

> WORKFORCE HEALTH | RESOURCES



# Healthy Eating at Work food policy toolkit





# More than 73%

of employees want healthy cafeteria or vending options at work, but

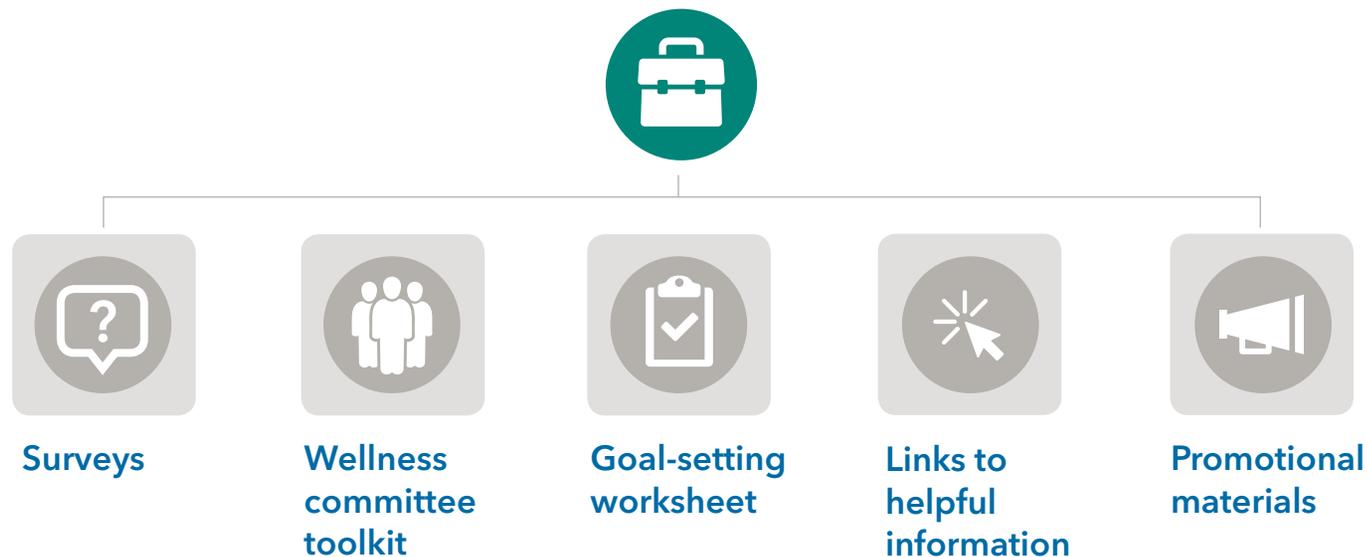
**FEWER THAN HALF**

of employers provide them.

Source: Quantum Workplace/Limeade, January 2015.

# Welcome to your food policy toolkit

Research shows that a healthy diet and good nutrition can reduce the risk of developing obesity, high cholesterol, Type 2 diabetes, and high blood pressure.<sup>1</sup> This toolkit is packed with tips and resources to help you build a food policy that supports your organization's wellness strategy – and empowers your workforce to make healthier choices.



Ready to get started? 

## ✓ Take the first step

Follow this step-by-step action plan to start building your food policy. First, decide on your timeline – anywhere from 6 to 12 months, depending on the size and complexity of your organization. Then simply check off the boxes as the toolkit walks you through the four basic steps of a successful food policy.



Use data to learn where your company stands on workforce health.

Set goals, schedule events and activities, and develop a promotional strategy.

Launch and promote the policy to your workforce.

Evaluate your policy's success and set future goals.

# Let's go! >

# ① Assess

Steps	Program timeline	What to do	Tools and resources
○ Get commitment from leadership.	3 to 6 months before rollout	○ Present the business case for a food policy to your organization’s leadership team.	<ul style="list-style-type: none"> <li>• <a href="#">Build a case for workforce health.</a></li> </ul>
○ Gather employee baseline data for later comparison.	3 to 6 months before rollout	<ul style="list-style-type: none"> <li>○ Identify targets and opportunities for change, including:                             <ul style="list-style-type: none"> <li>• vending machines</li> <li>• dining facilities</li> <li>• catering services</li> </ul> </li> <li>○ Survey whether employees are interested.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Employee survey</a></li> <li>• <a href="#">Easy worksite survey</a> or the <a href="#">Centers for Disease Control scorecard</a> (Nutrition section, page 19)</li> <li>• Worksite <a href="#">vending options report card</a></li> </ul>
○ Form your wellness committee.	3 to 6 months before rollout	○ Recruit employees and form a wellness committee that will oversee your food policy.	<ul style="list-style-type: none"> <li>• <a href="#">Wellness committee toolkit</a></li> </ul> <div style="border: 2px solid orange; padding: 5px; display: inline-block;"> <p><b>TIP</b> Include team members from across the organization on your wellness committee.</p> </div>

Ready to plan? Let’s go! >

## ② Plan

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> <li>○ Define your food policy, set your goals, and agree on clear definitions of success.</li> </ul>	<p>1 to 3 months before rollout</p>	<ul style="list-style-type: none"> <li>○ Determine what your organization wants to achieve and set benchmarks.</li> <li>○ Write your food policy statement.</li> <li>○ Set a kickoff date for your policy implementation.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Goal-setting worksheet</a></li> <li>• Sample <a href="#">food policies</a> and <a href="#">catering and vending food policies</a></li> <li>• CDC <a href="#">healthy food service guidelines</a> and <a href="#">nutrition standards</a> at public facilities and government worksites</li> </ul>
<ul style="list-style-type: none"> <li>○ Have leadership announce your policy.</li> </ul>	<p>1 to 3 months before rollout</p>	<ul style="list-style-type: none"> <li>○ Send communications from the CEO, managers, supervisors, and labor-management representatives announcing your food policy.</li> <li>○ Announce kickoff date to employees.</li> </ul>	<div style="border: 2px solid orange; padding: 10px; display: inline-block;"> <p><b>TIP</b> Let employees know you'll be supporting their efforts to eat healthier.</p> </div>

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## ② Plan *(continued)*

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> <li>○ Design an environment that supports your new food policy.</li> </ul>	<p>1 to 3 months before rollout</p>	<ul style="list-style-type: none"> <li>○ Learn how to make smarter food choices.</li> <li>○ Establish simple, straightforward goals, such as:                             <ul style="list-style-type: none"> <li>• post calorie information in cafeterias</li> <li>• add healthy snacks to vending machines</li> <li>• serve healthier food at catered events</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Healthy eating guidelines</a> and <a href="#">nutrition toolkits</a></li> <li>• <a href="#">Healthy meetings guide</a></li> <li>• <a href="#">Benefits of posting calorie information</a></li> <li>• <a href="#">Healthy Plate website</a>, <a href="#">Build Your Meal book</a>, and <a href="#">Build a Meal Interactive Guide</a></li> <li>• <a href="#">Food ordering tips</a></li> </ul> <div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p><b>TIP</b> Involve your legal team, purchasing/contracts department, and any union or employee representatives early in the planning process.</p> </div>

Ready to engage? Let's go! 

# ③ Engage

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> <li>○ Launch and promote your new food policy.</li> </ul>	<p>At rollout</p>	<ul style="list-style-type: none"> <li>○ Announce policy start.</li> <li>○ Post fliers and posters for employees.</li> </ul> <div data-bbox="1010 516 1411 727" style="border: 1px solid orange; padding: 5px;"> <p><b>TIP</b> Share details about your policy, the phasing out of certain foods and drinks, and healthy eating resources.</p> </div>	<ul style="list-style-type: none"> <li>• Promotional materials, including your:               <ul style="list-style-type: none"> <li>○ <b>emails</b></li> <li>○ <b>fliers and posters</b> promoting healthy celebrations and healthy food choices</li> <li>○ <b>sign-up/pledge sheet</b></li> </ul> </li> </ul> <div data-bbox="1434 591 1938 766" style="border: 1px solid orange; padding: 5px;"> <p><b>TIP</b> Create your own personalized communications that include positive, supportive messages about workplace wellness.</p> </div>
<ul style="list-style-type: none"> <li>○ Get creative to engage employees in the policy.</li> </ul>	<p>1 to 2 months after rollout</p>	<ul style="list-style-type: none"> <li>○ Host healthy eating parties, activities, and events.</li> </ul> <div data-bbox="1010 1036 1411 1247" style="border: 1px solid orange; padding: 5px;"> <p><b>TIP</b> Host a lunch 'n' learn about nutrition and invite local community health organizations to participate.</p> </div>	<ul style="list-style-type: none"> <li>• Activity and event ideas:               <ul style="list-style-type: none"> <li>○ <b>healthy recipe contests</b></li> <li>○ <b>corporate garden</b></li> <li>○ <b>workplace community-supported agriculture (CSA) program</b></li> <li>○ <b>farmers market</b></li> <li>○ <b>Health Talks</b> podcasts to promote healthier eating</li> <li>○ <b>HealthMedia® Nourish®</b>, an online nutrition program, is available at no cost to Kaiser Permanente members and to nonmembers for a fee.<sup>2</sup> Promote it with this <b>flier</b>.</li> </ul> </li> </ul>

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# ③ Engage (continued)

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> <li>○ Get creative to engage employees in the policy.</li> </ul>	<p>1 to 2 months after rollout</p>	<ul style="list-style-type: none"> <li>○ Encourage participation in wellness programs.</li> </ul> <div data-bbox="1024 456 1451 630" style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p><b>TIP</b> Conduct taste tests of new beverage and snack options to get employees involved with the process.</p> </div>	<ul style="list-style-type: none"> <li>• <b>Wellness Coaching by Phone</b> gives your employees who are Kaiser Permanente members individualized support and step-by-step action plans to eat healthier.<sup>3</sup> Promote it with this <b>flier</b>.</li> </ul>
<ul style="list-style-type: none"> <li>○ Keep the momentum going.</li> </ul>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>○ Continue your food policy communications.</li> <li>○ Provide nutrition resources that help employees stick to your food policy guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>• Fliers and posters rotated to various areas of your workplace</li> <li>• <b>Reminder template emails</b> from leadership</li> <li>• Employee support:                             <ul style="list-style-type: none"> <li>○ <b>healthy recipe ideas</b></li> <li>○ <b>classes</b> that support their health goals</li> <li>○ <b>fast food nutrition guide</b></li> </ul> </li> </ul>

Ready to measure? Let's go! 

# ④ Measure

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> <li>○ Evaluate your policy's short-term success.</li> </ul>	<p>1 to 3 months after rollout</p>	<ul style="list-style-type: none"> <li>○ Gather data to compare to the baseline data you recorded at the beginning of your policy.</li> <li>○ Send a thank-you communication from top-level management to employees acknowledging their role in your policy's success.</li> </ul>	<ul style="list-style-type: none"> <li>• Revisit your saved <a href="#">goal-setting worksheet</a>.</li> </ul>
<ul style="list-style-type: none"> <li>○ Evaluate employee interest and satisfaction with your policy.</li> </ul>	<p>3 to 6 months after rollout</p>	<ul style="list-style-type: none"> <li>○ Get employee feedback with a follow-up survey.</li> <li>○ Track progress, participation, and interest in your policy by filling out the worksite health and employee interest surveys again. Evaluate your policy's success based on before-and-after results.</li> </ul>	<ul style="list-style-type: none"> <li>• Free surveys with <a href="#">SurveyMonkey</a> or <a href="#">Google</a></li> <li>• <a href="#">Worksite health survey</a></li> <li>• <a href="#">Employee interest survey</a></li> </ul> <div data-bbox="1493 1015 1944 1237" style="border: 2px solid orange; padding: 5px;"> <p><b>TIP</b> In addition to asking about the new policy, ask for evaluations of resources and classes, as well as any personal success stories.</p> </div>

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## ④ Measure *(continued)*

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> <li>○ Evaluate your policy's long-term success.</li> </ul>	<p>3 to 6 months after rollout</p>	<ul style="list-style-type: none"> <li>○ Gather data to compare to the baseline data you recorded at the beginning of your program and the data you collected 3 or 6 months after your kickoff.</li> <li>○ Create an evaluation process for your organization. Sample questions can include:                             <ul style="list-style-type: none"> <li>• Did we accomplish the policy goals?</li> <li>• Did we reach the target audience?</li> <li>• Did we provide the necessary resources to meet our goals?</li> </ul> </li> <li>○ Send another thank-you communication to employees from top-level management.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Food policy evaluation process</a></li> <li>• <a href="#">Workplace health promotion report</a></li> <li>• Revisit your saved <a href="#">goal-setting worksheet</a>.</li> </ul>

 **Contact your Kaiser Permanente representative for more information.**

<sup>1</sup> "Workplace Health Promotion," Centers for Disease Control and Prevention, October 23, 2013.

<sup>2</sup> Mid-Atlantic States: These value-added services are extra services provided by entities other than Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc. (KFHP-MAS), and are neither offered nor guaranteed under any KFHP-MAS contract. These entities may change or discontinue offering these services at any time. KFHP-MAS disclaims any liability for the services provided by these entities.

<sup>3</sup> Available at no cost to Kaiser Permanente members and to nonmembers for a fee.

Information may have changed since publication.

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