

Nutrition Policy – Pillar Workgroup SOS 2017 – Atlanta, GA



Vending policy

Good conversation to bring up – choice and making healthy choices available

Posters in the machine highlighting nutrients in items

Barrier working with the Commission for the blind – getting management on board has been easy but engaging the vender is necessary. Vendors are enthusiastic when engaged but need to be kept in the loop.

Mayor introduced policy that water would be in every vending machine in Batesville; AR. Team went around to ensure this policy was being implemented.

Seems to be easier at local level. Nashville is 100% healthy vending. State level harder to implement policy.

This policy differs from most because on a state level may not impact as many facilities as on a county level. (They own more facilities)

Hard time identifying who actually makes the decision and who owns the location/runs the vending machines.

- Soda Tax would be very challenging to bring up to local officials. Strong data argument showing effective in changing behavior. Important to push the message of drinking water along with the soda tax to make sure it doesn't seem like a punishment
 - In Berkeley, retailers didn't feel a financial loss because consumers just bought the other items. If policy piece still feels out of reach, work on education priming so down the road implementation will be better received. *Marketing similar to cigarettes. About "this is how much \$ you can save by not drinking soda."
 - Discussion about where to even start – resources, data, success stories. What will tax pay for?
 - Extra \$ for farmers markets. FM tend to be "bougie" don't accept EBT. See extra things like candles, notions, bang for your buck tends to fall in box box stores. Grow to create SNAP supported famers markets.
 - FM started as a great resource for fresh F&V but has been hijacked by upper class.
 - Culture abound FM should include all and be affordable/accessible.
 - Are FM still the right place to be trying to reach SNAP customers?
 - Great idea but tis transformed over the past several years.
 - Community Engagement is key and needs to be all-inclusive. Create more FM in areas that our customers live in/feel accepted.
 - FM created by grants have tried to back track but easier on the front end to start out with commitments to our customer base than trying to correct later.
 - AARP created a coupon \$10 &V on snap card, get \$10 free on next purchase. Doubled at FM. How to make this a permanent incentive across the US.
 - Incentivizing healthy purchases.
- GA Marta stations and public transit station are FM locations. Produced driven Marta line videos with recipes.

PART II

1. Iowa – Free resources on vending
 - a. Identify healthier items
 - b. List of healthier items to vendors
 - c. Choice of healthier options in school vending machines
2. Barriers
 - a. Public perception of healthier options
 - b. Identity vendors/contracts
 - i. Monitoring of the policies in place
 1. Perception of “profit/loss”
3. Partners/Allies
 - a. Mayors
 - b. PTA/PTO
School Wellness committee
 - c. DOH
 - d. Services for the Blind
4. Additional
 - a. Standards adopted by Government agencies