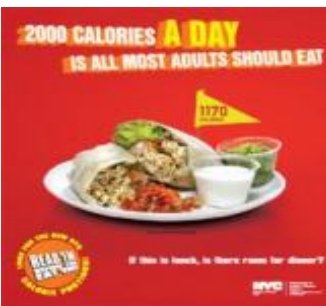


Interventions in the Food Environment: What We Know and Don't Know

Susan Kansagra, MD, MBA
Deputy Commissioner
Health Promotion and Disease Prevention
New York City Department of Health and Mental Hygiene



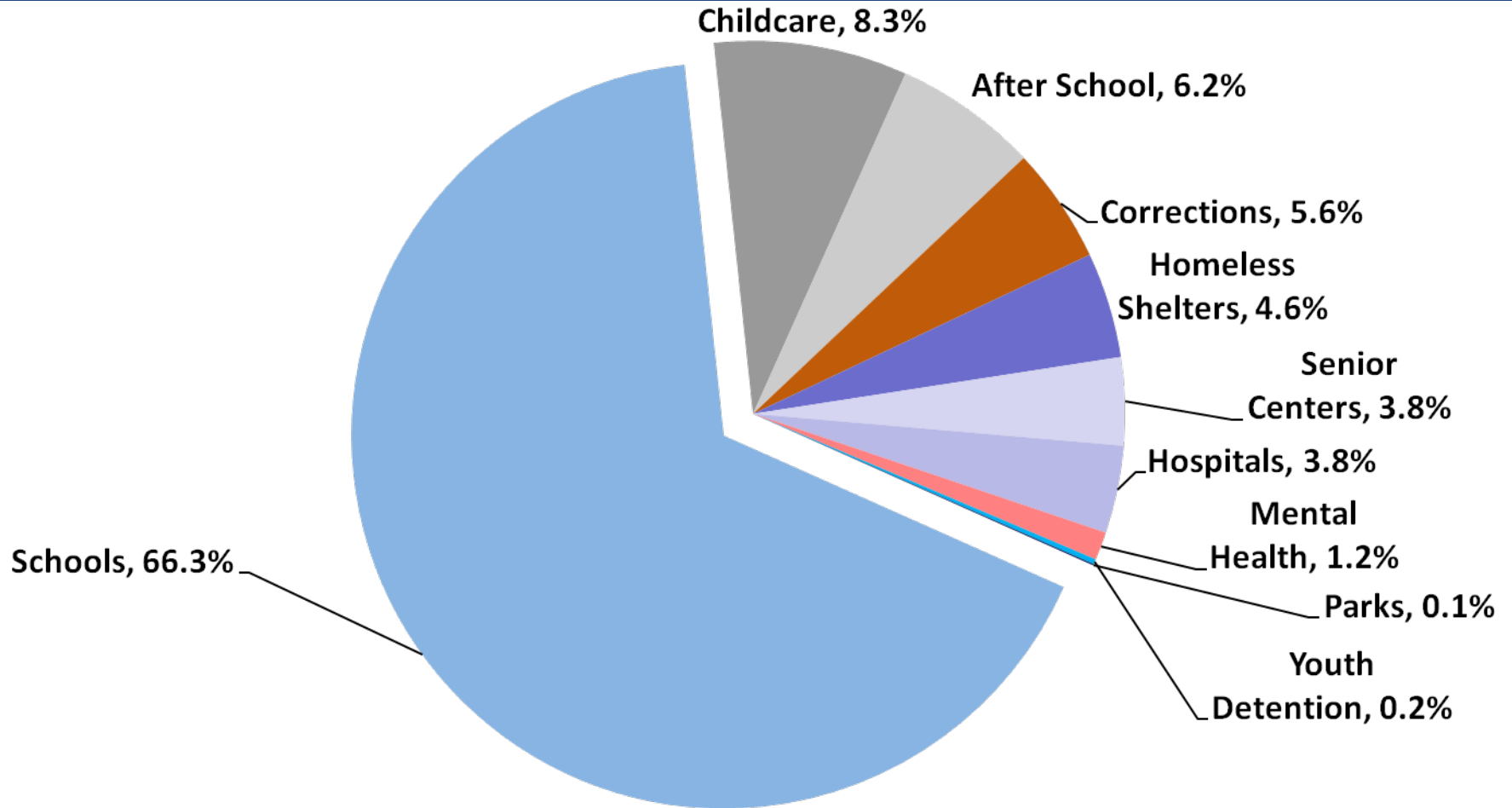
Food Environment Initiatives

- Food Standards
- Green Carts
- Mass Media
- Shop Healthy Here
- National Salt Reduction Initiative
- Policies impacting restaurants

Institutional Food Policy

- ❑ Organizational Policies - Food and beverage guidelines
 - ❑ Day care, schools, hospitals, city agencies
 - ❑ Vending, cafeterias, meetings/events, meals served

Institutional Food Policy



Institutional Policy

- Unanswered Questions
 - What is the impact of vending/cafeteria standards on consumer purchases?
 - Sales data



Green Carts



- Mobile food vendors that sell only fruits and vegetables
- > 500 carts in food dessert areas

Green Carts

□ Unanswered Questions

➤ How have green carts affected fruit and vegetable consumption?

- Epi Data Brief

Anti-Sugary Drink Media Campaigns

- Develop and air campaigns that:
 - Increase awareness that sugar-sweetened beverage consumption is harmful to health
 - Shift social norms
 - Reduce consumption and large portions

Pouring on the Pounds Campaign Results

ARE YOU POURING ON THE POUNDS?

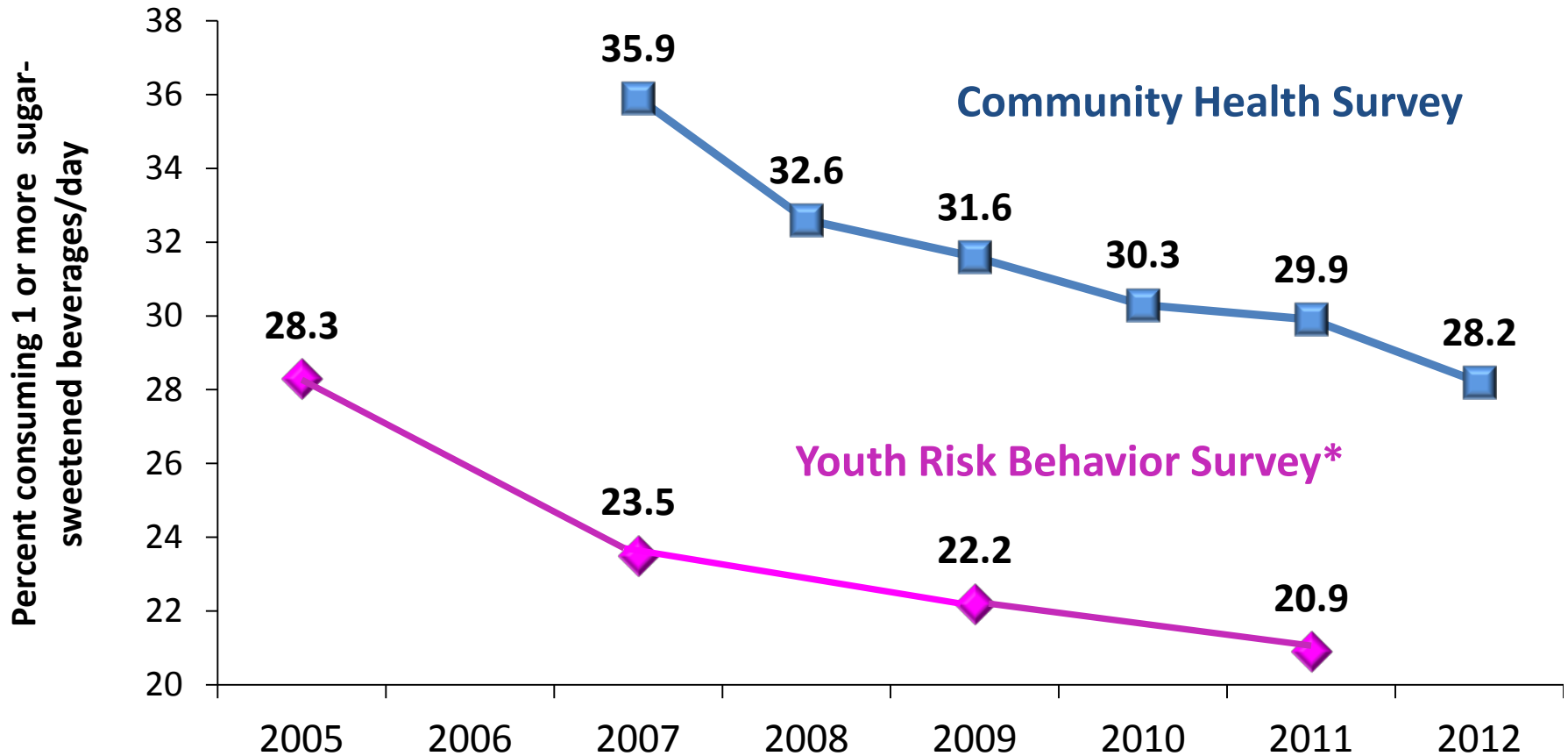
You're drinking **85** PACKETS OF SUGAR in just 4 sugary drinks a day.

All those extra calories can bring on obesity, type 2 diabetes and heart disease. To learn more, call 311.

NYC Health | Michael R. Bloomberg, Mayor
Thomas Farley, M.D., M.P.H., Commissioner

- 46%-66% of those who recalled the ads said that they were “Very Likely” to reduce SSB consumption as a result of the ad

Trends in Sugary Drink Consumption



^Sugar sweetened beverage includes soda and other sweetened drinks like iced tea, sports drinks, fruit punch/other fruit-flavored drinks.

*Youth Risk Behavior Survey (YRBS) data includes soda only.

NYC Community Health Survey included adults with landline phones since 2002 and, starting in 2009, also has included adults who can be reached only by cell-phone. 2007 is baseline for Take Care New York 2012.

Media

□ Unanswered Questions

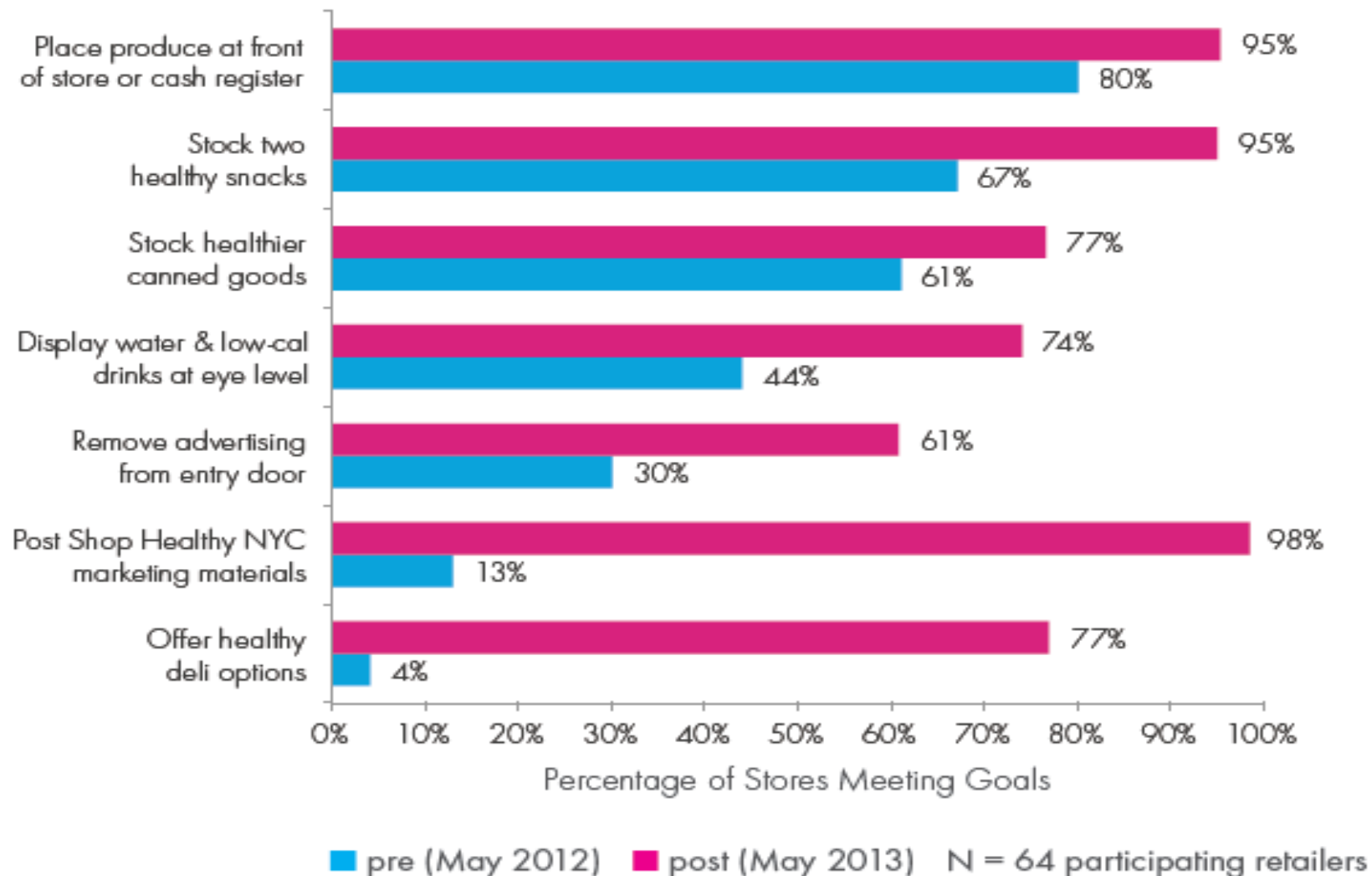
- What message themes and channels are most effective in selling healthy foods and unselling unhealthy foods?
 - Online panel survey after each campaign to understand reach and impact

Shop Healthy Here



- Change the inventory, placement and marketing in stores
- Increase demand from customers for retail change
- Obtain support from relevant suppliers and distributors

Percentage of Participating Stores Meeting Shop Healthy Criteria



Unanswered Questions

- ❑ What is the impact of pricing, placement, promotion on consumer purchasing of healthier products?
 - Bodega Bag Check Study
- ❑ Where do people most commonly purchase foods from in NYC?
 - Dietary recall and food source

National Salt Reduction Initiative (NSRI)

- Partnership of 70+ cities, states, and national health organizations
- Goal: 20% decrease in population sodium intake by 2014
- Over 20 committees met packaged food targets



National Salt Reduction Initiative

□ Unanswered questions

- How much sodium is sold thru the food supply and has it decreased?
- Are companies reformulating products or has sales of high/low sodium foods changed?
 - NSRI packaged foods database study

Trans Fat Policy

- Health Code Amendment passed in Dec. 2006 prohibits use of transfat
- Applies to all NYC restaurants and mobile vending commissaries



Trans Fat Policy - Impact

- ❑ Looked at purchase receipts matched to available nutritional information
- ❑ Sample – 6,969 purchases in 2007 and 7,885 purchases in 2009.
- ❑ Results:
 - Mean trans fat per purchase decreased by 2.4 g
 - Purchases with zero grams of trans fat increased from 32% to 59%

Portion Cap Policy

- ❑ Applies to restaurants, food carts, concessions at arenas and movie theaters
- ❑ Limits sugary drink portion sizes to 16 ounces



Portion Cap Policy

American Journal of Clinical Nutrition – NHANES Data

- If 80% of consumers of large (>16 oz.) sugary drinks were to switch to 16 oz., adults would save 63 cal/day and kids would save 58 cal/day

Concluding Thoughts

- ❑ Studies using modeling can help answer what we don't know
- ❑ Access to sales data
 - Food industry has been able to hone their messages and marketing using this data
 - Public health needs to as well
- ❑ Behavioral economics
- ❑ Social norms and public opinion data

Thank You

Food Supply

NSRI



Manufacturer

FRESH
Green carts
EBT Access



Retailer

Shop Healthy
Here



Consumer