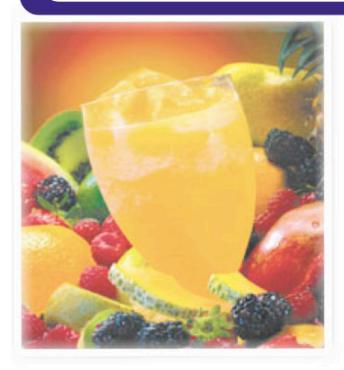


Creating Healthful Food Environments Through Policy Change: A Toolkit for Faith-Based Organizations





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SECTION 1.

INTRODUCTION:

PURPOSE AND INTENDED USE

WHY ENVIRONMENTAL AND POLICY INTERVENTIONS ARE NEEDED

IMPORTANCE OF IMPLEMENTING POLICY IN THE FAITH-BASED COMMUNITY

TOOLKIT ORGANIZATION



PURPOSE AND INTENDED USE

Creating Healthful Food Environments Through Policy Change: A Toolkit for Faith-Based Organizations provides practical information to members of the faith-based community for use when developing, adopting, and implementing a food and beverage policy within their organization. For the purposes of this Toolkit, the term "food and beverage policy" refers to a policy officially adopted by a faith-based organization (FBO) (e.g., a church, parish, temple, mosque) requiring that the food it purchases, provides, or sells to members and guests meets guidelines established by public health authorities. Such a policy might, for example, indicate the types and kinds and relative amounts of foods served at meetings and events (e.g., "When serving lunch, offer entrées that are baked, broiled, grilled, roasted, or steamed, rather than fried.") A policy might also specify types and relative amounts of beverages that are served (e.g., "At least 50% of all beverages served must be non-sugar-sweetened beverages, such as water, 100% fruit juice, non-caloric soft drinks or very-low-calorie drink mixes.")

Anyone connected to a faith-based organization can become involved with the policy-making process and can use this Toolkit to help effect organizational change. One does not need a background in nutrition, public health, or even public policy to effect change.

Those with passion and determination, a concern for human health and well-being, and who believe in social justice can work towards improving the food environment in their faith-based organization through policy development and implementation.

WHY ENVIRONMENTAL AND POLICY INTERVENTIONS ARE NEEDED

According to the US Department of Agriculture, food consumption in the US has increased over the past 40 years. In 1970, intake averaged 2,234 calories per person. Today, intake averages 2,757 calories per person—an increase of over 500 calories per day! Despite the increase in total caloric intake, Americans fail to consume the recommended number of servings of fruits and vegetables, whole grains, and low-fat dairy products. Intake of sodium, solid fats (saturated fats and *trans* fatty acids), and added sugars is higher than recommended.²

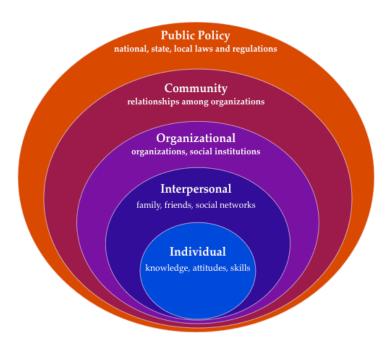
Dietary factors are associated with 4 of the 10 leading causes of death: coronary heart disease, some types of cancer, stroke, and type 2 diabetes.³ Obesity has reached epidemic proportions. Over 65% of adult Americans are overweight or obese⁴, and 1 in 3 children are overweight or obese.⁵ At the same time, nearly 15% of American households are food insecure, and are unable to acquire adequate food to meet their needs because of insufficient money or other

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resources for food.⁶ Some racial and ethnic population groups are disproportionally affected by the high rates of food insecurity, overweight and obesity, and diet-associated chronic diseases. Health conditions related to dietary factors cost society over \$200 billion each year in medical expenses and lost productivity.⁷

Current realities make a focus on improved nutrition and reduction of health disparities an urgent priority. Environmental and policy interventions are the most promising strategies for creating populationwide improvements in eating, physical activity, and weight status.

The 2010 Dietary Guidelines for Americans remind us that eating and physical activity patterns focused on consuming fewer calories, making informed food choices, and being physically active can help us attain and maintain a healthy weight, reduce risk of chronic disease, and promote overall health. Despite consistent messaging and Americans' self-described familiarity with the Dietary Guidelines, behavior change has been slow. Education alone does not work.



The Social Ecological Model provides a framework for showing the multiple influences on community health, and barriers to health improvement. Understanding these influences and barriers aids in developing strong, actionable community strategies. Research has indicated that strategies that focus on organizations, communities, and polices are more effective than strategies that focus primarily on educating individuals. The World Health Organization, Institute of Medicine, the International Obesity Task Force, and the Centers for Disease Control and Prevention, have identified environmental and policy interventions as the most promising strategies for

creating population-wide improvements in eating, physical activity, and weight status.¹⁰

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The goal of environmental change is to make the environment favorable for, or supportive of the new behavior. One example of an environmental change that supports behavioral change is replacing sugar-sweetened beverages (SSBs) with water in school vending machines and student stores. Policy complements education and environmental change. ¹¹ For example, a school wellness policy that prohibits the on-campus sale of SSB enables systemic and environmental changes to be enacted. Thus, a school wellness policy coupled with environmental change can make water (the healthful choice) the easy choice.

Policy can ensure the performance of a desirable behavior when it would be difficult to carry out because of social pressure to conform to a different standard (e.g., the consumption of SSBs over water among teens.) Organizational policies regarding school, worksite, and community food environments influence people's food choices and eating patterns. Heretofore, there has been little examination of the effect of policy on food choice in faith-based organizations.

IMPORTANCE OF IMPLEMENTING POLICY IN THE FAITH-BASED COMMUNITY

As integral and vital elements of every community, faith institutions are a fundamental part of the lives of millions of Americans. They are the places Americans go to for guidance and support. Given the clear importance of lifestyle behaviors on health and well-being, and the fundamental influence of faith and faith-based relationships in providing the benchmark for many American's lives, it is apparent that faith communities can play a significant role in encouraging and supporting their members to make healthful lifestyle choices by implementing food and beverage policies.

WHY FOCUS ON FAITH BASED ORGANIZATIONS?

- FBOs care about the overall health and well-being of their members.
- People of different ages, ethnicities, genders, socio-economic and educational status attend worship services and FBO-sponsored activities.
- Those who regularly attend services and FBO-sponsored activities have repeated exposure to policies and practices that can have a positive influence on their behaviors and subsequent health outcomes.
- Trusted individuals (e.g. pastors, lay leaders) are uniquely positioned to influence their members/parishioners to practice healthful behaviors.
- Built-in social networks can provide support for policy and behavioral change.
- FBOs are involved in all life-cycle events, from birth to death, and nutrition influences health throughout the lifespan.
- Foods and beverages typically served and/or sold at FBO events are sweet, high fat, and energy dense. Policy can improve these offerings.

Faith-based organizations must be part of the movement to transform food environments to help slow the rising rates of diet-related disease. This Toolkit can facilitate FBOs taking action!

TOOLKIT ORGANIZATION

Section 4:

Section 5:

This Toolkit provides practical, hands-on, user-friendly tools that make it possible for members of the faith-based community to take a step-by-step approach to policy development and implementation. The Toolkit can be used by members of any FBO interested in providing a more healthful food environment for their members and guests.

The Toolkit is divided into 4 main sections:

Section 2: Provides a stepwise guide to developing a food and beverage policy, from building the team, to drafting the policy, to final policy adoption.

Section 3: Describes the FBO Nutrition Environmental Assessment Tool, which can be used to track foods & beverages provided to members, and changes resulting from policy implementation.

Provides procurement lists, and other helpful tools to support healthful food purchase and preparation.

Provides over 50 health and nutrition columns, in English, Spanish, and Vietnamese, that can be included in a FBO's weekly newsletter or bulletin, and used to support healthful diet and lifestyle choices.

The blue underlined words throughout the text denote active hyperlinks. If you are using **Adobe** or **Preview** to view this PDF, opening "bookmarks" will help you navigate through the document.

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SECTION 2.

A STEPWISE APPROACH TO DEVELOPING A FOOD & BEVERAGE POLICY IN A FBO

SELECTED RESOURCES

For use within any organ	nization/agency or community group where foods or beverages are served.
ror use within any organ	itzation/agency of community group where roots of beverages are served.
Whereas:	
	(fill in your worksite, churches, etc., name here)
is concerned about the h	nealth of our (employees, members);
Whereas: People have become mo	re and more interested in eating smart and moving more;
Whereas: Heart disease, cancer and by what we eat and how	d stroke—the top three causes of death in North Carolina—are largely affected active we are;
Whereas: Foods such as fruits, vego choices for preventing m	etables, whole grain breads and pastas, and low-fat dairy products are better nany diseases;
organization's name) that catered events, community	s date), it is the policy of
 Purchasing and se 	erving one or more of these healthier items:
	etables—Examples include fresh, frozen, canned or dried fruits (such as , apples, raisins or 100% fruit juices), and fresh, frozen, or canned vegetables
	dairy products—Examples include skim/non-fat or 1% milk (also lactose- at-free yogurt; cheese and ice cream; and calcium-fortified soy beverages
	grains (like wheat, rice, and oats), especially whole grains—Examples ole-wheat crackers, bread and pasta; whole-grain ready-to-eat cereal; low-fat s; pita bread
Water	
	ny eating opportunities identification of restaurants, caterers and farmer's markets, where healthy adily available.
	agement from group leadership to enjoy healthy foods community promotion of healthy lifestyles, group leadership being role food choices.
Signature	Title

 $Source: \underline{http://www.eatsmartmovemorenc.com/HealthyMeetingGuide/Texts/} \underline{HealthyMeetingGuide\%20-\%20508.pdf}$

A STEPWISE APPROACH TO POLICY DEVELOPMENT IN A FBO

- 1. Solicit Leadership Buy-in and Endorsement
 - 2. Assemble Your Committee/ Ministry
- 2a. Conduct FBO-NEAT
- 3. Establish a Mission, Identity, Goals, Objectives, and Action Plan
 - 4. Introduce Committee to the Faith Community
 - 5. Assess Opportunities and Barriers
 - 6. Draft Policy
 - 7. Present Policy to, and Obtain Feedback from Members
 - 8. Revise Policy if Necessary
- 9. Ask Leadership to Accept Policy
 - 10. Publicize Policy to Members

1. Solicit Leadership Buy-in and Endorsement

It goes without saying that the support of your faith community leadership is essential before undertaking any policy work. While the leadership does not have to be actively involved in implementing policy changes,

their endorsement sends an important and essential message of support to the full membership body. Before approaching your leaders, prepare a summary of your ideas, including the rationale for your proposed policy. Then follow formal organizational procedures to arrange a meeting to gather leadership support for, and interest in creating a food and beverage policy. Become familiar with and share the relationship of health and well-being to your particular body of faith. Remember: the better prepared you are, the more likely you are to achieve the endorsement and enthusiasm you need to be successful.

2. Assemble Your Committee/Ministry

Even the most dedicated volunteer will need others to support their efforts. Forming a committee or ministry is the next step. The committee will develop the policy, and may also be involved with its implementation and

enforcement. Together, your committee will establish the character of your ministry, and determine its success. Depending on the size and resources of your FBO, the committee may be comprised of 6 to 12 volunteers and/or those appointed by leadership. Above all, seek to include those who share a genuine commitment to accomplishing the program's mission and overall success and who will generate interest and enthusiasm among the larger membership.

Use these questions to help identify the right individuals for your committee.

- Who is already interested in promoting good health?
- Who has passion and personal experience in dealing with health issues?
- What health ministries already exist in the faith community? Who is involved?
- What groups should be represented on the committee.
- Which staff members need to be involved to make your program run smoothly.
- Whose involvement or support would impact a larger group.
- Whose involvement or support is necessary for maintaining program logistics.
- Who has access to the resources necessary to maintain the program.

2a. Conduct a Nutrition Environment Assessment (FBO-NEAT) It's important to conduct a baseline assessment of the food environment to determine areas that need improvement that can be targeted by a food and beverage policy. The Faith-Based Organization Nutrition Environment Assessment Tool (FBO-NEAT), described

in **Section 3** of this Toolkit, can be used to conduct the assessment. The FBO-NEAT can also be used to track changes over time, and asses policy impact.

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3. Establish a Mission, Identity, Goals, Objectives, and Action Plan Every undertaking should have a mission or a purpose; in short, a reason for doing what you are doing. Your mission statement should reflect just that. An effective mission statement accurately explains why your program exists and what it hopes to achieve in the

future. Your mission statement must resonate not only with your faith community and program leadership, but with all program volunteers and the constituencies and individuals that the program hopes to impact.

A mission statement should:

- Express the program's purpose in a way that inspires support and ongoing commitment.
- Motivate those who are involved.
- Articulate in a way that is convincing and easy to grasp.
- Use proactive verbs to describe what will be done.
- Avoid jargon.
- Be short enough so that everyone involved can readily repeat it.

Create an identity. Give your program a name that is not only consistent with your overall mission, but that will be memorable, generate excitement and program participation.

Goals and Objectives. Once you are in agreement on a mission statement and your overall program identity, you will need to outline supporting goals and objectives necessary to realize your mission.

In setting your program goals, consider the following:

- The unique qualities of your faith community.
- The demographic and ethnic composition of your membership.
- The human and financial resources available for program implementation.

Establish clear goals and objectives. Shape them from the results gathered from your environmental assessment. Set both short- and long-term goals. Be practical and realistic by choosing obtainable goals and objectives. Remember that you are a diverse faith community, and that your goals and objectives should be culturally relevant.

See Example on the Following Page

Action Plan. After completing your objectives, identify the specific tasks required to accomplish each objective, the schedule for completing these tasks, and the person responsible.



MHT Food Justice Ministry



Mission Statement: MHT Food Justice is dedicated to uniting faith and nutrition, empowering MHT parishioners to create healthy bodies, minds and communities—one family at a time.

Background:

- The increased prevalence of overweight and obesity among children and adults in Santa Clara County is a serious public health issue.
- The Santa Clara County Public Health Department (SCCPHD) received a CPPW grant to
 continue its efforts to reduce risk of overweight and obesity, and its consequent health
 conditions, among county residents. As part of the grant, SCCPHD solicited proposals focusing
 on organizational wellness in various community sectors, including faith-based.
- Dr. Marjorie Freedman, a professor of nutrition at San Jose State (SJSU) recalled a 3-year collaborative partnership between MHT and Congregation Shir Hadash. She believed a partnership between MHT and SJSU would result in a strong grant application.
- Dr. Freedman met with Father Eddie, Brother Jim and the MHT grants team to discuss submitting a grant as collaborative partners. MHT personnel agreed that this grant, if funded, could help bring needed resources to MHT to improve parishioners' health.
- The grant proposal, submitted by SJSU (acting as fiscal agent) in collaboration with MHT, was awarded in July 2011.

Goals:

- To develop and pass a healthy food and beverage policy to result in a healthier food environment.
- To facilitate increased enrollment of eligible participants in CalFresh (Food Stamps)

Objectives:

- To assess the existing food environment at Most Holy Trinity Church.
- To engage stakeholders in a process by which they will understand the role that healthful foods
 and beverages and a supportive environment plays in reducing the risk of overweight and
 obesity, and to work with stakeholders to develop a culturally acceptable food and beverage
 policy.
- To support and expand existing MHT Health Ministry efforts.
- To provide nutrition education resources and programs aimed at increasing consumption of healthful foods and beverages, including:
 - A weekly bulletin column provided in English, Spanish, and Vietnamese
 - "Cooking Matters" classes for youth and adults
 - "Rethink your Drink" programming and materials
 - > "Diabetes Conversation Maps" educational classes
- To increase participation in federally funded anti-hunger programs (e.g., CalFresh/SNAP)

Key Personnel:

- Marjorie Freedman, PhD Associate Professor, San Jose State (marjorie.freedman@sjsu.edu)
- Diane Fisher, Director, Jewish Community Relations Council (diane@jvalley.org)
- Angela Tirado, Project Coordinator, MHT
- Fr. Eddie Samaniego S.J. and Br. Jim Sanders, S.J., Senior Advisors, MHT
- Christina Rodriguez, Director, Health Ministry, MHT

4. Introduce Committee to the Faith Community

To gain member buy-in, endorsement and participation, it is vital that your committee be formally introduced to the members of your faith community.

How to introduce you committee to the larger membership:

- Ask your faith leader to conduct a formal commissioning service for the committee after a regular service.
- Have faith leadership announce the new ministry at the end of a service and conduct a question & answer session among membership and the committee.
- Place an announcement in the newsletter or bulletin about the committee's formation and mission.
- Invite key leadership and members of various committees/ministries to a "meet and greet" where healthful foods and beverages are sampled.

5. Assess Opportunities and Barriers

The next step is to assess the potential opportunities to implement a food and beverage policy in various settings and barriers to implementation. The nutrition environment assessment (using the FBO-NEAT) will

provide you with critical insights, and indicate which settings (e.g., meetings, church-sponsored events, fundraisers) and which constituent groups will be open to and supportive of policy implementation, as well as which groups might need more education as to the benefits of a food and beverage policy prior to their support. Ask the leaders of various committees/ministries (whom you have already met) to allow you to attend one of their committee's scheduled meetings. Bring healthful foods and beverages to sample.

When seeking to understand opportunities and barriers, consider the following:

- What are the attitudes and level of knowledge about nutrition?
 - ✓ To what extent is the nutrition content of foods and beverages a priority?
 - ✓ Are decision makers and/or key leaders concerned about the healthfulness of foods and beverages they offer?
 - ✓ Do decision makers and/or key leaders think it is feasible to improve the food environment? Why or why not?
- How feasible do you think it would be to implement a policy that set nutrition guidelines or standards?
 - ✓ How easy/difficult do you think it would be to manage and enforce this policy?
 - ✓ Who needs to be "on board" to implement this policy? Who would be some of the major supporters?
 - ✓ Would cost and/or availability of healthful foods be a barrier to implementation?
 - ✓ How would the policy address cultural food choices and preferences?

6. Draft Policy

Although a few FBOs currently have food and beverage policies, worksites, schools, community-based organizations and some municipalities have passed food and beverage policies. Before drafting your own policy, it

is helpful to review existing policies for ideas of what to include, appropriate language, and format (See <u>Resources</u> for some examples.) Overall, consider whether you policy is written to ensure that its potential health impact among members of your FBO will be maximized.

When drafting policy consider:

- Which nutrition standards will be included?
 - ✓ In determining these standards, consider if you will set your own standards, or use preexisting standards. If using preexisting standards, consider whether they are appropriate for each group based on demographics including ethnicity.
- Is the policy focused on adding healthier options (such as encouraging fruits and vegetables be served at each event), restricting unhealthy options (foods high in added sugars), or both?
 - ✓ The tone of your messaging is crucial in garnering support. Messaging that emphasizes what can be consumed rather than what cannot be consumed is more likely to be accepted.
- What policy language will work best in your FBO.
 - ✓ Consider what is feasible based on your membership, willingness of key decision makers to pass the policy, and feasibility of making changes to the policy language at a later date. Remember, once a policy is in place, it may be difficult to go back later and make it more stringent.

Your committee can help members maintain an overall healthful diet by setting guidelines that require that meals and snacks sponsored by your faith community fall within the following parameters:

- Consume more fruits, vegetables, whole grains, fat-free and low-fat dairy products.
- Include lean meats, poultry, fish, beans, eggs and nuts.
- Include foods that are low in saturated fats, cholesterol, salt and added sugars.
- Include no- or low-calorie beverages, such as water and unsweetened tea.
- Consume fewer foods with sodium (salt), saturated fats, trans fats, cholesterol, added sugars, and refined grains.

For more information see the <u>Dietary Guidelines for Americans</u> website. Visit <u>ChooseMyPlate.gov</u> for tips on how to put the Dietary Guidelines recommendations into practice.

Other things to consider when drafting your policy:

- What is the timeline for implementation?
- Will all standards be implemented at the same time or will they be phased in?
- Which groups, programs or settings will be required to implement the policy, and which ones, if any will be exempt? For example, will the policy be enforced if a group rents out space in your facility for a private event (e.g., wedding)? Will the policy be required in schools associated with your FBO?

7. Present Policy to, and Obtain Feedback from Members

Meeting with members of your FBO who have heretofore not been actively involved in the policy making process, and obtaining feedback from those who have already been included (via #5 above) will enable you to find out

whether members find the draft policy appropriate, culturally acceptable, and feasible to implement. Comments provided will enable you to determine what changes, if any, need to be made. Although there are many aways to obtain feedback (e.g., personal and group interviews, phone surveys, and written surveys or questionnaires) it is strongly suggested that you meet with members face-to-face. This will allow you to answer specific questions that members may have, and also provide visibility to your ministry. Consider hosting a few informational sessions before or after worship services, and once again, ask to be invited to committee/ministry meetings. Have healthful foods and beverages for members to sample at these events. Provide a written draft for members to review, pens and paper for comments, and follow-up contact information.

8. Revise Policy if Necessary

Based on feedback revised, revise policy as needed. Remember, the policy must ultimately be acceptable to the leadership and the larger membership in order to be implemented. Compromises may need to be made to

achieve the goal of passing a food and beverage policy that aims to positively impact health outcomes of members of your FBO.

9. Ask Leadership to Accept Policy

Your hard work is almost finished! After providing your revised policy to your FBO leadership for review, ask to be put on the agenda of a leadership council meeting (or other governing board) so that a vote to accept the new

policy can be taken. After vote taken and policy passed, celebrate your hard work.

10. Publicize Policy to Members

Now that your policy has been accepted, publish it in your bulletin, post it on your website, and provide copies to leadership. Create posters (in different languages) to hang in eating areas (see next page.)

Policy Posters







Section 2.10

SELECTED RESOURCES

- 1. Examples of Faith-Based Organization Food Policies
 - i. <u>Bayview Baptist Church</u> Food Policy (San Diego, CA)
 - ii. First African Methodist Episcopal Church-Seattle Faith and Health Policies
 - iii. Gateway Community Church Healthy Food Policy (San Diego, CA)
 - iv. Immaculate Conception Church (Seattle) Nutrition Policy
 - v. Mount Zion Baptist Church Nutrition Policy
- Ecumenical Ministries of Oregon-Interfaith Food and Farms Partnerships Sample Policies and Guidelines
- 3. Johns Hopkins Bloomberg School of Public Health Faith-Based Resources: <u>The Baltimore Food and Faith Project</u> Good Food Toolkit
- 4. Live Healthy in Faith Georgia Guide to Promoting Nutrition and Physical Activity
- 5. US Department of Health & Human Services Let's Move! Faith & Communities Toolkit
- 6. The Eat Smart Move More NC Program and Tools and Faith Community
- 7. Centers for Disease Control and Prevention <u>Communities Putting Prevention to Work</u> <u>Resource Center</u> has an extensive list of resources.
- 8. <u>The Bay Area Nutrition & Physical Activity Collaborative</u> (Banpac) contains toolkits and links to food and beverage policies applicable to many different settings.
- 9. Food and Beverage Policies Specific to City/County Government
 - i. <u>California Center for Public Health Advocacy</u> Model Language for City and County Food and Beverage Policy
 - ii. Santa Clara County Nutrition Standards
 - iii. Monterey County Health Department
 - iv. <u>Daly City</u> Wellness Policy
 - v. New York City Agency Food Standards
- 10. Food and Beverage Policies Specific to Community Based Organizations
 - i. First 5 Grantee Food & Beverage Policy
 - ii. Weigh of Life Healthy Beverage Policy
 - iii. <u>American Heart Association</u>/American Stroke Association Recommended Nutrition Standards
 - iv. American Cancer Society Meeting Well

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- 11. Food and Beverage Policies Specific to Hospitals and Healthcare Settings
 - i. <u>Lucile Packard Children's Hospital</u> Food and Beverage Policy
 - ii. Contra Costa Health Plan Food & Beverage Policy
- 12. Food and Beverage Policies Specific to Children and Youth Settings
 - i. <u>Healthy and Active Before 5</u> Sample Healthy Food and Beverage Policy for Organizations
- 13. Food and Beverage Policies Specific to Adults Settings, Including Worksites
 - i. <u>Seattle & King County</u> Healthy food choices for meetings
 - ii. Network for a Healthy California Healthy Meeting Policies
 - iii. Worksite Program California Fit Business Kit
 - iv. Guidance for Healthier Eating at Work
 - v. <u>Improving the Food Environment Through Nutrition Standards</u>: A Guide for Government Procurement
 - vi. <u>University of Minnesota School of Public Health</u> Guidelines for Offering Healthy Foods at Meetings, Seminars and Catered Events
 - vii. <u>University of California, Berkeley</u> Guide to Healthy Meetings and Events
 - viii. University of South Carolina Healthy Meetings Guide
 - ix. StayWell Healthy Meeting Guidelines
 - x. New York Department of Health Guidelines for Healthy Meetings
- 14. Boston Public Health Commission Healthy Beverage Toolkit
- 15. Santa Clara County Public Health Department Implementing a Healthy Beverage Policy

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