

An action guide for institutional and environmental change related to sugar-sweetened beverages

Bridget Igoe, MPHc, Dietetic Intern • Interdisciplinary Graduate Program in Nutritional Sciences

Introduction

Emergent public health efforts to promote healthy eating are increasingly directed at environmental and policy changes to curb consumption of sugar sweetened beverages (SSB), the largest source of added sugars in the American diet and a major contributor to the obesity, diabetes, and heart disease epidemics. The Childhood Obesity Prevention Coalition (COPC), in partnership with Public Health – Seattle & King County, is in the process of developing and testing sustainable workplace and organization-based policy strategies and institutional changes related to sugary drinks.

Objectives

This poster aims to summarize the results of COPC's earliest efforts to develop an institutional change package to reduce soda and sugary drink consumption in organizational settings.

Methods

An extensive web-based search for existing toolkits, guidelines, and policies related to SSB was conducted to review currently available resources. Informal interviews were conducted with individuals who have direct experience developing and implementing institutional and environmental change related to SSB. **Full references and resource guides are included in the action guide and available upon request.**

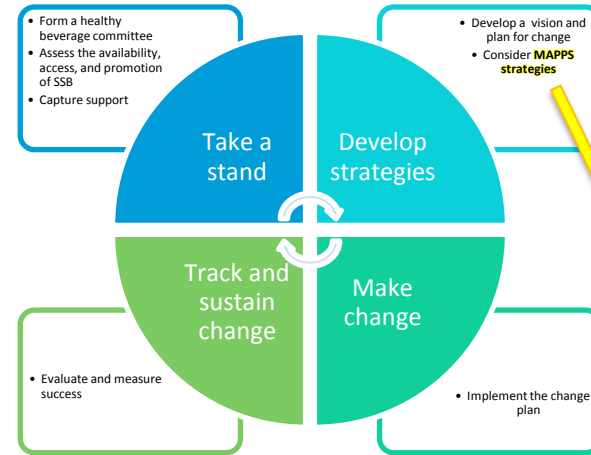
Results

Based on these information gathering activities, a draft action guide for institutional change was conceptualized, with specific action steps noted (Fig 1). This action guide will be adjusted as local case studies emerge. A comprehensive toolkit—based on the experiences of pilot organizations in King County, WA that implement these action steps—will be publicly distributed in Fall 2012.

For further information:

Email: info@copcwa.org • Phone: 206-910-7643 • Web: www.copcwa.org

Figure 1: An action guide for institutional change related to soda and other sugary drinks



First Phase: Take a Stand

Form a committee. Recruit a diverse team with people who can offer a variety of functional skills. Involve people who span various levels of the organization and make sure senior level managers participate. **Capture support.** Identify and engage champions of your cause. Get buy-in from both senior-level leaders and constituents. **Assess the beverage environment.** Inventory all beverage access points in the organization (e.g. vending machines, cafeterias, snack bars, kitchenettes, tap and filtered water facilities, meetings and events). Obtain and analyze beverage procurement data to determine the relative contribution of SSB and non-SSB in your organization's beverage portfolio. Obtain and analyze sales data to compare sales of SSB and non-SSB at baseline and as you implement change. Examine your organization's policies and practices related to SSB.

Middle Phases: Develop strategies → Make change

Develop a vision and plan for change. Identify healthy aspects of your organization's current beverage environment. Then, based on your assessment, describe what changes are needed. Develop targets for practice and policy changes. Don't ignore "quick wins" that deliver positive short-term results—these help create momentum for broader changes in the long-term. Identify who you need to involve to make changes. **Consider MAPPS strategies (Table 1)** which, when combined, can impact healthy behaviors by changing the environment.

Table 1: MAPPS interventions related to soda and other sugary drinks

Change Strategy	Best Practices or Testable Ideas
Media	<ul style="list-style-type: none"> Distribute and post brochures, fact sheets, newsletters, and flyers - both internally and publicly Use creative and captivating examples to show how much sugar is in sugary beverages Publish op-ed pieces Organize media events to publicize SSB campaigns and healthy changes
Access	<ul style="list-style-type: none"> Ensure tap water is available and accessible - and promote tap water Switch to a healthy vending/distribution company Control which beverages are sold and advertised and how they are sold, through purchasing contracts Develop or adopt healthy beverage standards for the organization as a whole, meetings/events, and sub-contracts Increase availability and offerings of healthy beverages at all beverage access points Limit and restrict availability of unhealthy SSB at all access points
Point-of-purchase signage, Promotion, Point-of-decision information	<ul style="list-style-type: none"> Post SSB information throughout beverage access points Place SSB for sale in positions with lowest selling potential Improve visibility, convenience, and product attractiveness/placement of non-SSB Use signage to promote healthy beverage choices and warn against SSB Label the sugar content and calories of SSB, as sold
Price	<ul style="list-style-type: none"> Make SSB more costly relative to non-SSB and other drinks Use proportional pricing, especially for soda fountain drinks and supersize options
Social support / Services	<ul style="list-style-type: none"> Develop or adopt healthy beverage policies for beverage procurement, service, and vending contracts Develop an informational packet for vendors/distributors. Include a list of sample beverage products that comply with adopted healthy beverages standards Develop or adopt healthy beverage standards for the organization, meetings/events, and sub-contracts Develop or adopt general health and wellness programs—and specifically address the issue of SSB Create organizational awards/prizes/competitions for healthy changes Sponsor SSB-free days, weeks, or months; call a "time-out" for SSB

Last Phase: Track and Sustain Change

Evaluate and measure success. Re-assess your organization's beverage environment, procurement and sales data, and policies and practices in light of the goal targets and metrics. Conduct audits to ensure changes are maintained. Consider what worked, what didn't, and where future efforts should aim. Document your process, best practices, and challenges and how you overcame them—and share your experience and expertise with other organizations.