

Welcome to



NORTHERN MICHIGAN

Healthier Beverages Initiative

Linda Ward, RD, MBA
Sr. Director Hospitality Services
McLaren Northern Michigan

➤ McLaren Northern Michigan



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- Serves 22 counties throughout northern Michigan and the eastern part of the Upper Peninsula.
- Is a 202-bed, regional referral center located in Petoskey
- Medical staff of nearly 200 physicians representing nearly all medical and surgical specialties, enabling full-service care with an emphasis on advanced heart, cancer, orthopaedics, and neuroscience services.

How It All Began

- 2006, CEO challenged organization to embrace “greening of the organization”
- Director of Hospitality Services accepted challenge



➤ Joined H2E/Practice Greenhealth

- Started with Recycling - 2007
- Reusable Needle Boxes - 2007
- Reuse – 2008
- Food Track



Guard 'R' Earth Environment Now



2009 Michigan Survey

- **Key Findings:**

- Obesity in Michigan has risen 21.8% among adults from 2001 to 2008.
- Michigan had the 8th highest prevalence rate of obesity in the United States in 2008.
- In 2008, 65.3% of Michigan adults were either overweight or obese; 35.2% were overweight and an additional 30.1% were obese.
- Obese adults had a higher prevalence of arthritis, high blood pressure, high cholesterol, asthma, coronary heart disease, stroke, heart attack, diabetes and inadequate sleep
- Obese adults also reported the highest prevalence of poor life satisfaction, poor general health, poor physical health, poor mental health and activity limitations compared with non-obese adults.

➤ Taking on the Weight of the World



2009 - Food Service



Eliminated bottled water to reduce plastics in the environment



Balanced Menus CHALLENGE



Across the country, and the globe, the health care community is doing its part to reduce its carbon footprint. Health care food service is no different. **Balanced Menus** is a climate change reduction strategy that helps hospitals serve the healthiest food to benefit patients, the environment, and the bottom line.



MICHIGAN HEALTH & HOSPITAL ASSOCIATION

Advocating for hospitals and the patients they serve.

MHA Trans Fats Elimination Initiative
MEMBER PLEDGE FORM

Hospital/Health System Name: Northern Michigan Regional Hosp

City: Petoskey

Name of CEO/President: Thomas Mroczkowski

Designated Project Director: Ken Grant

E-mail: kgrant@northernhealth.org

Phone: 331.487.4265

This hospital/health system hereby pledges to comply with the community health improvement initiative set forth by the Michigan Health & Hospital Association (MHA) to eliminate industrial trans fats in vending machines, cafeterias and patient nutrition programs. This facility supports the intent of this statewide initiative to combat the many unhealthy effects associated with industrial trans fats.

I have read and understand the enclosed materials from the MHA regarding the elimination of industrial trans fats. I commit to fully educating my staff about the health benefits of trans fats elimination and commit to implementing the initiative by using the tools and information provided by the MHA.

Please check one box:

- Industrial trans fats have already been eliminated from our vending machines, cafeterias and patient nutrition programs
- By January 1, 2010, this hospital/health system will eliminate industrial trans fats.
- While the facility is unable to do so by January 1, 2010, this hospital/health system will eliminate industrial trans fats by _____ (insert alternate date).

[Signature]
Signature

1/14/09
Date

Please submit this signed pledge to the MHA, in care of Paige Hathaway, via fax or mail:

Fax: (517) 323-0946
Phone: (517) 323-3443
E-mail: phathaway@mha.org

Michigan Health & Hospital Association
6215 West St. Joseph Hwy
Lansing, MI 48917



Healthy Food in Health Care Pledge

This Healthy Food in Health Care Pledge is a framework that outlines steps to be taken by the health care industry to improve the health of patients, communities and the environment.

As a responsible provider of health care services, we are committed to the health of our patients, our staff and the local and global community. We are aware that food production and distribution methods can have adverse impacts on public environmental health. As a result, we recognize that for the consumers who eat it, the workers who produce it and the ecosystems that sustain us, healthy food must be defined not only by nutritional quality, but equally by a food system that is economically viable, environmentally sustainable, and supportive of human dignity and justice. We are committed to the goal of providing local, nutritious and sustainable food.

Specifically, we are committed to the following healthy food in health care measures for our institution. We pledge to:

Increase our offering of fruit and vegetables, nutritionally dense and minimally processed, unrefined foods and reduce unhealthy (trans and saturated) fats and sweetened foods.

Implement a stepwise program to identify and adopt sustainable food procurement. Begin where fewer barriers exist and immediate steps can be taken, such as the adoption of rBGH free milk, fair trade coffee, or selections of organic and/or local fresh produce in the cafeteria.

Work with local farmers, community-based organizations and food suppliers to increase the availability of fresh, locally-produced food.

Encourage our vendors and/or food management companies to supply us with food that is produced in systems that, among other attributes, eliminate the use of toxic pesticides, prohibit the use of hormones and non-therapeutic antibiotics, support farmer and farm worker health and welfare, and use ecologically protective and restorative agriculture.

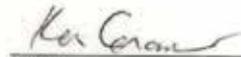
Communicate to our Group Purchasing Organizations our interest in foods whose source and production practices (i.e. protect biodiversity, antibiotic and hormone use, local, pesticide use, etc) are identified, so that we may have informed consent and choice about the foods we purchase.

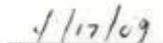
Develop a program to promote and source from producers and processors which uphold the dignity of family, farmers, workers and their communities and support sustainable and humane agriculture systems.

Educate and communicate within our system and with our patients and community about our nutritious, socially just and ecologically sustainable healthy food practices and procedures.

Minimize and beneficially reuse food waste and support the use of food packaging and products that are ecologically protective.

Report annually on implementation of this Pledge.


Signed


Date





Michigan Green HEALTHCARE COMMITTEE

Michigan Apples Michigan Hospitals Campaign

Hospital/Health System Name: Northern Michigan Regional Hospital

City: Petoskey

Name of CEO/President: Catherine DeVet

Designated Project Director: Linda Ward

➤ Email: lward@northernhealth.org

➤ Phone: 231.487.4265

This hospital/health system hereby pledges to participate in the Michigan Apples Michigan Hospitals Campaign set forth by the Michigan Green Health Care Committee to help health care purchase local, seasonal food and thus support Michigan's economy. I have read and understand the enclosed materials regarding the campaign and commit to sourcing more or all Michigan apples when in season/available starting on this day.

Linda Ward
Signature

2/22/10
Date

Please submit this signed pledge to the MHA, in care of Paige Hathaway, via fax or mail:

Fax: (517) 323 - 0946
Phone: (517) 323 -3443
E-mail: phathaway@mha.org

Michigan Health & Hospital Association
6215 West St. Joseph Hwy
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2009-2012 Farmers Markets



Surveillance Update 2011

In 2009, 35.2% of the Michigan adult population was overweight. This prevalence has been stable since 2000 and remains consistent with the US median prevalence.

Michigan Department of Community Health

2012 Healthier Hospital Initiative

A	B	C
<p>Balanced Menus Challenge: Decrease amount of meat purchased by 20 percent within three years from baseline. (Meat = beef, pork, poultry and lunch meat; measure = lbs.)</p>	<p>Healthy Beverages Challenge: Increase the percentage of healthy beverage purchases by 20 percent of total beverage purchases annually over baseline year OR achieve healthy beverage purchases of 80 percent of total beverage purchases for use throughout the hospital (patient, retail, vending and catering) within three years. (Include promotion of tap water over bottled water where possible; measure = dollars)</p>	<p>Local/Sustainable Food Challenge: Increase the percentage of local and/or sustainable food purchases by 20 percent annually over baseline year OR achieve local and/or sustainable food purchases of 15 percent of total food dollar purchases, within three years (Measure</p>

➤ Healthier Hospitals Initiative

Level 1	Commit to one of the following categories: Balanced Menus Challenge, Healthy beverages or Local and/or sustainable foods.
Level 2	Commit to two of the following categories: Balanced Menus Challenge, Healthy beverages or Local and/or sustainable foods.
Level 3	Commit to three of the following categories: Balanced Menus Challenge, Healthy beverages or Local and/or sustainable foods.

➤ New in 2013



2013 – Food Service

- Changed retail menu to include:
 - 450 or fewer calories for all entrees
 - 750 mg or less sodium for all food products
 - Lower priced Wellness Plate/vegetables
 - Reduced price of salad bar
 - Enhanced snack room vending to include locally sourced fresh made products



Lead room service chef Phil Nowak and expeditor Scot McGeorge getting ready to serve up chicken marsala and cod at McLaren Northern Michigan. Photo by Peg Muzzall.

HOSPITAL CAFETERIA

McLaren Northern Michigan dishes up a healthful menu

➤ No More Sugared Beverages

- In cafeteria and vending – April 2013
- In gift shop – September 1, 2013
- Sugar free carbonated beverages
- Natural juices
- Bottled water in vending machines



› Critics of Change

- “Diet beverages, on the other hand, generally contain a low calorie or “artificial” sweetener in place of sugar, so the calorie content is significantly reduced. Recently, some have suggested that artificial sweeteners in soda don’t actually help and could even hinder weight management.”

▶ The Rest of the Story

- “Based on studies, this view is largely based on animal studies, and the majority of research in humans supports that low calorie sweeteners either have a neutral effect or provide a modest benefit to those trying to keep a healthy weight.”

➤ Also in 2013

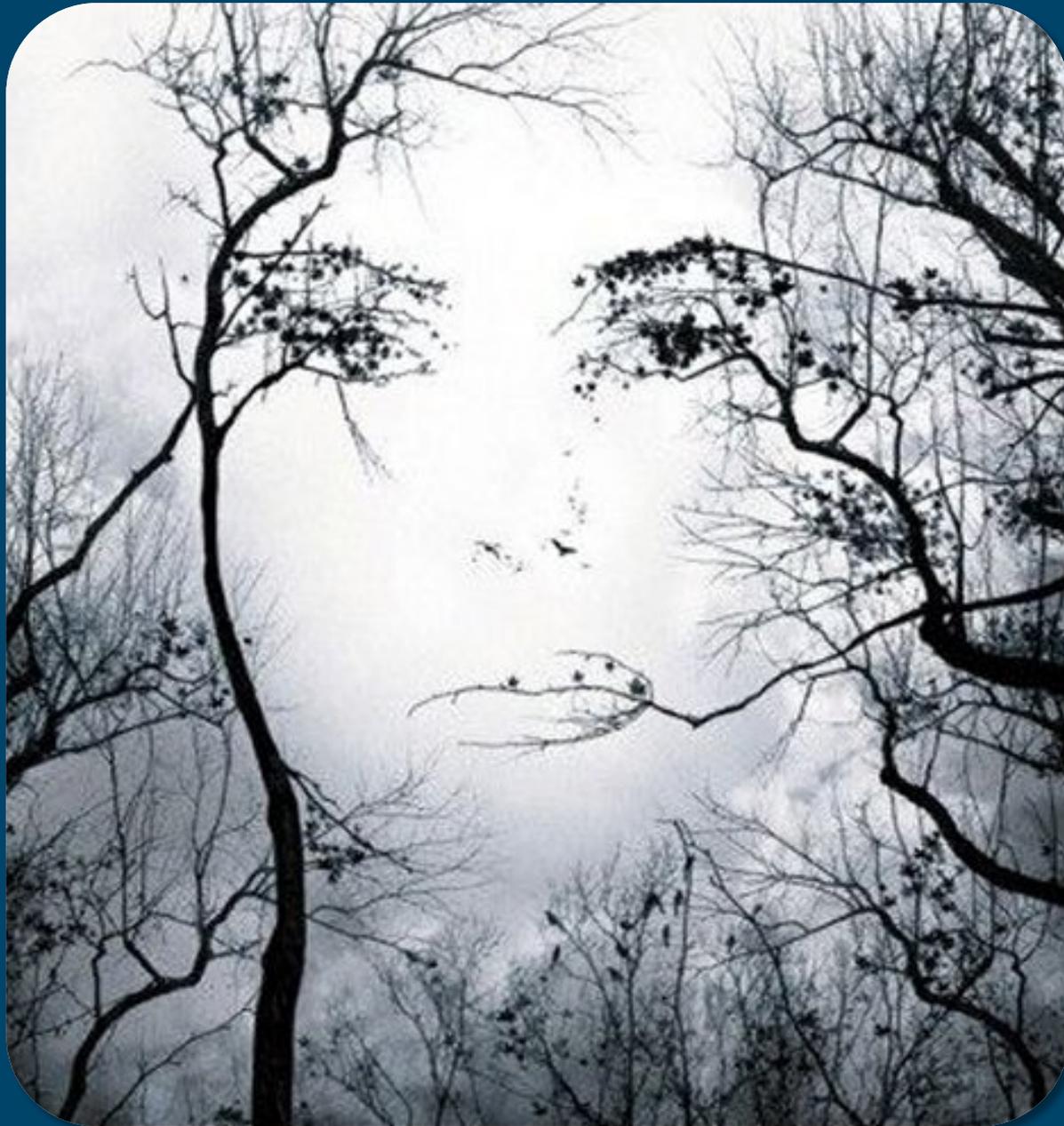
- Contracted exclusively with Coca Cola
- Changed primary food vendor
- Eliminated midnight retail meal
- Eliminated retail service on weekends



▶ PGH Leadership Award x 5



- We cannot direct the wind, but we can adjust our sails.



➤ Another Major Problem of Deforestation





Questions