Reducing Sugary Drink Consumption In Healthcare Facilities

Starting the Conversation

The legal information and assistance provided in this webinar does not constitute legal advice or legal representation.
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All participants are muted. Type a question into the Q & A panel for our panelists to answer. Send your questions in at any time.

This webinar is being recorded. If you arrive late, miss details or would like to share it, we will send you a link to this recording after the session has ended.
Introductions

Julie Ralston Aoki

Staff Attorney,
Public Health Law Center
Introductions

Stacia Clinton, RD. LDN.

New England Healthy Food in Health Care Coordinator, Health Care Without Harm
Introductions

Cheri Fidler

Director
Center for Healthier Communities
Rady Children's Hospital, San Diego, CA
Introductions

Jamie Harvie, P.E.

Executive Director,
Institute for a Sustainable Future (ISF),
Duluth, MN
Introductions

Karen Nitzkorski

Worksite Wellness Coordinator, Partnership4Health
Becker, Clay, Ottertail, and Wilkin Counties, MN
Webinar Objectives

Participants will learn about:

- A new resource: Minnesota Healthy Beverages in Healthcare Toolkit
- Healthy beverages in healthcare work nationally and here in Minnesota
- Tips for starting the conversation with an organization
- Opportunity for free, customized technical assistance to help you start the conversation
What’s a “sugary” drink?*

Beverages sweetened with added sugar including:

- Soft drinks
- “Fruit” drinks, punches and ades
- Sports drinks
- Energy drinks
- Flavored milks
- Teas and coffee drinks with caloric sweetener

*Drinks labeled as 100% fruit juice are not considered sugary drinks, although portion control is important for 100% juice.
Sources of Added Sugars in Americans' Diets

- Soda, energy drinks, and sports drinks - 35.7%
- Fruit drinks - 10.5%
- Tea - 3.5%
- Grain and dairy-based desserts - 19.4%
- Candy - 6.1%
- Ready-to-eat cereal - 3.8%
- Sugars and honey - 3.5%
- All other foods - 17.5%

Health risks of sugary drinks

- weight gain/obesity
- diabetes
- hypertension
- negative impact on cardiovascular health
- poorer oral health
A coalition of over 100 organizations dedicated to reducing the burden of cancer across the continuum from prevention and detection to treatment, survivorship, and end of life care.
Sugary drink reduction efforts
Organizational efforts
Health-care settings
Healthy Beverages in Healthcare Toolkit

- Guide
- Fact sheets
- Case studies
Building Blocks for Success
A Guide For Developing Healthy Beverage Programs

There is no “one size fits all” approach to building a healthy beverage program. While the following are the typical components for effective programs, they can be tailored to fit the culture and goals of the organization. The other resources in this series are designed to support activities to implement these components. They also could be used to educate stakeholders about why and how healthy beverage programs are good for healthcare.

Convene a Healthy Beverage Workgroup

Beverage selections and procurement practices by healthcare facilities typically can involve administrative, legal, logistical and even emotional factors related to current beverage vendors and the selections they offer. This is why it is important

The Public Health Law Center has created a series of resources designed to inform and support efforts to promote healthy beverage choices within Minnesota workplace settings, with a special focus on healthcare. This guide describes the key components for successful healthy beverage programs.

Quick Reference Guide

- Convene a healthy beverage workgroup
- Assess beverage availability and staff perspectives
- Develop a healthy beverage policy and program
- Engage senior management and key stakeholders
- Educate staff, visitors, and stakeholders
- Implement the policy
- Track progress
- Addressing and overcoming challenges
- Celebrate success
Building Blocks for Success
A Guide For Developing Healthy Beverage Programs

There is no “one-size-fits-all” approach to building a healthy beverage program. While the following are the building blocks for effective programs, they can be combined to meet the culture and goals of the organization.

This guide and the other materials in this series are designed to support Law Center staff in implementing these components. They are also intended to educate stakeholders about why and how healthy beverage programs are good for health care.

Sickly Sweet
Why the Focus on Sugary Drinks

Although many factors influence rates of obesity and overweight, sugary drinks play a significant role. Some argue that singling out one type of food is not appropriate because any food can be consumed in moderation. The fact is, however, that sugary drinks are no longer consumed as a special treat. Instead, they have become a regular and large contributor of daily calories to our diet. This is why efforts to reduce sugary drink consumption are widely supported by public health experts.

Consumption of Sugary Drinks

Almost all of the sugar that Americans consume comes from added sugars (sugar added to food during processing, preparation, or at the table), and these added sugars account for about 3% of all the calories in the U.S. diet. Just under half of all these added sugars come from sugary drinks such as sodas, energy drinks, sports drinks, and “fruit” drinks (see Figure 1). Avenues for fighting the epidemic of obesity in Minnesota workplace settings and other settings typically involve legislative, regulatory, or other changes to current beverage offerings and the way they are marketed. This is why it is important to focus on the health care sector.

The Public Health Law Center has created a series of resources designed to inform and support efforts to promote healthy beverage choices within Minnesota workplace settings, with a special focus on health care. This fact sheet explains how sugary drinks contribute to obesity.
Sickly Sweet
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Consumption of Sugary Drinks

Almost all of the sugar that Americans consume comes from added sugars (sugars added to food during processing, preparation, or on the table), and these added sugars account for about 50% of all the calories in the U.S. diet. Just under half of all these added sugars come from sugary drinks such as sodas, energy drinks, sports drinks, and “fruit” drinks (see Figure 1), prompting experts at the Institute of Medicine to identify sugary drinks as the single largest contributor of calories and added sugars to the U.S. diet. While sugary drink consumption varies by age, sex, income, race and ethnicity, on average, the U.S. population consumes a sugary drink and 23% consume more than one. Makes consume...
Building Blocks for Success
A Guide For Developing Healthy Beverage Programs

There is no one-size-fits-all approach to building a healthy beverage program. While the following are the common components for effective programs, they can be adapted to fit the culture and goals of the organization. The resources in this series are designed to support implementation of these components. They also serve to educate stakeholders about why and how healthy beverage programs are good for healthcare.

Healthy Beverage Programs, Healthy Bottom Lines

Taking steps to eliminate the availability of sugary and other unhealthy beverages within a facility often raises concern that these programs will result in revenue loss. Food and beverage vending machines generate income, and there is a common misconception that healthy options won't sell as well as unhealthy ones. Healthy vending programs implemented in schools indicate that the feared financial losses rarely come to pass. The experiences of schools and universities that have implemented measures to reduce availability of unhealthy foods and beverages suggest that while these may be an initial adjustment period, overall revenue remains fairly consistent. These experiences indicate that customers tend to embrace the sale of healthier options — particularly water and 100% juices.

The Public Health Law Center has created a series of resources designed to inform and support efforts to promote healthy beverage choices within Minnesota workplace settings, with a special focus on healthcare. This fact sheet explains how healthy beverages can be a successful strategy.

Healthcare Can Lead the Way
Making the Healthy Choice the Easy Choice

The Policy, System, and Environmental Change Approach

Solving America's obesity epidemic requires a multifaceted effort. Whole food education is an important part of any effort to improve health, education about healthy choices is necessary in shifting the current framework to create healthier environments. Approaches that are likely to have the most impact can those that address educational issues, environmental change, and social determinants of health. The policy, system, and environmental (PSE) approach is designed to align with the core objective of shifting the current framework to create healthier environments. The PSE approach includes policies that support the availability of healthy beverages and reduce the availability of unhealthy options.

Sickly Sweet
Why the Focus on Sugary Drinks

Although many factors influence rates of obesity and overweight, sugary drinks play a significant role. Studies that link diet and obesity often raise concern that these programs will result in revenue loss. Food and beverage vending machines generate income, and there is a common misconception that healthier options won't sell as well as unhealthy ones. Healthy vending programs implemented in schools indicate that the feared financial losses rarely come to pass. The experiences of schools and universities that have implemented measures to reduce availability of unhealthy foods and beverages suggest that while these may be an initial adjustment period, overall revenue remains fairly consistent. These experiences indicate that customers tend to embrace the sale of healthier options — particularly water and 100% juices.

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Healthy Beverage Hot Spots
Identifying and Utilizing the Institutional Access Points

A key step in developing an effective healthy beverage program is to conduct an assessment of the beverage environment in the organization. An organizational assessment provides important information about where, how, and what drinks are available within a healthcare facility. In general, beverages are offered through the types of locations or access points:

- Retailers/cafeterias
- Vending machines
- Catering/Procurement for meetings and events
- Patient services
- On-site contracted venues/concessions (such as Au Bon Pain, Dunkin’ Donuts, McDonald’s)

Each location presents unique opportunities and challenges. The assessment results—and the greater understanding of the beverage access points gained through the process—can and should be used to tailor implementation strategies appropriately for each type of access point. Health Care Without Harm has created a Healthy Beverage Audit Tool that could be used to support assessment efforts. Considerations relating to each type of access point are summarized below.

The Public Health Law Center has created a series of resources designed to inform and support efforts to promote healthy beverage choices within Minnesota workplace settings, with a special focus on healthcare. This fact sheet identifies the key points of access to drinks within a healthcare facility.
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Identifying and Utilizing the Institutional Access Points

A key step in developing an effective healthy beverage program is to conduct an assessment of the beverage environment in the organization. An organizational assessment provides important information about where, how, and what drinks are available within a healthcare facility. In general, beverages are offered through five types of locations or access points:

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Healthy Beverage Policies
Key Definitions and Sample Standards

One of the fundamental steps to creating a healthy beverage program is developing a written policy that defines “healthy” beverages and sets clear, consistent standards. Healthy beverage policies should include definitions for important terms or concepts such as “healthy beverage” and “sugary drink” or “sugar-sweetened beverage.” Healthy beverage policies should also set forth standards for which drinks qualify as “healthy” beverages, including not only by type of drink but also by serving size, sodium content, and other criteria. Setting clear, written specifications for the healthy beverages that the facility will carry and/or serve, and those beverages to be removed or reduced, is crucial. A written policy facilitates consistent communication of institutional goals to vendors and enables effective monitoring and evaluation. Moreover, to make the policy enforceable with vendors, it must be incorporated into requests-for-bid and contracts.

A written policy facilitates consistent communication of institutional goals to vendors, can be incorporated into requests-for-bid and vendor contracts (which is a best practice), and enables effective monitoring and evaluation.

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Thirsty for Health
Tap Water and Healthcare

Water is essential to maintain optimal hydration. Promoting water consumption is an important strategy for reducing the intake of sugary drinks and ultimately reduce or prevent obesity. Consumption of sugary drinks has been identified as the largest contributor of calories and added sugars in the U.S. diet. In fact, one recent study indicates that replacing sugary drinks with water could cut up to 235 calories per day from the average American child's intake. As a replacement strategy, people frequently choose to drink bottled water as a healthy alternative to other beverages. Although drinking bottled water is healthier than drinking sodas and other sugary drinks, tap water is more affordable and can offer additional benefits.

Health Benefits of Tap Water
In addition to being calorie- and fat-free, drinking water — tap water in particular — helps promote healthier mouths. Tap water is typically fluoridated in the U.S. to levels designed to prevent tooth decay.

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The Public Health Law Center has created a series of resources designed to inform and support efforts to promote healthy beverage choices within Minnesota workplace settings, with a special focus on healthcare. This fact sheet explains why promoting drinking water from the tap makes public health and economic sense.
Healthy Beverage Hot Spots
Identifying and Utilizing the Institutional Access Points

A key step in developing an effective healthy beverage program is to conduct an assessment of the beverage environment in the organization. An organizational assessment provides important information about where, how, and what drinks are available within an organization. The assessment process involves collecting data on the availability, pricing, and promotion of beverages, as well as identifying opportunities for improvement. The assessment should be comprehensive and cover all areas of the organization, including workspaces, dining areas, and other places where employees and visitors are likely to consume beverages.

Healthy Beverage Policies
Key Definitions and Sample Standards

One of the fundamental steps in creating a healthy beverage program is developing a written policy that defines "healthy" beverages and sets clear, consistent standards. Healthy beverage policies should include definitions of "healthy" and "unhealthy" beverages, guidelines for portion sizes, and recommendations for the types of beverages that are allowed. The policy should also outline the procedures for monitoring and enforcing compliance with the policy.

Thirsty for Health
Tap Water and Healthcare

Tap water is essential to maintain optimal hydration. Promoting water consumption is an important strategy for reducing the intake of sugary drinks to ultimately reduce the prevalence of obesity. Consumption of sugary drinks has been identified as the largest contributor of calories and added sugars in the U.S. diet. In fact, one recent study indicates that replacing sugary drinks with water could cut up to 235 calories per day from the average American child’s intake. As a replacement strategy, people frequently choose to drink bottled water as a healthy alternative to other beverages. Although drinking bottled water is healthier than drinking sodas and other sugary drinks, tap water is more affordable and can offer additional benefits.

Health Benefits of Tap Water

In addition to being calorie- and fat-free, drinking water — tap water in particular — helps promote healthier mouths. Tap water is typically fluoridated in the U.S. to levels designed to prevent tooth decay. Studies have shown that fluoride helps strengthen tooth enamel and reduce the risk of cavities. Moreover, consuming water can help maintain healthy weight and prevent tooth decay.

Frequently Asked Questions
About Healthy Beverage Programs

Why focus on sugary drinks? What about french fries, ice cream, and candy — they are all unhealthy.

About 18% of Americans’ calories come from added sugars, and 56% of these added-sugar calories come from sodas, energy drinks and sports drinks (35% combined) and fruit drinks with added sugar (10%).

The Public Health Law Center has created a series of resources designed to inform and support efforts to promote healthy beverage choices within Minnesota workplace settings, with a special focus on healthcare. This fact sheet explains why promoting drinking water from the tap makes public health and economic sense.

Why do competitive products include 7-11, Starbucks, and others — they are also unhealthy.

These companies offer a variety of beverages, including low-calorie and sugar-free options, as well as water and other non-sugary drinks. By including these products, they are catering to a diverse range of consumer preferences and ensuring that their menu is accessible to all.

Frequently Asked Questions

Why is healthy drinking water more expensive than sugary drinks?

Although healthy beverages may cost more initially, they can ultimately save money on healthcare costs. By reducing the prevalence of obesity and related health conditions, healthy beverages can help lower medical expenses and improve overall health outcomes.

Why not just provide water fountains in all areas where people work?

Water fountains are a great addition to any workplace, but they are not a substitute for a comprehensive healthy beverage policy. A policy that includes clear guidelines for what types of beverages are allowed, how they are marketed, and how they are priced can help ensure that healthy choices are the default option.

Why not just provide water coolers?

While water coolers are an improvement over sugary drinks, they do not address the issue of competition from other beverages. By offering a variety of healthy beverage options, including taps for water, milk, and other healthy drinks, organizations can encourage healthier choices and reduce the demand for unhealthy beverages.
Healthy Healthcare

Minnesota Healthy Beverages in Healthcare Resources

As employers and healthcare providers, healthcare organizations hold a significant investment in the health of their employees and patients. They also have a key leadership role to play in helping to create healthier communities by modeling policy, systems, and environmental changes that can shift the social norms that promote chronic disease and premature death. Public health experts agree that overconsumption of sugary drinks is one of the social norms that must be changed.

The Public Health Law Center, in partnership with Health Care Without Harm and the Minnesota Cancer Alliance, has created a series of resources designed to inform and support efforts to promote healthy beverage choices and reduce consumption of unhealthy products within workplace settings in Minnesota, with a special focus on healthcare settings. Although the series focuses on beverages, many of the principles and approaches can also be applied to the food environment.

These resources are designed to support healthcare organizations in taking up the call to reduce and eliminate sugary drinks, and promote healthy offerings, within their campuses.

http://www.publichealthlawcenter.org/resources/healthy-healthcare
Coming soon . . . .

- MN obesity and health data brief
- case studies
Health care professionals have an important role to play in shifting institutional practices to support health by not only educating our patients and modeling healthy behaviors, but also in advocating for changes within our environment that will support the transition to healthy habits and a healthier lifestyle.”

_Health Care Without Harm_

Stacia Clinton, RD. LDN.
Healthy Food Program Coordinator
Health Care Without Harm
stacia.clinton@comcast.net
www.healthyfoodinhealthcare.org
Resource Development

Continuity in Messaging

BPHC
Toolkit General Audience

IPH
Toolkit for Healthcare – Illinois Residents

PHLC
Fact Sheet Series – Minnesota Reference
Mayor Menino and Ten Boston Hospitals Work Together to Reduce Consumption of Sugary Beverages Among Patients, Staff, Visitors

For Immediate Release
February 17, 2012
Released By:
Mayor’s Office

For More Information Contact:
Mayor’s Press Office
Press.Office@cityofboston.gov

Boston Hospital Learning Network

Carney Hospital
Massachusetts General Hospital
Boston Medical Center
Children’s Hospital Boston
Tufts New England Medical Center
Brigham and Women’s Hospital

Faulkner Hospital
Beth Israel Deaconess Medical Center
St. Elizabeth’s Medical Center
Dana Farber Cancer Institute
• **Ohio:** Cleveland Clinic eliminates SSBs from their facilities consistent with their HCWH Healthy Food in Health Care Pledge

• **Michigan:** 2010 Michigan Hospital Association and HCWH start a conversation about healthy beverages in health care with the Healthy Food Charter

• **Boston:** April 2010 Boston Hospital Learning Network is formed

• **Chicago:** April 2012 Illinois Public Health Institute hosts a Rethink Your Drink Symposium at Rush Medical Center featuring an announcement from Vanguard Health System to eliminate SSBs from their Chicago facilities

• **Philadelphia:** June 2012 Einstein Medical Center hosts Rethink Your Drink Symposium to kick-start interest in their region

• **National:** July 2012 HCWH hosts a webinar on healthy beverages attracting an attendance of over 350 registrants from the health care sector

• Facilities in areas throughout the country reach out for resources; California, Seattle, Minnesota, Kansas,…
Healthy Food in Health Care Program

The movement towards healthy food and beverage environments, ...

- Over 400 hospitals have signed the Healthy Food in Health Care Pledge
- Over 40 hospitals committed to reducing the amount of meat protein on menus
- Buying local, seasonal, and organic foods
- Buying hormone and antibiotic free foods
- Growing food and/or hosting farmer’s markets on-site
- Preventing waste in food services
- Composting food waste
- Implementing healthy beverage programs
HHI Challenges

- Engaged Leadership
- Healthier Food
  - Healthy Beverage
  - Balanced Menus
  - Sustainable Procurement
- Leaner Energy
- Less Waste
- Safer Chemicals
- Smarter Purchasing

Tools and Resources
www.healthierhospitals.org
Committed to our Mission

Faithful to our mission, “Health for Life” we are going to start off our new fiscal year that begins on July 1 demonstrating our commitment to our mission through our actions. You have previously heard that we are moving away from providing and selling sugar-sweetened beverages in all of our facilities and we will be putting this plan in motion starting next month. We have already started increasing our offering of healthier beverage options and will continue to do so until we reach our goal of eliminating sugar-sweetened and artificially sweetened drinks in the coming year. We recognize that our employees, patients and visitors have the right to choose other beverage alternatives and these drinks can be brought into the facilities, we will simply not provide them. In the coming weeks you can expect to see and read more about this initiative.

Also, as active members of the community, Vanguard Health Chicago has partnered with the American Heart Association to serve as a Signature Sponsor of this year’s Heart Walks. I am personally honored...
Utilizing Support Organizations

- Create a common message
- Serve as forum for learning for within the sectors and cross-sectorally
- Provide technical assistance
- Motivate through best practice sharing
- Utilize leaders and advocates from within the sector
Free technical assistance opportunity

✓ Individualized technical assistance to help you start the conversation at a healthcare facility
✓ Priority for SHIP and CTG grantees, but all MN groups encouraged
✓ Up to 3 pilot projects

Contact:
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Public Health Law Center
651-290-7532
Julie.rarston@umich.edu
Rethink Your Drink Initiative
Minnesota Webinar – April 3, 2013

Presented by
Cheri Fidler
Mary Beth Schlichtholz
National Landscape

**Healthcare without Harm** is a coalition of more than 500 organizations in 53 countries, working to transform the health care industry worldwide, without compromising patient safety or care, so that it is ecologically sustainable and no longer a source of harm to public health and the environment.

**The Healthier Hospitals Initiative** is a call-to-action for an entire industry - a national campaign to engage healthcare organizations in adopting healthy hospital environments.
Local Landscape: 
Nutrition in Healthcare 
Leadership Team San Diego

A collaboration of local healthcare systems with the mission to advance healthful, sustainable food and beverage practices in San Diego County healthcare systems.

**Beverage Goal:** Make healthful beverages the standard. Increase healthy beverage purchases to 80% of total beverage purchases throughout hospital within 3 years.
At Rady Children’s Hospital

Alignment and Champions

- Food Services
- Employee Wellness
- Community Health
RCH Operating Plan Goal

Implement a Rethink Your Drink campaign as part of the wellness initiative of the hospital community through reducing sales of sugar sweetened beverages (SSBs) by 30% from FY13 Q1 Sales.

Sales data from:
Café, Deli, Grab&Go, ACP, Starbucks cart, Parent/Staff Room Service

Q1 sales
Q4 Sales
RYD Workgroup & Advisory Group

**Workgroup Members**
- Cheri Fidler, CHC
- Phyllis Hartigan, CHC
- Mary Beth Schlichtholtz, Food Services
- Samme Fuchs, Nutrition
- Michael Van Gorder, Administrative Intern
- Kusuma Pokala, CHC Intern
- Judy Minich, Communications

**Advisory Group - Representatives from:**
- Center for Healthier Communities
- Food Services
- Clinical Nutrition Services
- Nursing
- RCH Specialists and CPMG
- Communications & Marketing
- Gift Shop
- Pharmacy
- Parents
- McDonald’s
- Administration
- Human Resources
- Government Affairs
Case Study Reviews

**SSB Reduction**
- Boston Children's Hospital
- Boston Medical Center
- Faulkner Hospital (MA)
- Massachusetts General
- St Anne’s (MA)
- St. Elizabeth’s (MA)
- Fletcher Allen Health Care (VT)

**SSB Elimination**
- Cleveland Clinic
- Dartmouth Hitchcock Medical Ctr. (NH)
- Fairview Hospital (MA)
- Gifford Medical Center (VT)
- Nationwide (OH)
- Vanguard Health (IL)

Key to Success: Senior Leadership Buy-In
The CDC Guide to Strategies for Reducing the Consumption of Sugar-Sweetened Beverages
RCH Employee Beverage Survey Results

N = 1,328
SSBs have no negative health effects for those who drink them regularly.

<table>
<thead>
<tr>
<th>Response:</th>
<th>Percent of Total:</th>
</tr>
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<tbody>
<tr>
<td>Strongly Agree</td>
<td>8%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>7%</td>
</tr>
<tr>
<td>Neither Agree nor Disagree</td>
<td>7%</td>
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<tr>
<td>Somewhat Disagree</td>
<td>18%</td>
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<td>Strongly Disagree</td>
<td>60%</td>
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RCH Employee Beverage Survey Results

Employees of children's hospitals should set a positive health example for the patients they treat.

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<tr>
<td>Somewhat Agree</td>
<td>27%</td>
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<tr>
<td>Neither Agree nor Disagree</td>
<td>15%</td>
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<td>Somewhat Disagree</td>
<td>7%</td>
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<tr>
<td>Strongly Disagree</td>
<td>8%</td>
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RCH Employee Beverage Survey Results

Education and public messaging is the best way to encourage less consumption of SSBs.

<table>
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<td>Somewhat Disagree</td>
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<tr>
<td>Strongly Disagree</td>
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RCH Employee Beverage Survey Results

Rady Children's should model healthy lifestyles by increasing healthy drink options.

<table>
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<td>57%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>31%</td>
</tr>
<tr>
<td>Neither Agree nor Disagree</td>
<td>8%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>2%</td>
</tr>
</tbody>
</table>
Decision:

Stoplight Approach
Cash Register Modification
& Staff Training
Baseline Data Dashboard

Goal Tracking R, Y, G Beverages*

% Total Net Revenue for R, Y, G Beverages

Goal--Red Beverages

- Red Beverages
- Yellow Beverages
- Green Beverages
- Goal--Red Beverages

Month

- Jul-12
- Aug-12
- Sep-12
- Oct-12
- Nov-12
- Dec-12
- Jan-13
- Feb-13
- Mar-13
- Apr-13
- May-13
- Jun-13

Graph showing the percentage of total net revenue for Red, Yellow, and Green Beverages from July 2012 to June 2013, with a goal tracking for Red Beverages.
STOP. RETHINK YOUR DRINK.
GO ON GREEN.

RED: Stop! Drink rarely, if at all.
- Regular sodas
- Energy and sports drinks
- Fruit drinks
  - 100% juice (over 4 ounces)

YELLOW: Caution! Drink occasionally.
- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice (4 ounces or less)

GREEN: Go! Drink plenty.
- Water
- Seltzer water
- Skim or 1% milk (unflavored)
- Unsweetened herbal tea

For more information, visit:
www.rchsd.org/ryd

Plaza lobby,
Rose Pavilion by gift shop,
ACP 2nd Floor,
McDonalds,
Café,
MPB by Pharmacy,
Ronald McDonald House,
**RYD Tent**

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### Go on Green

**STOP. RETHINK YOUR DRINK. GO ON GREEN.**

**RED: Stop! Drink rarely, if at all.**
- Regular sodas
- Fruit drinks
- 100% juice (over 4 ounces)

**YELLOW: Caution! Drink occasionally.**
- Diet soda
- Energy and sports drinks
- 100% juice (4 ounces or less)

**GREEN: Go! Drink plenty.**
- Water
- Seltzer water
- Skim or 1% milk (unflavored)
- Unsweetened herbal tea
- Low-calorie, low-sugar drinks

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**Healthy Connections**

Rady Children’s Hospital San Diego

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RYD Buttons
STOP. RETHINK YOUR DRINK. GO ON GREEN.

For Kids

RED: Stop! Don’t drink.
- Regular sodas
- Energy and sports drinks
- Fruit drinks
- 100% juice (over 4 ounces)

YELLOW: Caution!
Drink once or twice a week, if at all.
- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice (4 ounces or less)
- 2% milk (unflavored)

GREEN: Go! Drink plenty.
- Water
- Water with added fruit
- Skim or 1% Milk (unflavored)
- Unsweetened decaf tea

Healthy Drink Choices for Kids
- Milk: a good source of calcium and vitamin D, helps maintain strong bones
  - Children 1-2 years: 2 cups/day of whole or 2% milk
  - Children 2-8 Years: 2 cups/day of fat free or low-fat milk
  - Children 9 years and older: 3 cups/day of fat free or low-fat milk
- Water: always a great choice for kids and adults of ALL AGES—it’s naturally sugar free!

What about 100% Fruit Juice?
100% fruit juice is packed with calories from the natural sugars found in it. Even 100% juice beverages can contain as much sugar as there is in a soda. 100% Juice is NOT 100% good for you. Eat whole fruits instead. Fruits are natural; there is NO JUICE in nature!

Tips for Making Healthy Drink Choices
- Be a good role model for children. I make water my child’s drink of choice.
- Make sure that when others are eating for your child, they serve healthy drinks.
- Choose unsweetened milk.
- Drink water when you go to a restaurant, it’s free!
- Take a refillable water bottle with you

Take a Pledge – to Rethink Your Drink

Choose one or more of the goals below and post your pledge where your entire family can see!

I pledge to:
- ☐ Serve water to my family
- ☐ Keep my family healthy by reducing sugary drinks at home
- ☐ Help make my school, workplace and community a place with healthy drink choices

Name: ___________________________ Date: ___________
<table>
<thead>
<tr>
<th>RYD Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>• FAQ/Fact Sheet</td>
</tr>
<tr>
<td>• All User Messages</td>
</tr>
<tr>
<td>• Did You Know?</td>
</tr>
<tr>
<td>• Presentations at Manager’s Meeting, Med Staff Executive Committee, Leadership Development Institute, San Diego County Dental Society, Nutrition in Healthcare Leadership Team</td>
</tr>
<tr>
<td>• Quarterly Dashboards – sales data</td>
</tr>
<tr>
<td>• Internet Section/Resources for Families &amp; Intranet Section/Resources for Employees</td>
</tr>
<tr>
<td>• On-Line Suggestion/Feedback mechanism implemented</td>
</tr>
<tr>
<td>• RYD messages on Facebook w link to the public site.</td>
</tr>
<tr>
<td>• RYD flyer pinned to the RCH Pinterest Board</td>
</tr>
<tr>
<td>• RYD story and link to RYD website in Foundation Newsletter</td>
</tr>
<tr>
<td>• CMO Video</td>
</tr>
<tr>
<td>• “Mocktail” Tastings</td>
</tr>
<tr>
<td>• Integration in Rady Children’s major events</td>
</tr>
</tbody>
</table>
### RYD Environment and Policy Changes

- Repositioned and Color Coded all Drinks
- Added RYD Color coded strips in all coolers
- Increased Yellow and Green Drinks
- Eliminated SSBs from catering
- Eliminated SSBs from patient menus (available upon request)
- Added RYD stoplight poster to parent/staff room service menu
- Added RYD flyer to Admissions Packet
- Incorporate RYD in RCH functions
- RYD kid flyer on all patient trays
RYD Beverage Cooler Strips
Traffic Light Interactive Display

STOP. RETHINK YOUR DRINK. GO ON GREEN.

Red Drinks

Yellow Drinks

Green Drinks
Rethink Your Drink

The average American drinks one sugar sweetened beverage (SSB) each day. That equals about

40 pounds of sugar each year, the amount in this wheelbarrow!!!

Please do not touch (or put in your drink)!

Wheelbarrow Display
Rethink your Drink
Activity required to burn the calories from sugar-sweetened beverages

20 oz Coke
240 calories

15 oz Naked Juice
Blue Machine
320 calories

9.5 oz Starbucks
Frappuccino
200 Calories

20 oz Gatorade 130
calories

Grande Mocha
260 calories

Running
approximately 25
minutes at the pace
of a 12 minute mile

Bicycling
approximately 33
minutes at a pace of
11-15 mph

Swimming
Light freestyle
approximately 30
minutes

Hiking
Uphill carrying 0-9
lbs approximately
17 minutes

Walking
approximately 50
minutes at a pace of
3.5 mph

Burned calories based on a weight of 160 pounds. Source: www.everydayhealth.com
Water Display

Choose water instead of a sugar-sweetened beverage to stay hydrated.

Rethink Your Drink.

Water plays an important role in nearly every bodily function.

10 ways to drink water

1. Sip with flavor
2. Boil a cup of black tea
3. Drop a few drops of honey
4. Add mint leaves
5. Dropping a slice of lemon
6. Add some flowers
7. Eucalyptus
8. Add a piece of orange peel
9. Add a cinnamon stick
10. Drink ice water

Herb and Berry Water
Baseline data collection period was July 2012-September 2012. The Rethink Your Drink initiative began October 2012.
*Baseline data collection period was July 2012-September 2012. The Rethink Your Drink initiative began October 2012.
Data Summary: Improvements in Drink Choices

% of Net Revenue Per Drink Type

<table>
<thead>
<tr>
<th>Drink Type</th>
<th>July 2012</th>
<th>February 2013</th>
<th>% Change (July-Jan)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red (SSBs)</td>
<td>62.12%</td>
<td>46.65%</td>
<td>-24.90%</td>
</tr>
<tr>
<td>Yellow</td>
<td>26.61%</td>
<td>35.84%</td>
<td>+34.69%</td>
</tr>
<tr>
<td>Green</td>
<td>11.27%</td>
<td>17.52%</td>
<td>+55.46%</td>
</tr>
</tbody>
</table>
Baseline data collection period was July 2012-September 2012. The Rethink Your Drink initiative began October 2012.
Net Revenue By Month

Month

- July 2012
- August 2012
- September 2012
- October 2012
- November 2012
- December 2012
- January 2013
- February 2013
- March 2013
- April 2013
- May 2013
- June 2013

Net Revenue

- $0.00
- $5,000.00
- $10,000.00
- $15,000.00
- $20,000.00
- $25,000.00
- $30,000.00
- $35,000.00
- $40,000.00

Legend:
- Red
- Yellow
- Green
- Non-Coded Beverages
- Total

Graph showing net revenue by month with different colored lines representing various categories and the total net revenue.
Future Directions

• Continuing education to our visitors and staff
• Partner with Rady’s Specialists and PCP’s
• Model for SD County Hospitals, Clinics, Health Providers, and Health Plans with NHLT
• Partner with schools and cbo’s
• Partner with Hospital Associations, County Medical Society, and AAP
• Provide technical assistance to others
Contact Info

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cfidler@rchsd.org

Mary Beth Schlichtholz
Director
Food Services
858-966-8980
mschlichtholz@rchsd.org
The Commons Health Hospital Challenge

Jamie Harvie, P.E.
Executive Director, Institute for a Sustainable Future
Coordinator Commons Health Hospital Challenge

April 3rd, 2013
Fairview Medical Center, MA

- Adopted a no SSB sales policy
  - SSB includes sugared sodas, sports drinks, etc
- CEO Leadership
- No option of SSB on patient trays
- Catering policy includes no SSB
  - Promotes water
- To date revenue neutral
  - Sales went to SSB alternatives
- Received international media attention
Commons Health Hospital Challenge

- Three initial components:
  - Phase-out of Hospital Sugary Beverage Sales
  - Adoption of the World Health Organization Baby Friendly Hospital Guidelines
  - A Measureable Commitment to Source and Serve Local, Sustainable Food
- A Recognition Program
Organizational Supporters

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™

Minnesota Chapter

Public Health and Human Service Department

MINNESOTA ACADEMY OF FAMILY PHYSICIANS

American Heart Association®
Learn and Live™

Lake Superior Medical Society

the YWCA

Lake Superior Good Food Network

Northland Breastfeeding Coalition

Minnesota Cancer Alliance
working together to eliminate the burden of cancer
Coca-Cola perfect teammates

Buy any Salad Bar or Entree & receive a large fountain soda for $1.00

$1
Vending machines were available in 79% of health care facilities – Soda most prevalent

< 90% of the providers perceived home or neighborhood environments and parental resistance as barriers to their efforts to prevent childhood obesity in clinical practice.

More than 75% of providers reported not having engaged in any policy/advocacy activities related to obesity–prevention.

Percent of adolescents who drank one or more glasses of pop or soda yesterday (2010)
### Percent of adolescents who are obese according to BMI

<table>
<thead>
<tr>
<th>Year</th>
<th>Grade</th>
<th>MN</th>
<th>CHB</th>
<th>Carlton</th>
<th>Cook &amp; Lake</th>
<th>St.Louis</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>9th</td>
<td>9</td>
<td>10</td>
<td>10</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>12th</td>
<td>9</td>
<td>10</td>
<td>10</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>2010</td>
<td>9th</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>12th</td>
<td>9</td>
<td>12</td>
<td>16</td>
<td>12</td>
<td>11</td>
</tr>
</tbody>
</table>

BMI: Body Mass Index

*Source: MN Center for Health Statistics (Minnesota Student Survey)*

### Percent of adults who are obese

<table>
<thead>
<tr>
<th>Year</th>
<th>Carlton</th>
<th>Cook</th>
<th>Lake</th>
<th>St. Louis</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percent</td>
<td>95% CI</td>
<td>Percent</td>
<td>95% CI</td>
</tr>
<tr>
<td>2005</td>
<td>21.4%</td>
<td>(16.6-26.1)</td>
<td>13.7%</td>
<td>(10.0-17.4)</td>
</tr>
<tr>
<td>2010</td>
<td>24</td>
<td>(18.6-29.5)</td>
<td>20.4</td>
<td>(15.9-24.9)</td>
</tr>
</tbody>
</table>

*Source: Bridge to Health Survey 2005, 2010*

### St. Louis County

12th grade adolescent overweight + obese = 11% + 11% = **22%**

Adults overweight + obese = 32% + 15% = **47%**
The MMA should support efforts to encourage Minnesota physicians to use “5-2-1-0” as a guide to discuss healthy weight at every well visit. The numbers stand for five fruits and vegetables per day; two hours or fewer of computer or television time (no screen time for children under age 2); one hour of physical activity per day; and zero sugary beverages...
American Academy of Pediatrics
MN Chapter – Statement of Support

"With 23 percent of Minnesota's children being overweight or obese, the Minnesota Chapter of the American Academy of Pediatrics (MN–AAP) supports efforts to improve the nutritional quality of food and beverages made available to children and their families in a variety of settings, including health care. Our patients and community look to our health care institutions as models of healing and wellness. We believe it is easier for providers to encourage better nutrition when these choices are being modeled by the local clinics and hospitals in which we serve. For that reason, we support the Commons Health Hospital Challenge, which encourages and recognizes hospitals that support the health of communities and individuals through reduced consumption of sugar–sweetened beverages, improved breast feeding support and measurable commitments to the Minnesota agriculture economy through the procurement of local and sustainable food and beverages."
Lessons Learned

“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change”

Institutes of Medicine
“Ultimately it is the communities that are going to need to take responsibility to define their healthcare commons, set goals, develop metrics, and establish a healthcare solution.”

Don Berwick M.D., IHI

- Less healthcare actually better healthcare.
- Prevention oriented
- Sense of agency
- Community driven
- Anchor Institution engagement
We are All in This Together

$709,000,000  Annual Health Care Spending Greater Duluth*

$140,000,000  20% of Healthcare Costs Associated w/Obesity**

$75,000,000  Annual City of Duluth Budget

Roads? Affordable Housing? Parks? Schools?

*Population one hundred thousand multiplied by per capita spending in Minnesota ($7,090/capita Minnesota Department of Health 2012)

**January issue of the Journal of Health Economics January, 2012
“…Our patients and community look to our health care institutions as models of healing and wellness. We believe it is easier for providers to encourage better nutrition when these choices are being modeled by the local clinics and hospitals in which we serve…”
Setting the Context for Broader Policy Change

- Begins the conversation
- Engages key constituencies
  - Clinicians ‘science’ and Community “impacted”
- Commons Health Hospital Challenge
  - Hospitals not responsible for fixing the obesity crisis, but communities need their leadership to set an example.
  - Sets up Hospitals to “Challenge” community / workplaces
Examples of sugar–sweetened beverages are:
- regular sodas, energy drinks, sports drinks
- sweetened iced teas, coffees, lemonades, and punches
- fruit or vegetable drinks that are not 100% juice
- flavored waters containing calories

- Water, seltzers, sugar–free or diet drinks, unsweetened coffee and teas, all milks, soymilk beverages, 100% fruit and vegetable juices are all viable alternatives
St. Luke's Saying 'No' To Sugary Drinks Sale
Health beat: Hospitals oust sugary lattes and sodas

Article by: MAURA LERNER, Star Tribune  |  Updated: March 2, 2013 - 5:20 PM
Sugary soft drinks on the way out at the hospital

Local News - Fri, 02/22/2013 - 10:52am

Attachment Size

No more sugary soft drinks at the hospital. WTIP's Jay Andersen spoke with Cook County North Shore Hospital and Care Center administrator Kimber Wraalstad about the planned pop phase-out.
Tools

Carlton – Cook – Lake – St. Louis Community Health Board
404 West Superior Street, Suite 220
Duluth, MN 55802
Phone: 218 733-2860 • Fax 218 723-4679

November 29, 2012

Dear

I am writing on behalf of the Carlton-Cook-Lake-St. Louis Community Health Board (CHB). One of our key responsibilities is the “Promotion of Healthy Communities and Health Behaviors”. This includes the coordination of the Statewide Health Improvement Program (SHIP), signed into law in 2008 as an integral component of Health Care Reform. SHIP is designed to help Minnesotans live longer, better, healthier lives by reducing the burden of chronic diseases by addressing physical inactivity, poor nutrition, and tobacco use.

In support of healthy communities and healthy behaviors, the CHB recently endorsed the Commons Health Hospital Challenge which encourages and promotes those hospitals which adopt up to three healthy food environment policies. These are:

wwwcommonshealthchallenge.org
Some Considerations

- Challenge is a recognition program
  - But implicitly allows for strategic and targeting organizing
- Purpose of three Challenges goals
- Hospital decision making
  - Food service, VP Ops, Contractor, CEO, physicians?
- Hospital Concerns
  - Alternatives, cost, employees
- Minnesota as leader?
Our Common Health

- Healthy Food environments not the sole responsibility of healthcare
- Ultimately, we are “all in this together’
- Those impacted “community” need to be engaged
- What if once our hospitals adopted the goals, they challenged “our” communities...
RESOURCES

- Institute for a Sustainable Future  www.isfusa.org
- Commons Health Care Network  www.commonshealthcare.org
- Commons Health Hospital Challenge  www.commonshealthchallenge.org
- Lake Superior Good Food Network  www.goodfoodnetwork.org
- Baby Friendly USA  www.babyfriendlyusa.org
- Center for Science in the Public Interest  http://www.cspinet.org/liquidcandy/
- Yale Rudd Center for Food Policy and Obesity  http://www.yaleruddcenter.org
- Sip All Day, Get Decay – Minnesota Dental Association  https://www.mndental.org
ENGAGING PARTNERS FOR YOUR BEVERAGE INITIATIVE

Karen Nitzkorski
PartnerSHIP 4 Health Worksite Wellness Coordinator
Minnesota Statewide Health Improvement Program in the West Central Counties of Becker, Clay, Otter Tail and Wilkin
Setting the Stage:

- Identify your Potential Partners
- Develop a strong bold case
- Making the Connection
- Starter sample
- Other tips
Identify your Potential Partner

- Organizational culture will influence who your potential champion(s) may be:
  - individual
  - committee (such as your wellness committee)
  - person who is responsible for purchasing beverages
- Start with Human Resources (HR) Department
- Find other champions
- Eventually you will need to involve CEO; maybe first; it’s crucial to have leadership buy-in
Develop a strong bold case

- Clearly define your objectives and your message
- Accurately describe expectations
- Practice the elevator speech you plan to use to get your foot in the door
- Leadership will respond to ROI - Return On Investment; show the data
- Tell story of others’ success
Develop a strong bold case (cont)

- Return on investment examples
  - www.statesofwellness.com
  - 2012 Centers for Disease Control funded study surveying HR professionals asking why wellness is important

- Almost 70% believe that larger investments in wellness help curb healthcare costs.

- Employers overwhelmingly agree that worksite wellness initiatives help workers:
  - develop healthier lifestyles (96%)
  - increase productivity (84%)
  - lower healthcare costs (84%)
  - reduce absenteeism (78%)
Making the Connection

Start with a phone call if you’re working outside of the organization

- Make sure you’ve practiced your case
- Ask for a 20-30 minute meeting

If you work inside the organization

- Schedule a meeting with the potential partner you’ve identified
- Same as above but find another champion(s) to attend with you

At the meeting

- Present your case (keep it at the 20-30 minutes you scheduled unless they have more questions or want more time)
- Ask how they want to proceed and honor their answer (may need more information, may need to involve others and/or move up the chain of command)
- Schedule a time to follow up.
Hello my name is Karen Nitzkorski and although I’m not as influential as Mayor Bloomberg, I share his views about sugary drinks and want to find some time to talk with you about how we can make a difference in the lives of our employees, patients, volunteers and families of our patients (this is an attention grabber that may not work in the setting you’ve identified – be sensitive).

Can we please schedule a meeting at your convenience to talk about a beverage initiative that will help the health of this company and provide a return on investment?
Other tips for the journey...

- It’s easiest if you’re sold on the initiative, but what if you’re not? Find someone who is to partner with you.
- You’ll have the most success if there is readiness; how do you determine readiness…
- Listen carefully…for cues.
- Find the fit.
- Move on if there isn’t readiness, for now…but come back and ask when you can.
- Expect push back at a variety of different stages in your initiative.
- Be flexible.
- Find resources and allies.
Next webinar:

New Tobacco Products: An Overview

Friday, April 5, 2013
1:00 PM Central

For more information, visit
www.publichealthlawcenter.org/webinars/upcoming
Free technical assistance opportunity

✓ Individualized technical assistance to help you start the conversation at a healthcare facility
✓ Priority for SHIP and CTG grantees, but all MN groups encouraged
✓ Up to 3 pilot projects

Contact:
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