



Partnership for Healthier America

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Kaiser Permanente San Diego
November 14, 2013

Our mission for nearly 70 years...



Noon-hour loudspeaker health education program in Kaiser Shipyard, Richmond.
Staff physician talking on the common cold

From *Industrial Medicine*, 14:4, April 1945

“...to improve the health of our members and the communities we serve”

Kaiser Permanente's Healthy Food Journey...

- 2005, KP piloted Healthy Picks in California vending machines with at least 50 percent Healthy Picks in their selection
- 2006, Healthy Picks began expanding to cafeterias, offering healthier foods across categories, such as breakfast, hot entrees, fresh fruits, salad bars and snacks
- 2008, Trans Fat eliminated throughout KP facilities
- 2009, all our dairy products were free of the growth hormone rGBH
- 2010, 15% of our fruit and vegetable purchases met sustainable criteria
- 2011, 75% of the items in our vending machines meet Healthy Picks criteria

Partnership for a Healthier America - PHA



2013 Pledge

- Healthy only food marketing in food venues
- Healthy food check out
- Offer a children wellness meal on menu
- Wellness meals – 40% of menu

2014 Pledge

- Menu labeling
- Wellness meals – 50% of menu

2015 Pledge

- Removal of deep fat fryers
- Healthy beverages will be 80% of purchase
- Increase fruit/vegetable purchases
- Wellness meals – 60% of menu

Healthier Hospital Initiative (HHI)

Pledge Level 1	2013	Commit to one of the following categories: Balanced menu challenge, healthy beverages or local and/or sustainable foods.
Pledge Level 2	2014	Commit to two of the following categories: Balanced menu challenge, healthy beverages or Local and/or sustainable foods.
Pledge Level 3	2015	Commit to three of the following categories: Balanced menu challenge, healthy beverages or local and/or sustainable foods.
		Balanced menu challenge: Decrease percentage of meat purchased by 20 percent over baseline year (2008 or later).
		Healthy beverages: Increase the percentage of healthy beverage purchases by 20 percent annually OR 80 percent of total.
		Local and/or sustainable foods: Increase the percentage of local and/or sustainable food purchases by 20 percent annually OR 15 percent of total food spend.

National Salt Reduction Initiative

Reducing Salt = Reducing Mortality



Kaiser Permanente Healthy Eating Initiatives

Goal	Metric	Target			PHA	HHI	KP-Driven	NSRI
		2013	2014	2015				
Wellness Meals - Cafeteria	% Entrée and Side Offerings	40%	50%	60%	Blue			
	Price Point Equal or Less than Nonhealthy	100%	100%	100%	Blue			
	# of Complete Menu Options	1 option	2 options	3 options	Blue			
Wellness Meals Patients	# of Menu Options	1 option	2 options	3 options	Blue			
Marketing Healthy Meals	Promotions for Healthy Only	100%	100%	100%	Blue			
Pediatric Menu in Cafeterias	# of Items	1 option	1 option	1 option	Blue			
Healthy Check Out Cafeteria	Promotion for Healthy Only at Point of Sale	100%	100%	100%	Blue			
Menu Labelling of Calories	% of Menu		100%	100%	Blue			
Sweetened Beverages - Reduction	% Offerings Unsweetened		80%	80%	Blue	Green		
Sweetened Beverages - Elimination	Elimination of Sweetened Beverages in Food Venues	SCAL 100% by 12/31/2013					Orange	
Deep Fat Fryer Removal	% Removal	SCAL 100% by 12/31/2013		100%	Blue			
Fruit and Vegetable Spend	% Annual Food Spend	10% of food spend	10% of food spend	10% of food spend	Blue			
Balanced Menu - Plant Based	% Reduction of Carbon Foot Print Related to Meat Spend			20% over baseline year		Green		
Local and/or sustainable foods - HHI	% Annual Food Spend	15%	15%	15%		Green		
Local and/or sustainable foods - KP Driven	% Annual Food Spend	18%	20%	TBD			Orange	
Healthy Picks Vending	% Healthy Picks Choices	75%	75%	90% Healthy Pick Choices + dark chocolate			Orange	
Healthy Catering	% of Catering Menus	initiate	100%	100%			Orange	
National Salt Reduction Initiative	Food manufacturers will reduce sodium content by 25% over three years	Include in food RFP and food contract language	Include in food RFP and food contract language	Include in food RFP and food contract language				Grey

Cafeteria Menu



Friday
7/19/2013

KAISER
PERMANENTE **thrive**

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SCPMG Regional Health Education RHE288 (6/05)
www.kaiserpermanente.org

Menu

Healthy Pick



Fish Wellness Bowl 	\$ 4.95
Fish Wellness Meal 	\$ 5.95
Kids Wellness Meal  Available at the grill!	\$ 4.95

Entree

Includes one free side dish. Additional sides only \$1.00 each!

Salmon with Red Shrimp Sauce	\$ 6.00
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Sides

Fresh Vegetable 	\$ 1.80
Freekah Blend <i>(Roasted and cracked green wheat)</i> 	\$ 1.50

Other Selections:

Soup—Clam Chowder	Regular	\$ 2.25
	Large	\$ 3.50

*Prices listed are for one single serving.
Featuring sustainable, locally grown produce.*

Patient Menu

Breakfast

Hot & Cold Cereal ♥

Oatmeal (14)
 Cream of Wheat (11)
 Raisin Bran (27)
 Cheerios® (15)
 Rice Krispies® (15)
 Corn Flakes (18)



Hot Breakfast Entrées

Scrambled Eggs (2)
 Low Cholesterol Scrambled Eggs (1) ♥
 Whole Wheat or Buttermilk Pancakes (19)
 per pancake (1) ♥
 French Toast (29) ♥
 Cheddar Cheese Omelet (3)
 Potato, Egg and Cheese Skillet (17)



On The Side

Homestyle Potatoes (33) ♥
 Hard-boiled Egg
 Pork or Turkey Bacon Strips
 Turkey Sausage (2)

Breakfast Breads ♥

English Muffin (35)
 White (22) or Whole Wheat Toast (13)
 Flour Tortilla (25)
 Bagel (30)
 Blueberry or Bran Muffin (30)

Fruit and Yogurt ♥

Seasonal Fresh Fruit Cup (14)
 Apple (20) Orange (22),
 Banana (14)
 Sliced Peaches (canned) (14)
 Light Yogurt (17)
 Low Fat Cottage Cheese (2)



Lunch and Dinner

Starters

Healthy Request® Chicken Noodle Soup (6) ♥
 Healthy Request® Tomato Soup (12) ♥
 Beef, Chicken or Vegetable Broth ♥
 Garden Salad (2) ♥



Dressings

Italian Dressing
 Ranch (3)
 Fat Free Italian (2) ♥
 Fat-free Ranch (4) ♥

Chef Mark's Entrées

Baked Chicken Breast ♥ or Salmon Fillet ♥

With your choice of one sauce:
 House Light Gravy (3) ♥
 Sesame Glaze (8) ♥
 Lemon Caper (6) ♥
 Mango Salsa (2) ♥
 Honey Mustard (5) ♥



Baked Meatloaf ♥

Meatloaf topped with our house light gravy (11)

Four Cheese Baked Penne Pasta

Penne pasta baked with four cheeses and a creamy Alfredo sauce (48)

Side Dishes ♥

Wheat Dinner Roll (15)
 Green Beans (5)
 Broccoli (8)
 Sliced Zucchini (3)
 Carrot Slims (7)
 Brown Rice Quinoa Blend (12)
 Jasmine White Rice (21)
 Pasta (10)
 Brown Rice (14)
 Mashed Potatoes (17)
 Flour Tortilla (25)



Wellness Meal ♥

Combine Chicken Breast or Salmon with your choice of sauce, a vegetable, brown rice or quinoa blend, fruit, and 1% milk to create a Healthy Wellness Meal.
(340-510 calories, 345-605mg sodium, and 60-68 gm. carbohydrate)

Entrée Salads

Chicken Caesar Salad (14)
 Low Fat Cottage Cheese & Fresh Fruit Plate (25) ♥

Grilled Fare

Deluxe Hamburger (41) ♥ or Cheeseburger (43)
 Vegetarian Garden Burger (60) ♥
 Grilled Chicken Breast Sandwich (42) ♥
 Grilled Cheese Sandwich (30)
 Cheese Quesadilla (26)



Deli-style

Tuna Salad Sandwich (29) ♥
 Chicken Salad Sandwich (36) ♥
 Peanut Butter and Jelly Sandwich (60) ♥
 Baked Potato Chips (25)

Personal pizzas

Cheese (54) or Veggie (59)

Condiments

Margarine ♥	Splenda® or Equal® ♥
Butter	Sugar-Free Syrup ♥
Non-Dairy Creamer (11)	Syrup (43) ♥
Sugar-Free Jelly ♥	Sugar (15) ♥
Jelly (9) ♥	Ketchup (2) ♥
Honey (3) ♥	Light Mayonnaise (3) ♥
Peanut Butter (4) ♥	Mustard ♥
Raisins (30) ♥	Lemon Juice ♥
Light Cream Cheese (2) ♥	Soy Sauce ♥
Brown Sugar (14) ♥	Parmesan Cheese (4)
Crackers (5 per pkg)	Low Sodium Seasoning ♥
Picante Salsa (5)	Salt
	Pepper ♥

Our Wellness Meals...



Wellness Bowl* \$ 4.95
2 oz Lean Protein
Rice Blend
Vegetable
Mango Salsa, Lemon Caper or Teriyaki Sauce

Make it a Meal* \$ 5.95
add
Whole fruit
and
Yoplait Light or 1% Milk or Non-Fat Milk

**No Substitutions*



 KAISER PERMANENTE.



Kids Wellness Meal* \$ 4.95
Available in the reach-in cooler.

2 oz Lean Fresh Turkey on Whole Wheat Bread
Fresh Veggie Plate
Whole fruit
1% Milk or Non-Fat Milk

No Substitutions



 KAISER PERMANENTE.

Wellness Meal Nutritional Analysis

Item Description (include brand where applicable)	Item Type: Entrée, Side or, Candy	Portion Size	Total calories (kcal)	Percent calories from saturated fat (%)	Trans fat (g)	Sodium (mg)	Healthy per PHA Guideli nes? (Y/N)
Child's Wellness - Turkey Sand on Wheat, Relish Plate, FF Ranch, LF Milk, Fruit	Meal	1 Each	410	3%	0	540	Y
Fish Wellness Bowl - Mango Salsa - F	Entrée	Bowl	362	2%	0	376	Y
Fish Wellness Bowl - Teriyaki - F	Entrée	Bowl	412	3%	0	562	Y
Fish Wellness Bowl - Lemon Caper - F	Entrée	Bowl	500	4%	0	370	Y
Chicken Wellness Bowl - Mango - S	Entrée	bowl	363	2%	0	393	Y
Chicken Wellness Bowl - Teriyaki s	Entrée	Bowl	413	3%	0	579	Y
Chicken Wellness Bowl - Lemon Caper - S	Entrée	Bowl	460	2%	0	370	Y
Item Description (include brand where applicable)	Item Type: Entrée, Side or, Candy	Portion Size	Total calories (kcal)	Percent calories from saturated fat (%)	Trans fat (g)	Sodium (mg)	Healthy per PHA Guideli nes? (Y/N)
Apple	Side	1 Each (Medium)	95	0%	0	1.8	Y
Banana	Side	1 Each (Medium)	105	0%	0	1.2	Y
Pear	Side	1 Each (Medium)	103	0%	0	1.8	Y
Orange	Side	1 Each (Medium)	62	0%	0	0	Y
Fruit Yogurt - Yoplait Light Fruited	Side	1 each (6 oz)	90	0%	0	80	Y

PHA - Collecting the Data

Item Description (include brand where applicable)	Item Type: Entrée, Side or, Candy	Portion Size	Total calories (kcal)	Percent calories from saturated fat (%)	Trans fat (g)	Sodium (mg)	Healthy per PHA Guideli nes? (Y/N)		All	Meets	% Meets
Roast Chicken on Multigrain	Entree	1 Each	370	4%	0	460	Y		No	61	33.89%
BBQ Tofu Salad	Entree	1 Each	240	4%	0	450	Y		Yes	119	66.11%
PBJ on Wheat	Entree	1 Each	570	9%	0	600	Y			180	
Chicken Pesto Pita	Entree	1 Each	360	4%	0	530	Y	Entrees			
Tuna on Multigrain	Entree	1 Each	500	8%	0	540	Y		No	12	41.38%
Chicken Salad on Multigrain	Entree	1 Each	410	6%	0	570	Y		Yes	17	58.62%
Bacon Cheeseburger	Entrée	1 Each	589	21%	0	942	N			29	
BLT Sandwich (2 slices WW breads, 1.5 oz Bacon)	Entrée	1 Each	327	12%	0	939	N	Sides			
Build Your Own Wellness Salad - (3 oz Lean Protein + 1 C Lettuce + 1/2 C Side)	Entrée	11 oz	262	7%	0	95	Y		No	49	32.45%
Build Your Own Wellness SW - (2 oz Hummus + 2 slices WW bread + veggie)	Entrée	1 Each	340	0%	0	580	Y		Yes	102	67.55%
Cheese Quesidilla	Entrée	1 Each	442	53%	0	655	N			151	
Cheeseburger (4.5" White Bun + lettuce & tomato + 1 slice Cheese)	Entrée	1 Each	634	20%	0	847	N				
Chicken Wellness Bowl - Mango - S	Entrée	bowl	363	2%	0	393	Y				
Chicken Wellness Bowl - Teriyaki s	Entrée	Bowl	413	3%	0	579	Y				
Child's Wellness Meal	Entrée	1 Meal	503	6%	0	646	Y				
Cottage Cheese	Entrée	1 each (8 oz)	200	13%	0	720	N				
Fruit Yogurt Parfait - Assorted Fruit	Entrée	1 Each (12 oz)	280	6%	0	50	Y				
Fruit Yogurt Parfait - Mango Berry	Entrée	1 Each (12 oz)	290	6%	0	70	Y				
Garden Burger (4.5" Whole Wheat Bun + lettuce & tomato)	Entrée	1 Each	344	8%	0	870	N				
Grilled Cheese (2 slices breads + 1 oz Cheese)	Entrée	1 Each	246	18%	0	334	N				
Grilled Cheese (2 slices WW breads + 1 oz Cheese)	Entrée	1 Each	246	18%	0	313.8	N				
Grilled Chicken Sandwich (4.5" Whole Wheat Bun + lettuce & tomato)	Entrée	1 Each	287	8%	0	493	Y				

- Enter description of food item to include brand if applicable
- Identify if the food item is an entrée, side or candy
- Enter the portion size and nutrient profile
- Does the food item meet the PHA nutrient profile – yes, no


Healthy Checkout



Item Description (include brand where applicable)	Item Type: Entrée, Side or, Candy	Portion Size	Total calories (kcal)	Percent calories from saturated fat (%)	Trans fat (g)	Sodium (mg)	Healthy per PHA Guideli nes? (Y/N)
Apple	Side	1 Each (Medium)	95	0%	0	1.8	Y
Banana	Side	1 Each (Medium)	105	0%	0	1.2	Y
Pear	Side	1 Each (Medium)	103	0%	0	1.8	Y
Orange	Side	1 Each (Medium)	62	0%	0	0	Y
FL Baked Lays Original	Side	1 Each (1.1 oz)	130	0%	0	150	Y
Pop Chips - Nacho Cheese Tortilla Chips	Side	1 Each (1 oz)	120	3%	0	190	Y
Pop Chips - Chili Limon Tortilla Chips	Side	1 Each (1 oz)	120	0%	0	135	Y
Pop Chips - BBQ	Side	1 Each (1 oz)	100	0%	0	160	Y
Pop Chips - Jalapeno	Side	1 Each (0.82 oz)	100	0%	0	170	Y
Pop Chips - Kettle Corn	Side	1 Each (1 oz)	120	4%	0	190	Y
Pop Chips - Original Potato	Side	1 Each (1 oz)	100	0%	0	160	Y
Pop Chips - Tortilla Ranch	Side	1 Each (1 oz)	130	0%	0	125	Y
Pop Chips - Parmesan Garlic	Side	1 Each (0.82 oz)	100	2%	0	180	Y

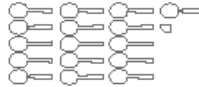
Sweetened Beverage Elimination Initiative

What's in your DRINK?

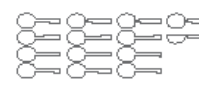
 = 1 teaspoon of sugar  = 1 teaspoon of fat



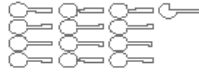
COCA-COLA
20 ounces =
 240 calories
 16 ¼ teaspoons of sugar



MONSTER
Energy Drink
16 ounces =
 200 calories
 13 ½ teaspoons of sugar



SNAPPLE
Kiwi Strawberry Juice Drink
16 ounces =
 210 calories
 12 ¾ teaspoons of sugar



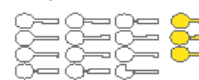
WELCH'S
100% Orange Juice
16 ounces =
 240 calories
 14 teaspoons of sugar



GATORADE
20 ounces =
 130 calories
 8 ½ teaspoons of sugar



CARAMEL FRAPPUCCINO
Blended Coffee Drink with Whipped Cream
16 ounces =
 380 calories
 11 ¾ teaspoons of sugar
 3 teaspoons of fat



Sugary drinks are one of the main causes of weight gain and obesity.

Choose these healthy options instead:

- Water, mineral water (sparkling or still)
- Coffee, plain or with a teaspoon of sugar and nonfat or 1 percent milk
- Tea, hot or iced, plain or with a teaspoon of sugar

Calorie Information – Target December 2013



REFRIGERATED & FROZEN SNACK CALORIE CONTENT

Item	Portion Size	Calories
Kozy Shack Pudding- Chocolate NSA	1 container	90
Kozy Shack Pudding- Chocolate	1 container	130
Kozy Shack Pudding- Tapioca	1 container	120
Kozy Shack Pudding- Vanilla NSA	1 container	90
Kozy Shack Pudding- Vanilla	1 container	130
Kozy Shack Smart Gels- Orange	1 container	90
Kozy Shack Smart Gels- Orange SF	1 container	15
Kozy Shack Smart Gels- Strawberry	1 container	100
Kozy Shack Smart Gels- Strawberry SF	1 container	10
Glenview Farms Mild Cheddar Cheese	1 container	110
Glenview Farms Sweet Cream Butter Packet	1 Packet	100
Cream Cheese Spread Packet	1 Packet	70
Ice Cream Cup- Chocolate	1 container	130
Ice Cream Cup- Vanilla	1 container	130
Ice Cream Cup- Vanilla NSA	1 container	90
Ice Cream Cup- Strawberry Foam	1 container	130
Italian Ice Cup- Cherry GF	1 container	80
Italian Ice Cup- Lemon	1 container	80
Italian Ice Cup- Orange	1 container	80
Hard Boiled Egg	1 Egg	80



BREAKFAST GRILL CALORIE CONTENT

Item	Portion Size	Calories
French Toast w/ syrup	1 slice	311
French Toast w/ diet syrup	1 slice	153
Scrambled Eggs	¼ cup	103
Turkey Sausage Patty	1 patty	75
Sausage Links	2 links	65
Bacon	2 strips	120
Turkey Bacon	2 strips	37
Hash browns	½ cup	170

Sustainable Initiatives

- 2013, 16% of overall food spend from sustainable sources
- 2013, 6% of our fruits and vegetables are certified organic
- 2014, convert to Fair Trade Coffee, purchase cage free eggs, hormone free beef and chicken
- 2015, increase purchases meeting sustainable criteria to 20%

Sustainable Definitions

- **Poultry/Pork** – must have at least one of following criteria to be sustainable
- Produced without antibiotics: Labeled “Raised without antibiotics” or “No antibiotics administered” as allowed by USDA.
- Locally produced: Poultry and pork raised AND processed within a 250-mile radius of the Kaiser Permanente facility.
- Certified as humanely and/or sustainably grown: Carries one or more of the following third-party certified eco-labels focused on humane and sustainable production practices – USDA Certified Organic, Certified Humane Raised & Handled, Food Alliance Certified or Animal Welfare Approved.
- **Coffee/Tea** – must have at least one of following criteria to be sustainable
- Locally grown: Grains grown AND processed within a 250-mile radius of Kaiser Permanente facility.
- Certified as sustainably produced: Carries one or more of the following third-party certified eco-labels focused on sustainable production practices – USDA Certified Organic, Food Alliance Certified, or Fair Trade Certified.

Sustainable Definitions

Eggs – must have at least one of following criteria to be sustainable

Locally produced: Eggs grown/ raised AND processed within a 250-mile radius of Kaiser Permanente facility.

Certified as humanely and/or sustainably produced: Carries one or more of the following third party certified eco-labels focused on humane and sustainable production practices – USDA Certified Organic, Food Alliance Certified, Certified Humane Raised & Handled, Animal Welfare Approved or Salmon Safe.

Beef, pork, and other meats – must have at least one of following criteria to be sustainable

Produced without antibiotics: Labeled “Raised without antibiotics” or “No antibiotics administered” as allowed by USDA.

Produced without added hormones: Labeled “No hormones added” as allowed by USDA.

Grass fed: Labeled “USDA Grass-Fed”.

Locally produced: Beef, lamb and other meats raised AND processed within a 250-mile radius of the Kaiser Permanente facility.

Certified as humanely and/or sustainably produced: Carries one or more of the following third-party certified eco-labels focused on humane and sustainable production practices – USDA Certified Organic, Certified Humane Raised & Handled, Food Alliance Certified, Animal Welfare Approved or Salmon Safe.

Getting Started It Takes a Village . . .

- Labor
- Leadership
- Physician



- Culture change dynamics
- Implementation strategy
- Marketing
- Cost implications
- Communication plan
- Evidence-based research