

# Rady Children's Hospital-San Diego

Rethink Your Drink Initiative

COI – Schools Domain

May 21, 2013

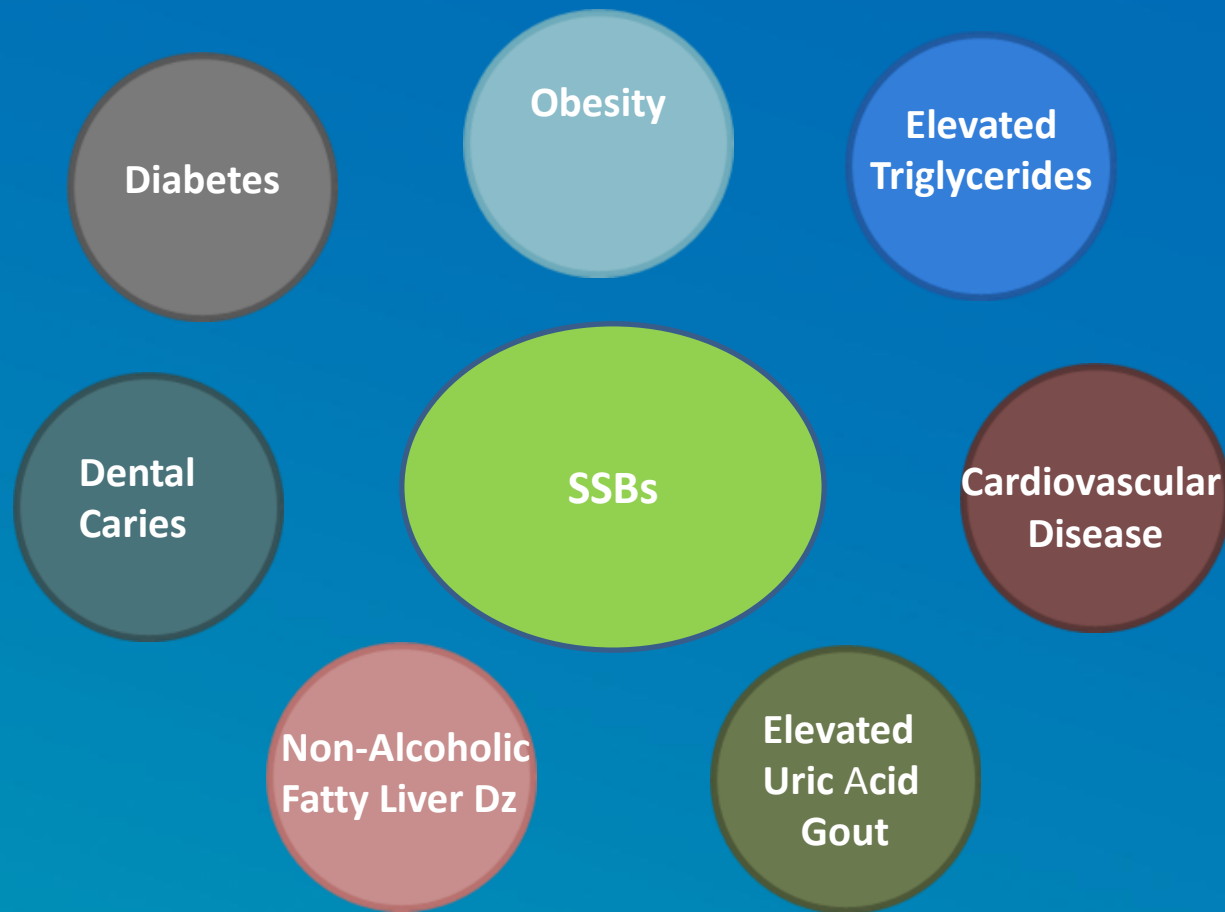


Presented by  
Cheri Fidler

# Why Rethink Your Drink?



- Sugary drinks are the single largest contributor of calories and added sugars to the American diet. (IOM)
- One-half of the population aged 2 and older consumes sugar drinks on any given day. (Nat'l Health and Nutrition Examination Survey 2005-2008.)
- SSBs increase caloric intake – Scientific studies overwhelmingly show that consumption of SSBs leads to weight gain and obesity in children and adults.
- More than two-thirds of Americans are overweight and more than one-third are obese
- 41% of children (2-11) and 62% of adolescents (12-17) in California drink at least one soda or other sugar sweetened beverage (SSB) every day.



**Numerous research studies have linked Sugar Sweetened Beverages (SSBs) to obesity, and other chronic diseases**

# Growing Momentum Based on Data & Research

- Center for Disease Control
- Institute of Medicine
- American Heart Association & American Stroke Association
- USDA Dietary Guidelines for Americans, 2010
- Center for Science in the Public Interest
- Healthcare Without Harm
- Healthier Hospitals Initiative
- RTI International
- Public Health Law Center
- Michael Moss, *Salt, Sugar, Fat* – released 2013

*The obesity trend is an epidemic and there is no question its roots are directly tied to the expansion of fast food, junk and soft drink consumption. . . .you can look at the obesity rates, and you can look at per capita consumption of sugary soft drinks and overlay those on a map, and I promise you: They correlate about .999999 percent. As they say, you can run but you can't hide."*

*Jeffrey Dunn,*

*former President for North and South America, Coca-Cola*

# What Are SSBs?

SSB's include any beverage to which a caloric sweetener (any type of sugar) is added.



Soda

Fruit drinks

Energy drinks

Sports drinks

Juice drinks

Sweetened milk or milk alternative

Sweetened tea or coffee drinks

SSBs comprise 46.2% of sources of added sugars in Americans' diets

# Rady Children's, San Diego Initial Steps

# RCH Operating Plan Goal

Implement a *Rethink Your Drink* campaign as part of the wellness initiative of the hospital community through reducing sales of sugar sweetened beverages (SSBs) by 30% from FY13 Q1 Sales .

Sales data from:  
Café, Deli, Grab&Go, ACP, Starbucks cart, Parent/Staff Room Service

Q1 sales



Q4 Sales



Rady Childrens Hospital San Diego		2013 OPERATING PLAN	
<p><b>Mission:</b> "The mission of Rady Children's Hospital San Diego is to restore, sustain, and enhance the health and developmental potential of children through excellence in care, education, research, and advocacy."</p> <p><b>Vision:</b> "We will be a leader, recognized nationally and internationally, for excellence in patient care, education, research and advocacy."</p> <p><b>Strategic Plan:</b> "The strategic plan describes the strategies, goals and action steps over the next five years to achieve the mission and vision." "We will be <u>consistently excellent</u> in the outcomes and experience we deliver to children in our region, and <u>selectively distinctive</u> at a national level in our clinical, research and education missions."</p> <p><b>Annual Operating Plan:</b> The annual operating plan describes the strategies and goals which support the longer term strategic plan. Goals are measurable and status is reported routinely through a Balanced Scorecard.</p> <p><b>Balanced Scorecard:</b> A method used to monitor progress across a balance of five domains:  <ul style="list-style-type: none"> <li>Quality</li> <li>People</li> <li>Service</li> <li>Finance</li> <li>Community</li> </ul> </p>	Quality	<ul style="list-style-type: none"> <li>Meet clinical quality and safety indicators and specifically focus on reducing: <ul style="list-style-type: none"> <li>Hospital acquired high stage pressure ulcers<sup>1</sup></li> <li>IV infiltrations<sup>2</sup></li> <li>Inpatient falls<sup>3</sup></li> <li>Surgical site infections<sup>4</sup></li> </ul> </li> <li>Achieve ranking in 9 to 10 benchmarked specialties in USNWR top thirty rankings and move 2 additional specialties to top 15.<sup>5</sup></li> <li>Advance information technology projects according to plan: <ul style="list-style-type: none"> <li>Epic Wave 4 Build by 6/30/13 at a project cost of \$11.5 million</li> <li>Mobile health<sup>6</sup></li> </ul> </li> <li>Maintain pediatric research funding at FY12 level of ~ \$50 million (excluding Neurosciences and Surgical subspecialties).</li> <li>Implement Heart Transplant Program by third quarter of Fiscal Year 2013.</li> </ul>	
	People	<ul style="list-style-type: none"> <li>Create an improvement in employee engagement scores from 69.96 percent to 71.6 percent by FYE through the implementation of "Year of the Employee" strategy.<sup>7</sup></li> <li>Demonstrate an increase in the 2013 RN Survey "job enjoyment" score.<sup>8</sup></li> <li>Increase RN professional certification rates.<sup>9</sup></li> </ul>	
	Service	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>Improve service and access for patients by: <ul style="list-style-type: none"> <li>Demonstrating a 2.75 percentage point improvement in patient experience measure by FYE.</li> <li>Increasing the number of specialty divisions with main campus appointment accessibility of 5 days or less from 4 to 12 specialties.</li> <li>Reducing ED throughput time for discharged patients from 175 to 120 minutes.</li> </ul> </li> <li>Complete three global payer agreements through new structure/"ACO" by FYE.</li> </ul>	
	Finance	<ul style="list-style-type: none"> <li>Generate an operating margin of 3.0 percent.</li> <li>Generate an operating cash margin of 11.3 percent.</li> <li>Maintain credit rating: Moody's A2 with a stable outlook and Fitch A+ with a stable outlook.</li> <li>Raise \$22.0 million in philanthropy/donations.</li> <li>Meet Medical Practice Foundation access, patient satisfaction and cost management goals.<sup>10</sup></li> </ul>	
	Community	<ul style="list-style-type: none"> <li>Complete and/or advance all construction projects, including long term space and services phase 1 projects according to plan through FYE.<sup>11</sup></li> <li>Implement a <i>Rethink Your Drink</i> campaign as part of the wellness initiative of the hospital community through reducing sales of sugar sweetened (SS) beverages by 30% from FY13 Q1 sales.</li> <li>Increase awareness of Southern Riverside County families with children from a baseline of 50 percent to 55 percent.</li> <li>Increase the percentage of young children (ages 19-36 months) who complete the basic immunization series by 8 percent from a baseline of 77 percent.</li> </ul>	

Charting Our Success Footnoted measures further defined on next page



# RYD Workgroup & Advisory Group

## Workgroup Members

Cheri Fidler, CHC & Employee Wellness

Mary Beth Schlichtholtz, Food Services

Phyllis Hartigan, CHC

Samme Fuchs, Nutrition

Michael Van Gorder, Administrative Intern

Kusuma Pokala, CHC Intern

Judy Minich, Communications

## Advisory Group - Representatives from:

- Center for Healthier Communities
- Food Services
- Clinical Nutrition Services
- Nursing
- RCH Primary Care and Specialists
- Communications & Marketing
- Gift Shop
- Pharmacy
- Parents
- McDonald's
- Administration
- Human Resources
- Government Affairs

*The CDC Guide to Strategies for Reducing the Consumption of Sugar-Sweetened Beverages*



## Healthy Beverage Toolkit

BOSTON PUBLIC HEALTH COMMISSION

Leading Communities to a Healthier Future

## Healthier Foods

### How to Guide

This guide is designed to provide a step-by-step approach to implementing the HHI Challenges and submitting data for this initiative.

# Case Study Reviews

## SSB Reduction

Boston Children's Hospital  
Boston Medical Center  
Faulkner Hospital (MA)  
Massachusetts General  
St Anne's (MA)  
St. Elizabeth's (MA)  
Fletcher Allen Health Care (VT)

## SSB Elimination

Cleveland Clinic  
Dartmouth Hitchcock Medical Ctr. (NH)  
Fairview Hospital (MA)  
Gifford Medical Center (VT)  
Nationwide (OH)  
Vanguard Health (IL)



Key to Success: Senior Leadership Buy-In

# Decision: Stoplight Approach

## **STOP. RETHINK YOUR DRINK.** **GO ON GREEN.**



### **RED: Stop! Drink rarely, if at all.**



- Regular sodas
- Energy and sports drinks
- Fruit drinks
- 100% juice (over 4 ounces)

### **YELLOW: Caution! Drink occasionally.**



- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice (4 ounces or less)

### **GREEN: Go! Drink plenty.**



- Water
- Seltzer water
- Skim or 1% milk (unflavored)
- Unsweetened herbal tea

Rady  
Children's  
**Healthy Connections**  
Mind  
Body  
Spirit

For more information, visit:  
[www.rchsd.org/ryd](http://www.rchsd.org/ryd)



Rady  
Children's  
Hospital  
San Diego

# SSB Definitions -Comparison Slide

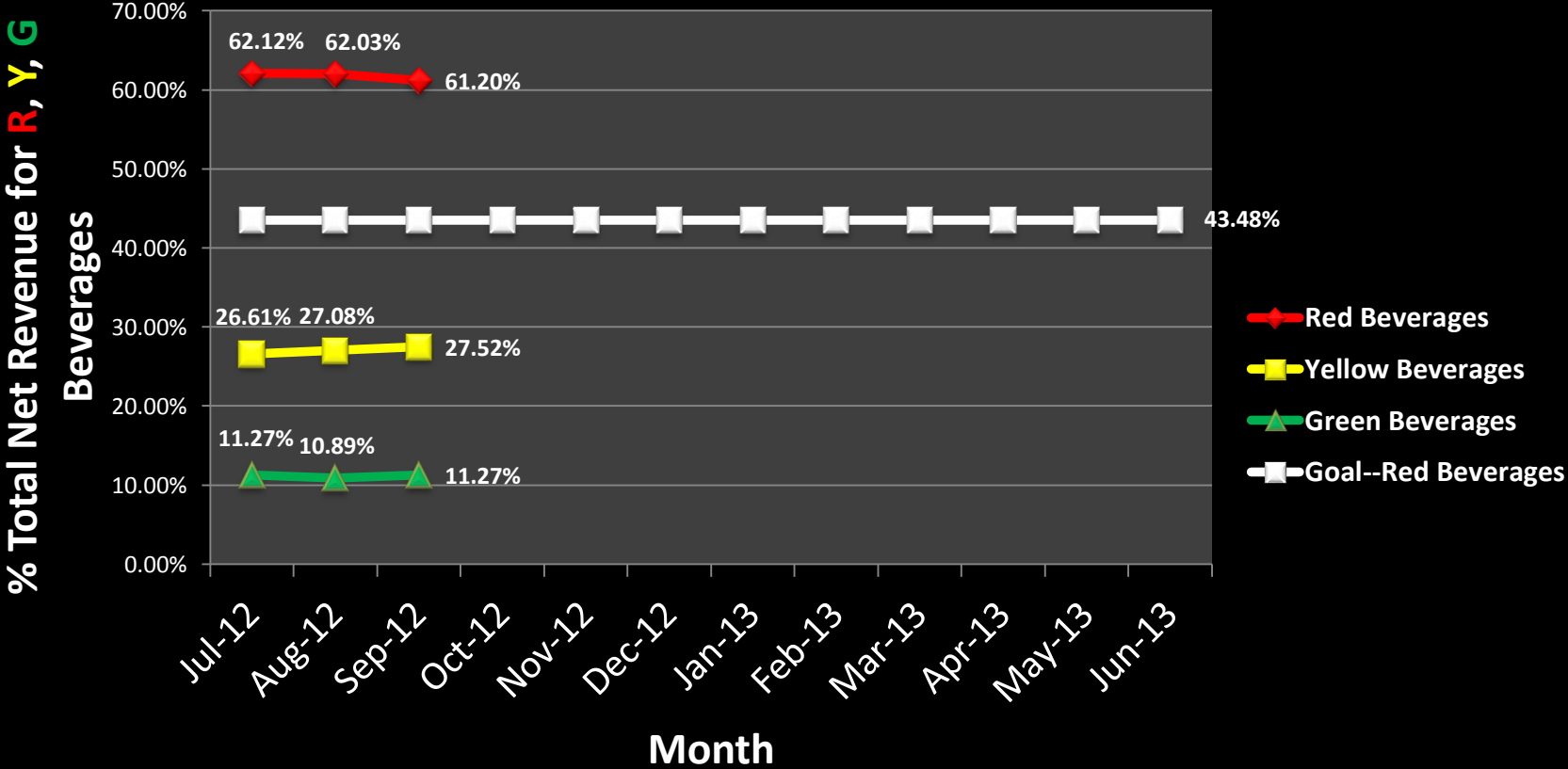
Boston Public Health	RCH Employee	RCH Child
<b>RED</b>		
Drink Rarely, If at all	Stop! Drink Rarely if at all *	Stop! Don't Drink*
<ul style="list-style-type: none"> <li>Regular Soda</li> <li>Energy or Sports Drinks</li> <li>Fruit Drinks</li> </ul> (> 12 oz. sugar per 12 oz.)	<ul style="list-style-type: none"> <li>Regular Soda</li> <li>Energy or Sports Drinks</li> <li>Fruit Drinks</li> <li>100% Juice (over 4 ounces)*</li> </ul>	<ul style="list-style-type: none"> <li>Regular Soda</li> <li>Energy or Sports Drinks</li> <li>Fruit Drinks</li> <li>100% Juice (over 4 ounces)*</li> </ul>
<b>YELLOW</b>		
Drink Occasionally	Caution! Drink Occasionally*	Caution! Drink once or twice a week, if at all*
<ul style="list-style-type: none"> <li>Diet Soda</li> <li>Low-Calorie low sugar drinks</li> <li>100% Juice</li> </ul> (6 to 12 oz. sugar per 12 oz. or contains artificial sugar)	<ul style="list-style-type: none"> <li>Diet Soda</li> <li>Low calorie, low sugar drinks</li> <li>100% juice (4 ounces or less)*</li> </ul>	<ul style="list-style-type: none"> <li>Diet Soda</li> <li>Low calorie, low sugar drinks</li> <li>100% juice (4 ounces or less)*</li> <li>2% milk (unflavored)*</li> </ul>
<b>GREEN</b>		
Drink Plenty	Go! Drink Plenty*	Go! Drink Plenty*
<ul style="list-style-type: none"> <li>Water</li> <li>Seltzer Water</li> <li>Skim or 1% milk</li> </ul> (0 to 5 oz. sugar per 12 oz.)	<ul style="list-style-type: none"> <li>Water</li> <li>Seltzer Water</li> <li>Skim or 1% milk (unflavored)*</li> <li>Unsweetened herbal tea*</li> </ul>	<ul style="list-style-type: none"> <li>Water</li> <li>Water with added fruit*</li> <li>Skim or 1% milk (unflavored)*</li> <li>Unsweetened decaf tea*</li> </ul>

# Cash Register Modification & Staff Training



# Baseline Data Dashboard

## Goal Tracking R, Y, G Beverages\*



# RCH Employee Beverage Survey Results



N= 1,328



# RCH Employee Beverage Survey Results

SSBs have no negative health effects for those who drink them regularly.

Response:	Percent of Total:
Strongly Agree	8%
Somewhat Agree	7%
Neither Agree nor Disagree	7%
Somewhat Disagree	18%
Strongly Disagree	60%

# RCH Employee Beverage Survey Results

Employees of children's hospitals should set a positive health example for the patients they treat.

Response:	Percent of Total:
Strongly Agree	43%
Somewhat Agree	27%
Neither Agree nor Disagree	15%
Somewhat Disagree	7%
Strongly Disagree	8%

# RCH Employee Beverage Survey Results

Education and public messaging is the best way to encourage less consumption of SSBs.

Response:	Percent of Total:
Strongly Agree	50%
Somewhat Agree	37%
Neither Agree nor Disagree	8%
Somewhat Disagree	3%
Strongly Disagree	2%

# RCH Employee Beverage Survey Results

Rady Children's should model healthy lifestyles by increasing healthy drink options.

Response:	Percent of Total:
Strongly Agree	57%
Somewhat Agree	31%
Neither Agree nor Disagree	8%
Somewhat Disagree	2%
Strongly Disagree	2%

# Program Implementation

- Collateral
- Communications
- Environmental & Policy Changes
- Displays and Visuals

# Ryd Employee Poster

## STOP. RETHINK YOUR DRINK. GO ON GREEN.



### RED: Stop! Drink rarely, if at all.



- Regular sodas
- Energy and sports drinks
- Fruit drinks
- 100% juice (over 4 ounces)

### YELLOW: Caution! Drink occasionally.



- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice (4 ounces or less)

### GREEN: Go! Drink plenty.



- Water
- Seltzer water
- Skim or 1% milk (unflavored)
- Unsweetened herbal tea

Rady Children's  
**Healthy Connections**  
Mind  
Body  
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Plaza lobby,  
Rose Pavilion by gift shop,  
ACP 2nd Floor,  
McDonalds,  
Café,  
MPB by Pharmacy,  
Ronald McDonald House,

Rady Children's  
Hospital  
San Diego

# RYD Table Tent



## STOP. RETHINK YOUR DRINK. GO ON GREEN.

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- Diet soda
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### **GREEN: Go! Drink plenty.**

- Water
- Unsweetened herbal tea
- Seltzer water
- Skim or 1% milk (unflavored)

Questions? Comments? Reach us at [www.rchsd.org/ryd-survey](http://www.rchsd.org/ryd-survey)

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- GREEN: Go! Drink plenty.**
- Water
  - Unsweetened herbal tea
  - Seltzer water
  - Skim or 1% milk (unflavored)

[www.rchsd.org/ryd](http://www.rchsd.org/ryd)



# RYD Buttons





# RYD 2-sided Kid Flyer for Specialists, Primary Care, Community.

## STOP. RETHINK YOUR DRINK. GO ON GREEN.

### For Kids

#### RED: Stop! Don't drink.



- Regular sodas
- Energy and sports drinks
- Fruit drinks
- 100% juice (over 4 ounces)

#### YELLOW: Caution! Drink once or twice a week, if at all.



- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice (4 ounces or less)
- 2% milk (unflavored)

#### GREEN: Go! Drink plenty.



- Water
- Water with added fruit
- Skim or 1% Milk (unflavored)
- Unsweetened decaf tea



(See Other Side)

For more information, visit  
[www.rchsd.org/ryd](http://www.rchsd.org/ryd)



**STOP** and think about the calories and sugar in what you and your kids drink – did you know there are 10 teaspoons of sugar in a 12-ounce glass of 100% apple juice? That's the same as in a soda! A child's risk for obesity increases an average of 60% with every additional daily serving of soda.

**Be Cautious** of drinks that are NOT 100% healthy — like 100% Juice.

**GO** ahead and pick healthy choices like water for you and your kids.

#### Healthy Drink Choices for Kids

**Milk:** a good source of calcium and vitamin D, helps maintain strong bones

**Children 1-2 years:** 2 cups/day of whole or 2% milk

**Children 2-8 Years:** 2 cups/day of fat free or low-fat milk

**Children 9 years and older:** 3 cups/day of fat free or low-fat milk

**Water:** always a great choice for kids and adults of ALL AGES—it's naturally sugar free!

#### What about 100% Fruit Juice?

100% fruit juice is packed with calories from the natural sugars found in it. Even 100% juice beverages can contain as much sugar as there is in a soda. 100% Juice is NOT 100% good for you. Eat whole fruits instead. Fruits are natural; there is NO JUICE in nature!

#### Tips for Making Healthy Drink Choices

Be a good role model for children – make water YOUR drink of choice.

Make sure that when others are caring for your child, they serve healthy drinks.

Choose unsweetened milk.

Drink water when you go to a restaurant, it's free!

Take a refillable water bottle with you

### Take a Pledge – to Rethink Your Drink

Take charge of your family's health!

Choose one or more of the goals below and post your pledge where your entire family can see!

I pledge to:

- Serve water to my family
- Keep my family healthy by reducing sugary drinks at home
- Help make my school, workplace and community a place with healthy drink choices

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## RYP Communications

- **FAQ/Fact Sheet**
- **All User Messages**
- **Presentations at Leadership and Manager's Meetings, Med Staff Executive Committee, and Quality and Safety committee of RCH Board.**
- **Quarterly Dashboards – sales data**
- **Internet Section/Resources for Families & Intranet Section/Resources for Employees**
- **On-Line Suggestion/Feedback mechanism implemented**
- **RYP messages on Facebook w link to the public site.**
- **RYP flyer pinned to the RCH Pinterest Board**
- **RYP story and link to RYP website in Foundation Newsletter**
- **CMO Video**
- **“Mocktail” Tastings**
- **Presentation to Nutrition in Healthcare Leadership Team in SD County**
- **Community Brief**

# RYP Environment and Policy Changes

- Repositioned and Color Coded all Drinks
- Added RYP Color coded strips in all coolers
- Increased Yellow and Green Drinks
- Eliminated SSBs from catering
- Eliminated SSBs from patient menus (available upon request)
- Added RYP stoplight poster to parent/staff room service menu
- Added RYP flyer to Admissions Packet
- Incorporate RYP in RCH functions
- RYP kid flyer on all patient trays

# RYD Beverage Cooler Strips



**Rethink Your Drink** **Rethink Your Drink**

**Rethink Your Drink** **Rethink Your Drink**

**Rethink Your Drink** **Rethink Your Drink**

# Traffic Light Interactive Display



**STOP. RETHINK YOUR DRINK.**  
**GO ON GREEN.**



## Red Drinks



One 18.5 fl. oz. bottle of Pure Leaf® Tea Lemon contains \*\* 30 tsp of sugar!



One 33.2 fl. oz. bottle of Ocean Spray® Cranberry Juice Cocktail contains \*\* 43 tsp of sugar!



One 20 fl. oz. bottle of Coca-Cola contains \*\* 37 tsp of sugar!

## Yellow Drinks



Just 4 ounces of 100% orange juice contains \*\* 3 tsp of sugar.  
(A 12 ounce serving of 100% fruit juice has about 12 tps. of sugar - the same as a soda!)



0 top of sugar  
Drink occasionally; Yellow drinks can be used to help you move from RED to GREEN drinks. Green drinks are always best for children.



0 top of sugar  
Drink occasionally; Yellow drinks can be used to help you move from RED to GREEN drinks. Green drinks are always best for children.

## Green Drinks



0 top of sugar  
Up to 60% of the human body is made up of water! It is a no-brainer that H<sub>2</sub>O is always the best beverage to drink.



0 top of sugar  
Look no further than sparkling water to drink a sugarless beverage that is carbonated!



0 top of sugar  
Find water plain and boring? Add fruit, mint, or cucumber to flavor your water!



# Wheelbarrow Display

# PA and Sugary Drink Display



## Rethink your Drink

Activity required to burn the calories from sugar-sweetened beverages



20 oz Coke  
240 calories



**Running**  
approximately 25  
minutes at the pace  
of a 12 minute mile

15 oz Naked Juice  
Blue Machine  
320 calories



**Bicycling**  
approximately 33  
minutes at a pace of  
11-15 mph

9.5 oz Starbucks  
Frappuccino  
200 Calories



**Swimming**  
light freestyle  
approximately 30  
minutes

20 oz Gatorade 130  
calories



**Hiking**  
uphill carrying 0-9  
lbs approximately  
17 minutes

Grande Mocha  
260 calories



**Walking**  
approximately 50  
minutes at a pace  
of 3.5mph

Burned calories based on a weight of 160 pounds. Source: [www.everydayhealth.com](http://www.everydayhealth.com)

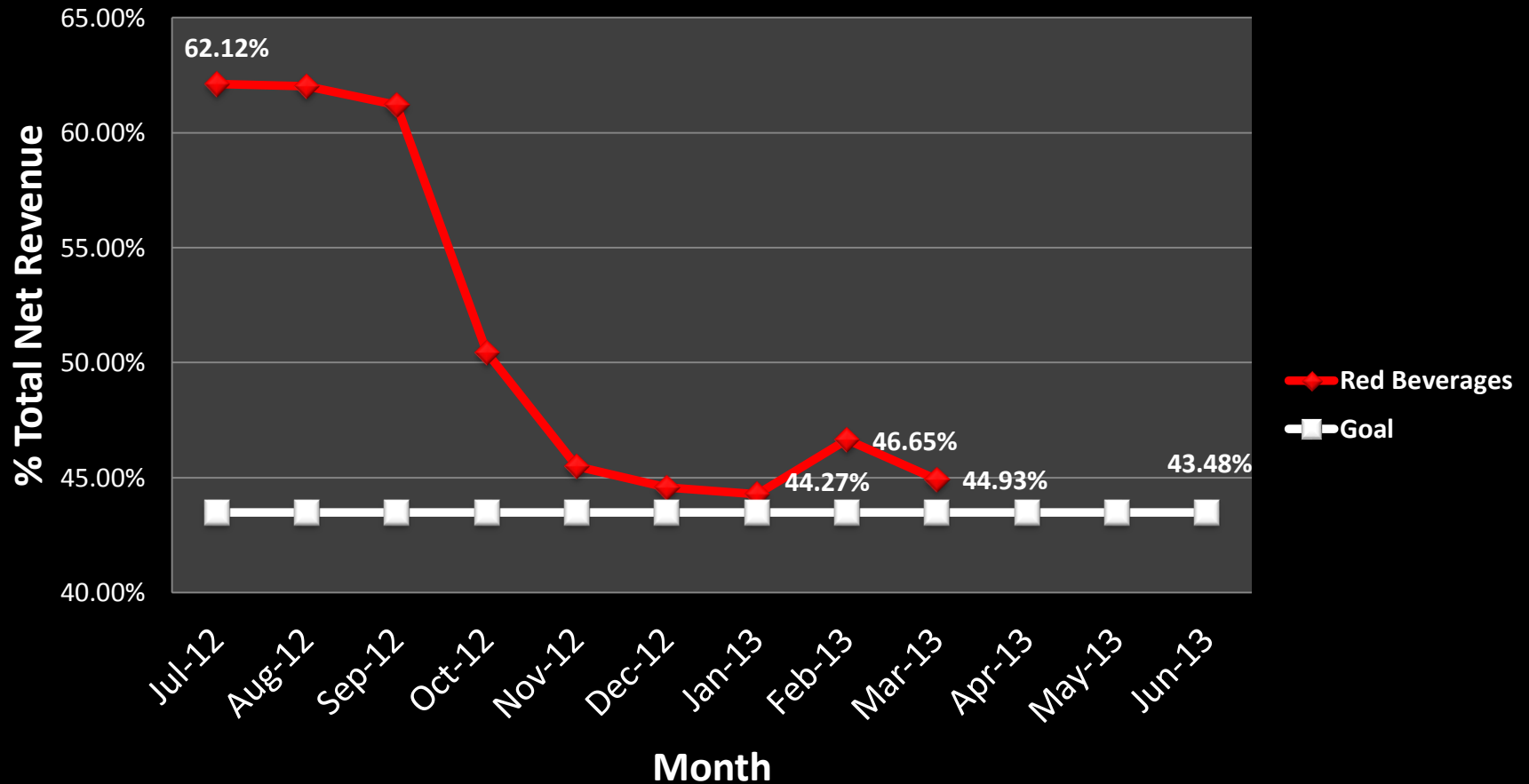
# Water Display





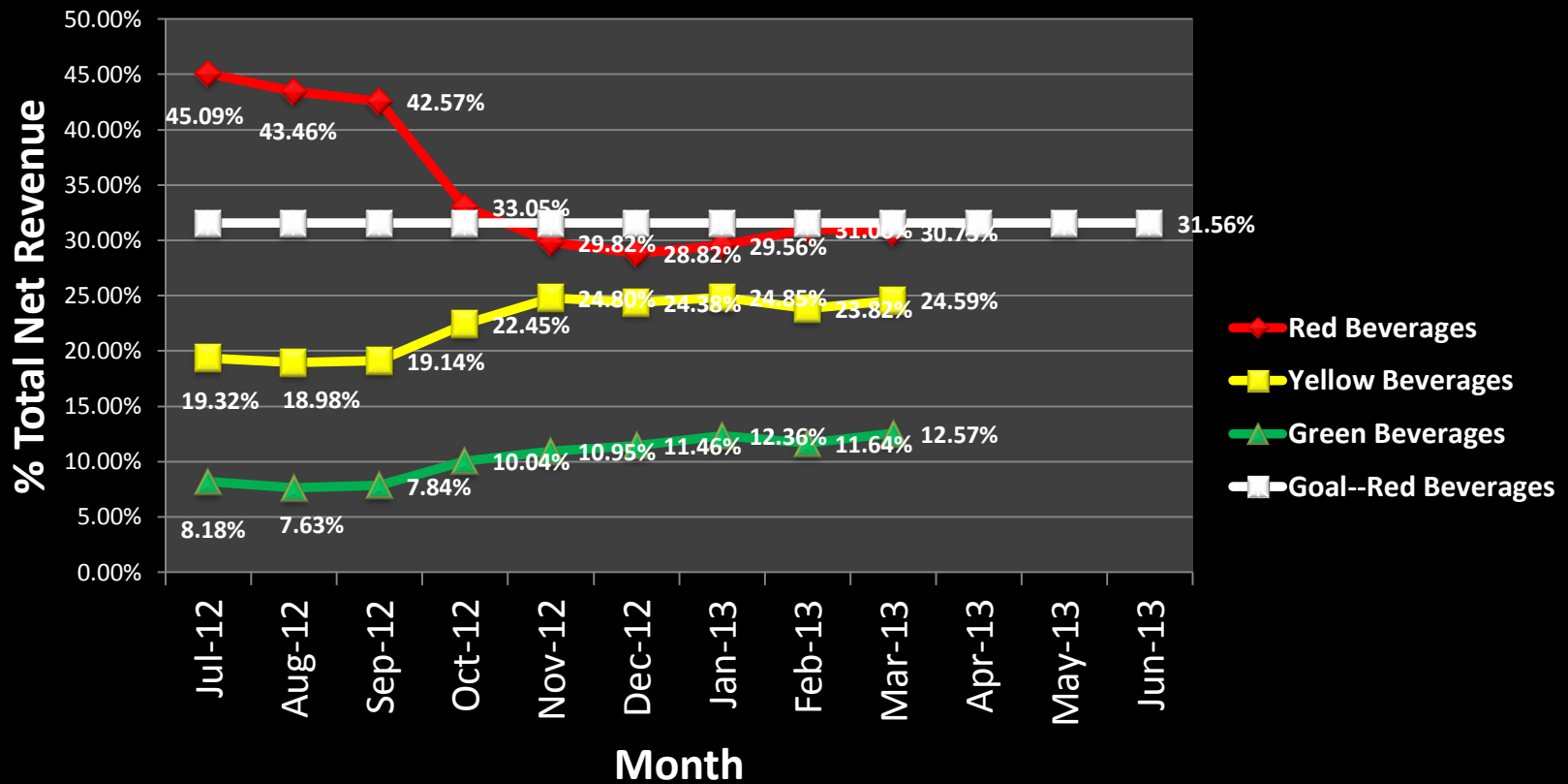
# Evaluation

## Goal Tracking For Red Beverages (SSBs)\*



\*Baseline data collection period was July 2012-September 2012. The Rethink Your Drink initiative began October 2012.

## Goal Tracking RYG Beverages\*

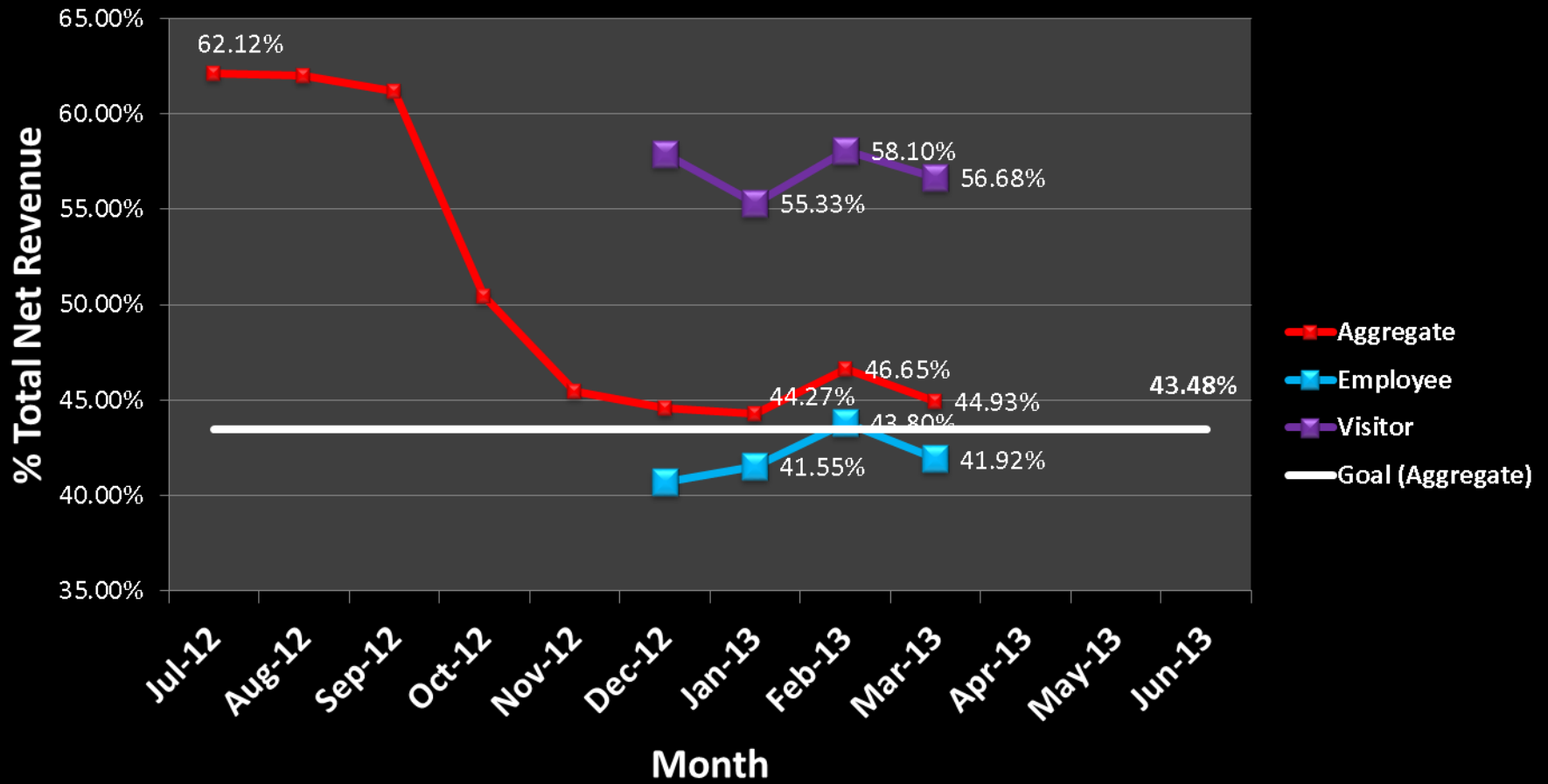


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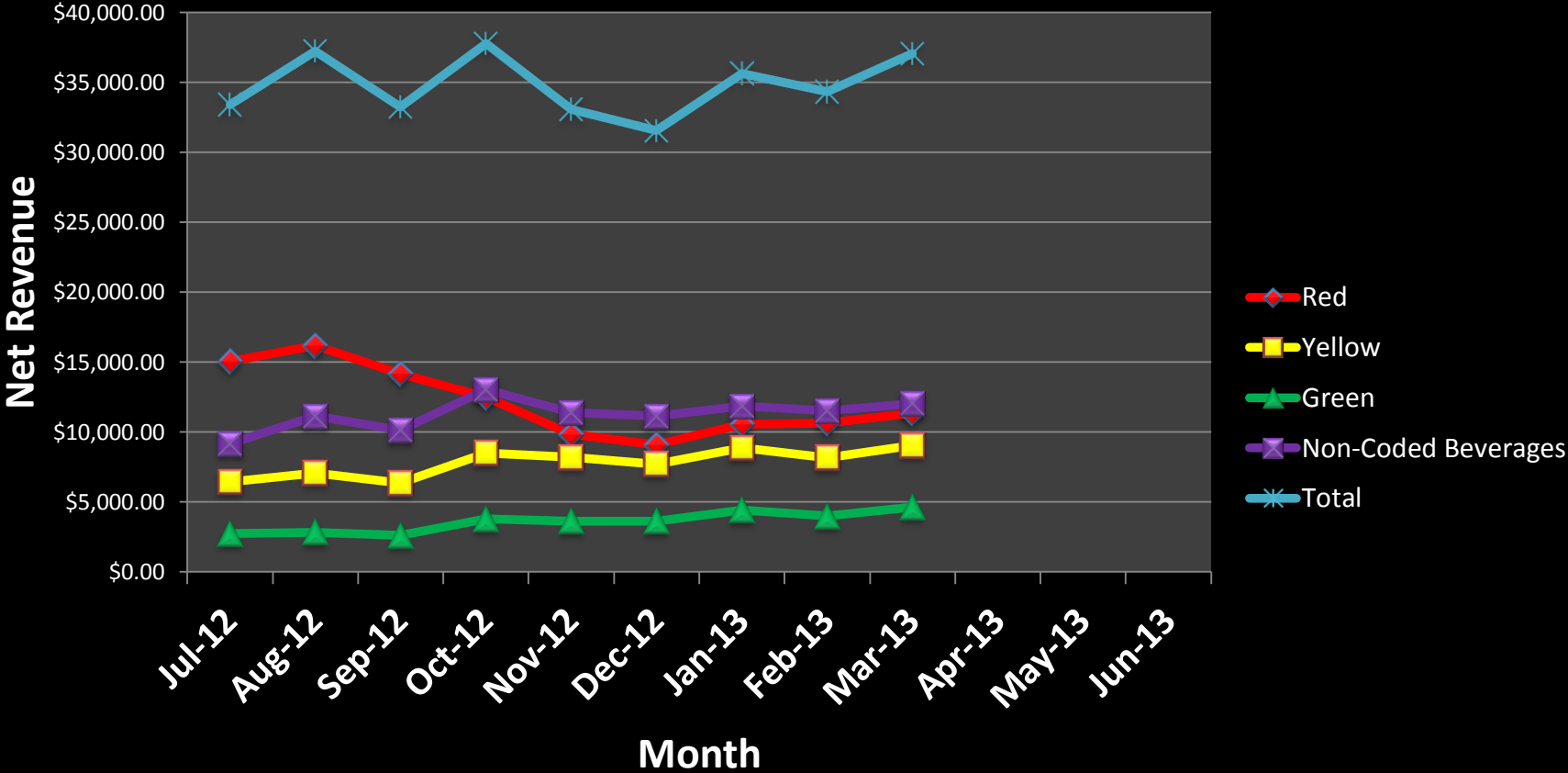
# Data Summary: Improvements in Drink Choices

Drink Type	July 2012	March 2013	% Change (July-Mar)
<b>Red (SSBs)</b>	<b>62.12%</b>	<b>44.93%</b>	<b>-27.57%</b>
<b>Yellow</b>	<b>26.61%</b>	<b>35.95%</b>	<b>+32.75%</b>
<b>Green</b>	<b>11.27%</b>	<b>18.37%</b>	<b>+68.69%</b>

## Goal Tracking for Red Beverages (SSBs)\*



# Net Revenue By Month\*



# Lessons Learned

- Collaboration of Food Services with a public health approach
- CEO support and Multi-disciplinary group engaged
- “Build the case” for employees
- Fun and informative displays
- Environmental modifications prompt behavior change
- Need for ongoing communication and role modeling in organizational functions
- Strategies should focus on employees and visitors
- Evaluate – track sales, consumer feedback

# Contact Info

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