

# SAN ANTONIO HEALTHY VENDING



## A Step-by-Step Guide to Healthier Vending Machines



May 2012

**In 2011, the Health Collaborative and the San Antonio Metropolitan Health District came together to update and strengthen the city’s vending guidelines in response to increasing obesity and diabetes rates throughout the community. They engaged a coalition of community and public health experts, dietitians, and food distributors to establish the current recommendations.**

**These new guidelines include specific nutrition criteria, language to consider when issuing contracts, and suggested policy content for improving health and wellness.**





## Healthy vending in the workplace

### MAKING HEALTHY VENDING A PART OF WORKSITE WELLNESS

San Antonio requires a spectrum of health and wellness interventions to counter the growing rates of obesity and diabetes. One effort within the community is to promote healthier foods, snacks, and beverages where residents live, work, study, and play. Healthy vending is a way to build healthier snacking habits in the worksite—and these habits can extend to the home and throughout the community.

This document provides access to a step-by-step process for improving the healthfulness of vending options at your worksite. An online version of this process is located at: [www.sahealthyvending.com](http://www.sahealthyvending.com).

## Employees making healthier choices

### HEALTHY VENDING BENEFITS

Employers implement worksite wellness programs to improve employee health and the healthfulness of the working environment. When grouped with other healthy eating strategies, healthy vending can lead to reduced health care cost and increased productivity. Subconscious education and awareness build as employees begin identifying healthier snack options in their worksite vending machines. Over time, as exposure to healthful selections increases, healthier snacks may begin replacing high fat and high sugar selections within their home environments. Also, the multiplier effect within the community has the potential to prompt manufacturers to produce healthier selections as a result of increased demand.

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# STEP 1:

## VENDING MACHINE ASSESSMENT

The step-by-step process outlined in this brochure will guide you toward implementation of healthier snack vending at your worksite.



## RECOMMENDATIONS

Our recommendation is that 75% of the snacks in the vending machine meet the San Antonio Healthy Vending criteria, but you may tailor that percentage higher to further improve wellness among the employees at your worksite. Healthy beverage vending criteria are also provided on page 4.



## EVALUATING YOUR CURRENT VENDING MACHINES

As you begin working toward increasing the number of healthy vending options in your workplace, it is important to evaluate the current offerings and how they relate to your ultimate goal. How do the snack options at your business location compare to the San Antonio Healthy Vending Guidelines?

## HEALTHY VENDING EXAMPLES

The items listed here provide suggestions that generally meet the nutrition criteria, but the nutrition labels of specific items should be evaluated against the vending guidelines.

- Popcorn (fat free or low fat)
- Whole grain cereal, bars, or crackers
- Rice cakes or soy crisps
- Popchips or baked chips
- Animal or graham crackers
- Pretzels
- Peanut butter & crackers
- 100 calorie snack packs
- Whole grain, low fat muffins
- Low fat granola bars
- Whole grain, low fat fig bars
- Fruit cup in fruit juice
- Dried fruit
- Low sodium jerky
- Nuts & seeds (plain or with spices)
- Trail mix (no candy)

## HEALTHY SNACK VENDING GUIDELINES

The nutrition criteria for each snack item include:

- No more than 200 calories
- No more than 35% of calories as fat
- No more than 10% of calories as saturated fat
- No more than 35% of calories as sugar
- No more than 250 milligrams (mg) of sodium per package
- No fried foods

A chart that clearly identifies how these guidelines relate to the Nutrition Facts labels found on snack items is provided on page 11 (Vending Item Identification).

## HEALTHY BEVERAGE VENDING GUIDELINES

**Healthy Beverage Guidelines:** The Healthy Beverage Vending Machine meets the following standards and mix of products.

Beverage Category	Product Mix (of total items in vending machine)	Nutritional Standard
Diet Soda	20%	Diet soda
Plain or Carbonated Water	20%	The items in this category are 0 calorie, 0 grams of carbohydrates, 0 grams of sugar
100% Fruit or Vegetable Juice	20%	The items in this category must contain 100% fruit or vegetable juice with no added sweeteners
Non-Carbonated Calorie Free	20%	The items in this category can include a distribution of un-sweetened tea and calorie free lemonade
1% or Non-Fat White Milk	20%	1% or non-fat white, unflavored milk

## STEP 2:

### OBTAINING PERMISSIONS

As you evaluate the data you obtained during Step 1, consider the healthy vending policy you would like to implement at your worksite.

### HEALTHY VENDING POLICY

The policy example provided in this section can be used as you share your implementation plan with others in your organization.

### CONTRACT LANGUAGE

Language recommendations for ensuring healthful snack choices can be incorporated into contracts between your organization and the vendor. Recommendations of phrases to include in contracts may be found on page 8.



### CLEARING A PATH THROUGH CORPORATE APPROVAL

Once you have a good understanding of how your worksite's vending machines compare to the Healthy Vending recommendations, you may use your collected data to gain approval from appropriate levels within your business or organization.

### APPROVAL PROCESS

Part of the approval process includes finding out who your current snack vendor is and obtaining permission to speak with the vendor or distributor. If your office is under a contract with a vendor, seek assistance from the contracting department to make changes to the vending machine content.



## POLICY RECOMMENDATION

Our organization is concerned about the health of our members and employees as shown by our adoption of San Antonio's Healthy Vending Guidelines.

Diabetes, obesity, and heart disease are among the primary health concerns in San Antonio, and these are largely impacted by the types and quantities of food we eat and our physical activity levels. Snacks with reduced levels of calories, fat, sugar and sodium are better options than fat and sugar laden selections.

Effective \_\_\_\_\_ (date), it is the policy of \_\_\_\_\_ (organization name) that \_\_\_% of items in each of our operated vending machines will comply with the following serving guidelines:

- No more than 200 calories
- No more than 35% of calories as fat
- No more than 10% of calories as saturated fat
- No more than 35% of calories as sugar
- No more than 250mg sodium per package
- No fried foods

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

## STEP 3: CONVERSATIONS WITH THE VENDOR

The tools highlighted in this section will be useful during conversations with the snack vendor or distributor

### HEALTHY VENDING GUIDELINES

The Healthy Vending Guidelines identified in Step 1 can be useful for the vendor as they communicate with various distributors to locate snack options that meet the criteria.

### HEALTHY VENDING EXAMPLES

When discussing the types of snack options that are appropriate for healthy vending, refer to the list of examples in Step 1. This list will help the vendor identify if they already have healthier options in stock that could be placed in the vending machines without ordering delays.



### INITIATING THE PROCESS TOWARD CHANGE WITH THE VENDOR

Communication with the snack machine vendor is critical for establishing a healthy vending program at your worksite.

### HEALTHY VENDING IDENTIFICATION

The Healthy Vending Identification document on page 11 provides simple steps for identifying whether items do or do not meet the nutrition vending criteria. This document provides a chart for quickly assessing the nutritional acceptability of snacks while also identifying exceptions to the criteria.

### VENDING MACHINE LAYOUT TIPS

The diagram on page 12 provides helpful tips for the placement of healthy snacks within the vending machine, pricing strategies, and tips for branding the vending machines to align with your worksite wellness program.

## CONTRACT LANGUAGE

Any time the vending machine contract is being developed or modified, the contract language suggestions below should be considered for inclusion.

- The contract should contain the nutrition guidelines that are mandatory for vendors to follow.
- The nutrition guidelines should be included as requirements in bidding announcement or requests for proposals.
- The pricing of the items in the machine should be left up to the vendors to bid upon rather than indicating that items should be priced at a percentage of market price. The contract should indicate if there is a price cap, but the recommendation is to leave pricing up to vendors to bid on so that they can negotiate with suppliers and distributors. Pricing should be competitive with current market trends. Lower prices for healthier choices are an effective way to improve nutrition.
- The contract may be partly subsidized by the company or organization to make healthier vending more attractive to vending companies.

## STEP 4: PROMOTION, MONITORING AND EVALUATION

To successfully launch and maintain the healthy vending program, the tools presented throughout this brochure will need to be revisited periodically.

### HEALTHY VENDING GUIDELINES

The Healthy Vending Guidelines identified in Step 1 can be useful for periodic reminders to the vendor of the criteria required for snacks being stocked in the vending machines.

### PLANOGRAM

A visual diagram or model of a vending machine that indicates the placement of specific items and locations within the machine is called a Planogram. Variety is important. As new and healthy snacks become available and as popularity of certain items change, it may be helpful to change the planogram that is used for stocking the vending machines.

Healthy snack sampling events for employees can be used to establish a new planogram based on employee preferences.



### INITIATING AND MAINTAINING A HEALTHY VENDING PROGRAM

Launching the program and keeping it fresh and viable over time requires wellness coordinators to monitor vendor compliance with the vending policy and regular evaluation of snack content and acceptability among employees.

### PROMOTION

Once everything is in place to begin offering healthier snack items in the vending machines, the machine should be branded with your worksite's wellness logo. Healthier vending can then be marketed and promoted as one of your worksite wellness initiatives.

## **MONITORING**

The planogram is the best way to monitor vendor compliance with the healthy vending guidelines. The planogram can be directly compared to the content and placement of items within the actual vending machine. Your organization can designate wellness volunteers to periodically check the vending machines for compliance with the planogram.

## **EVALUATION**

An important component of the healthy vending program is to evaluate the acceptability of the snacks being provided in the vending machine and evaluation of vendor compliance with the Healthy Vending Guidelines. If the popularity of some snack options change over time, or if you desire to increase the percentage of snacks in the machines that meet the healthy vending criteria, it may be useful to modify the planogram.

In the situation when vendors are non-compliant with the terms of the vending contract, the tools available in Step 3 may need to be revisited to review the guidelines with the vendor, identify the vendor's access to healthful snack selections, and/or the modification of the planogram.



# VENDING ITEM IDENTIFICATION

## Steps for Finding a Healthy Vending Item:

- Find the number of calories on the product's Nutrition Facts label.
  - Find the same number of calories in the "Calories" column on the accompanying chart.
  - Move across the row and compare the numbers in this row for each nutrient (i.e. total fat, saturated fat, sugar, and sodium) with the numbers for those nutrients on the product's Nutrition Facts label.
  - If the number on the Nutrition Facts label is the same as or less than the number on the chart, the food item meets the guidelines.
  - Make sure the item is not fried, such as chips or pork rinds.
- NOTE: It is recommended that 75% of the vending items in the machine meet every nutrient guideline associated with its calorie content.**

### Nutrition Facts

Serving Size (28g)  
Servings Per Container

Amount Per Serving	Calories 120	Calories from Fat 35
% Daily Value*		
<b>Total Fat</b> 4g		<b>6%</b>
Saturated Fat 0.5g		<b>3%</b>
Trans Fat 0g		
<b>Cholesterol</b> 0mg		<b>0%</b>
<b>Sodium</b> 170mg		<b>7%</b>
<b>Total Carbohydrate</b> 19g		<b>6%</b>
Dietary Fiber 3g		<b>12%</b>
Sugars 0g		
<b>Protein</b> 3g		
Vitamin A 0% • Vitamin C 0%		
Calcium 2% • Iron 6%		

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

1. The calories for this item are 120. Find this number on the reference chart.

2. The chart shows an item should have no more than 5g total fat or 1g saturated fat. This item has 4g total fat and <1g saturated fat.

3. An item with 120 calories should have no more than 11g sugar. This item has 0g.

4. All items must have no more than 250mg of sodium. This item has 170mg.

5. This item met the criteria for total fat, saturated fat, sugar, and sodium and can be placed in the vending machine. An added benefit—it contains 3 grams of fiber.

Calories	Total Fat (g)	Saturated Fat (g)	Sugar (g)	Sodium
65	3	1	6	
70	3	1	6	
75	3	1	7	
80	3	1	7	
85	3	1	7	
90	4	1	8	
95	4	1	8	
100	4	1	9	
105	4	1	9	
110	4	1	10	
115	4	1	10	
120	5	1	11	
125	5	1	11	
130	5	1	11	
135	5	2	12	
140	5	2	12	
145	6	2	13	
150	6	2	13	
155	6	2	14	
160	6	2	14	
165	6	2	14	
170	7	2	15	
175	7	2	15	
180	7	2	16	
185	7	2	16	
190	7	2	17	
195	8	2	17	
200	8	2	18	

*Items with more than 200 calories do not fit within the guidelines.*

\*No fried foods

\*Nuts, seeds, whole/dried fruits, cheeses & yogurts do not need to meet the fat and sugar criteria, but must be less than 200 calories per package.

**Other**

## VENDING MACHINE LAYOUT TIPS



- 1.** The healthiest of items should be staged at the eye level of the consumer. In a worksite environment, the healthiest items should be within the top 2/3 of the machine.
- 2.** Lower prices for healthier choices are an effective way to improve nutrition. Ensure that the vendor will price healthy items at a competitive or lower price than non-healthy items.
- 3.** Machines utilized by small children should place the healthiest items in the lower 2/3 of the machine.
- 4.** Brand healthy vending machines with your organization's worksite wellness logo.
- 5.** Advertisements on the machines should be of foods that meet nutritional standards.





**BROUGHT TO YOU THROUGH A  
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