

VENDING MACHINES – AMERICA’S BIG PROBLEM

HEALTHIER VENDING MACHINE OPTIONS –
MAKING HEALTHY VENDING OPTIONS MORE ACCESSIBLE

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PRESENTATION OVERVIEW

- What's the BIG deal?
- Why Healthy Vending?
- Pricing Problems in Vending
- Guidelines and Policy
- What can we do?
- Resources and References

WHAT'S THE BIG DEAL?

- 1/3 of American kids are either overweight or obese
- Today, 8% of Americans suffer from diabetes
- Almost 20% of kids between the ages of 6 to 11 are considered unhealthy (compared to 6.5% in 1980)
- School systems, public interest groups and the government have all declared the convenience of junk food as a leading contributor to these health problems.

WHY HEALTHY VENDING MACHINES?

- Approximately 1.5 million Vending machines are located in schools across the United States making poor food choices easy
 - 43 percent of elementary schools
 - 74 percent of middle schools
 - 98 percent of high schools
- More than 7 million are located in the United States

WHY HEALTHY VENDING MACHINES?

- **Billions of sodas and snacks** are sold each year.
- **One can of soda** has no nutritional value
 - 10 teaspoons of sugar, 150 calories, 30 to 55 mg of caffeine, and is loaded with artificial food colors and sulphites.
- Young males age 12-29 drink the most soda
 - 160 gallons per year - that's almost **2 quarts per day!**
- Even **moderate soda consumption** can contribute to an unhealthy future

PRICING PROBLEMS

- Pricing effects what a person can or can't buy; and even what they will or won't spend on foods in vending machines
- Food pricing and food marketing are therefore an essential component to someone's diet and eating habits
- Recent studies have actually proved that economics is relevant in dieting
- Price reductions work

VENDING ITEM COMPARISON

	HEALTHIEST	HEALTHIER	LIMITED
Fat	Baby carrots 0%	Baked chips 14%	Regular chips 56%
Sugar	Dried fruit 9 grams	Fruit in light syrup 16 grams	Fruit gummies 29 grams
Salt	Nuts 0 mg	Nuts 75 mg	Nuts with oil 370 mg

<http://www.kingcounty.gov/healthservices/health/nutrition.aspx>

Examples of healthy snacks and beverages that will be offered in the vending machine



Dried fruit



Baked chips



Nuts



Whole grain granola bars



Unsweetened drinks

UNDERPRIVILEGED

- Healthy eating is more expensive
- This leaves some at a disadvantage for healthy eating and healthy living
- The Harvard School of Public Health (HSPH) conducted an experiment regarding the assumption that healthy foods cost more
- On average, a healthy diet (fish, fruits, vegetables, and nuts) costs significantly more than an unhealthy diet of junk food.

GUIDELINES AND POLICY

USDA Policy - Tools for Schools: Focusing on Smart Snacks

- The Smart Snacks in School regulation applies to foods sold a la carte, in the school store, and vending machines.
- Ensures they follow practical, science-based nutrition standards that offer kids more fruits, vegetables and whole grains
- Prohibits advertising of non-Smart Snacks
- A number of tools and resources are available to help schools identify food items that meet Smart Snacks Rule imposed by the USDA starting in 2014-15

WHAT CAN YOU DO?

- **Be an advocate for healthy vending machines at your school, office, sports/cheer/recreational facility, little league concession stands, and more**
 - Sometimes it's just a simple conversation with a manager to make these places aware. Doesn't hurt to try!
 - Talk to the school nurse and principal about vending choices and school healthy challenge weeks
 - Talk with your companies HR department about healthier vending

RESOURCES AND REFERENCES

For more specific nutritional requirements visit the following websites

- USDA's Guide to Smart Snacks in Schools:
<http://www.fns.usda.gov/tn/guide-smart-snacks-schools>
- EatWell WorkWell Healthier Guidelines:
<http://www.eatwellworkwell.org/pdfs/EWWHealthier%20Choice%20vending%20guidelines%20final.pdf>

For various references..

- <http://www.livestrong.com/article/373921-healthy-school-vending-machines/>
- <http://www.changelabsolutions.org/publications/healthy-bev-vending-agreement>
- <http://www.fns.usda.gov/tn/guide-smart-snacks-schools>
- <http://copcwa.org/wp-content/uploads/2013/08/photo1.jpg>
- <http://www.seattle.gov/personnel/benefits/pubs/VendingHealthyFlyer.pdf>
- <https://www.hsph.harvard.edu/news/press-releases/healthy-vs-unhealthy-diet-costs-1-50-more/>
- <http://jn.nutrition.org/content/133/3/841S.long>

