthy.			The logo needs to be more visible.



Challenges

- Decentralized Food Services
 - Hospital/Medical Center
 - University Housing
 - Residence Halls
 - C-Stores
- Consistent and accurate nutrient analysis campus-wide
- Identifying specific customer needs/requests



Wins/Successes

- Low Cost
- Local-level Ownership
 - Templates
- Continued expansion
 - Patient Menus
 - 3rd party food providers


UChoose - Approved Sushi Items

Item	Serving Size	Uchoose Criteria it Meets
Avocado Salad Roll	4.6 oz (130g)	Sodium
Ocean Crab Roll	1 pack (273g)	Fat
California Roll & Inari	1 pack (302g)	Fat

Best Sandwich & Flatbread Choices

	Calories	
Honey Ham & Swiss	422	
Turkey Bacon Ranch	440	
Totally Turkey	577	

Calories in Your Purchase!



Best Smoothie Choices

	Calories	
Health Nut	311	
Jetty Punch		
Ha...		
Pom...		
Plung...		
Paradis...		

UChoose - Approved Grab and Go Snacks

Fruit/Vegetable:

- Carrots & dip pack
- Apple slices & dip pack
- Fresh Melon mix
- h Cantaloupe

Chips:

- Baked Sour Cream & Cheddar Chips
- Baked potato chips
- Cheddar Sun Chips
- Multi-Grain Tortilla Chips



Thank You!

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