

Food & Beverage Standards in State Agencies: The Washington State Story

November 2014



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Presenter Disclosures

Victor Colman, JD

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

A few facts about the CHILDHOOD OBESITY PREVENTION COALITION

- Years in existence: *In our seventh year.*
- Number of members in 2014: *52 organizations.*
- How often we revise our policy agenda: *Annually.*
- What is our focus?
Policy and systems changes at state and local levels.



Our Members

COALITION MEMBERS

ACTION FOR HEALTHY KIDS – WA CHAPTER
AMERICAN ACADEMY OF PEDIATRICS – WA CHAPTER
AMER ASSOC OF LANDSCAPE ARCHITECTS -- WA CHAPTER
AMERICAN CANCER SOCIETY – CANCER ACTION NETWORK
AMERICAN CANCER SOCIETY, INC.
AMERICAN DIABETES ASSOCIATION
AMERICAN HEART ASSOCIATION
AMERICAN PLANNING ASSOCIATION -- WA CHAPTER
ARTHRITIS FOUNDATION
BEECHER'S PURE FOOD KIDS FOUNDATION
CAMP FIRE USA CENTRAL PUGET SOUND COUNCIL
CASCADE BICYCLE CLUB EDUCATION FOUNDATION
CHILDREN'S ALLIANCE
COALITION FOR SAFETY & HEALTH IN EARLY LEARNING
EMPIRE HEALTH FOUNDATION
FEET FIRST
FORTERRA
FOUNDATION FOR HEALTHY GENERATIONS
GROUP HEALTH COOPERATIVE
HOPE HEART INSTITUTE
LET'S MOVE CHENEY
MULTICARE HEALTH SYSTEMS
NUTRITION FIRST
ODESSA BROWN CHILDREN'S CLINIC
PHYSICAL THERAPY ASSOCIATION OF WASHINGTON
PUBLIC HEALTH ROUNDTABLE

SCHOOL'S OUT WASHINGTON
SEA MAR COMMUNITY HEALTH CENTERS
SEATTLE CHILDREN'S
SEATTLE AND KING COUNTY PUBLIC HEALTH
SEATTLE PARKS AND RECREATION
SKAGIT COUNTY HEALTHY COMMUNITIES PROJECT
SNOHOMISH HEALTH DISTRICT
SPOKANE REGIONAL HEALTH DISTRICT
TACOMA PIERCE COUNTY HEALTH DEPARTMENT
TRANSPORTATION CHOICES
WA ASSOC. OF COMMUNITY & MIGRANT HEALTH CNTRS
WASHINGTON BIKES
WA COALITION FOR PROMOTING PHYSICAL ACTIVITY
WASHINGTON DENTAL SERVICE FOUNDATION
WASHINGTON HEALTH FOUNDATION
WASHINGTON RECREATION & PARK ASSOCIATION
WASHINGTON SCHOOL NUTRITION ASSOCIATION
WA ST ASSN OF LOCAL PUBLIC HEALTH OFFICERS
WA STATE ACADEMY OF NUTRITION AND DIETETICS
WASHINGTON STATE DAIRY COUNCIL
WASHINGTON STATE PTA
WASHINGTON STATE PUBLIC HEALTH ASSOCIATION
WASHINGTON SUSTAINABLE FOOD & FARMING NETWORK
WITHINREACH
YAKIMA COUNTY MEMORIAL HOSPITAL
YMCA – GREATER SEATTLE

Executive Order 13-06

JAY INSLEE
Governor



STATE OF WASHINGTON
OFFICE OF THE GOVERNOR

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EXECUTIVE ORDER 13-06

IMPROVING THE HEALTH AND PRODUCTIVITY OF STATE EMPLOYEES AND ACCESS TO HEALTHY FOODS IN STATE FACILITIES

WHEREAS, effective workplace wellness programs improve the health and productivity of the workforce, contributing to state agencies' capacity to accomplish their missions; and

WHEREAS, a number of governmental agencies and programs of the state share goals and missions of the private sector relating to healthy weight and reducing health care costs; and

WHEREAS, a comprehensive wellness plan can improve productivity, quality of life, and life expectancy; and

WHEREAS, policies related to healthy food, activity and behaviors, disease prevention, and exposure to smoke all significantly influence the environments in which people work; and

WHEREAS, the work environment influences the adoption of healthy lifestyles, by making it more or less difficult for individuals to choose behaviors that promote or diminish health; and

WHEREAS, published research about other successful private and public programs throughout the nation shows the importance of a comprehensive wellness program that promotes both workplace wellness activity and health insurance plan design changes; and

WHEREAS, according to research, employees providing lactation support programs receive a significant payoff in employee retention, reduction in sick leave taken, and lower health care costs; and

WHEREAS, chronic conditions such as heart disease, stroke, obesity, and diabetes are largely preventable; and

WHEREAS, agencies collaborating with each other and their valued employees to improve the health of all state employees and reduce health care costs is important to our shared success.

NOW, THEREFORE, I, Jay Inslee, Governor of the state of Washington, by virtue of the power vested in me by the Constitution and statutes of the state of Washington, do hereby declare my commitment to improve the health of state employees and hereby direct the

Health Leadership Team, as formed in Executive Order 13-05, to convene a Wellness Hearing Committee and implement health and wellness programs for state employees as described in this order.

The Hearing Committee shall be chaired by the Chair of the Health Care Authority (HCA) and Secretary of the Department of Social and Behavioral Health Services (DSBHS). The Hearing Committee will report to the Health Leadership Team.

The Hearing Committee shall select Hearing Committee members who shall include a small number of state employees union representatives, agency representatives, a representative from each of the Office of Financial Management Labor Relations (OFMLR), the Hearing Committee will report to the Health Leadership Team.

The Hearing Committee will develop necessary elements of a comprehensive wellness program for state employees. The HCA administers the Public Employees' Benefit Board (PEBB) program. The HCA's PEBB program will implement the comprehensive wellness program by January 1, 2014, that includes but is not limited to the following:

1. All state employees participating in the Washington Wellness Workplace Designation Program created by the HCA.

2. HCA's Washington Wellness Workplace Designation Program will provide technical and training assistance to agencies involved in developing and implementing a wellness program for employees. By December 31, 2014, the program will have made significant progress toward completion of the program. The program will report on progress to the Hearing Committee on a semi-annual basis.

3. As a program on a semi-annual basis, the program will provide technical assistance to agencies involved in developing and implementing a wellness program for employees. By December 31, 2014, the program will have made significant progress toward completion of the program. The program will report on progress to the Hearing Committee on a semi-annual basis.

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The program shall include innovative payment designs to incent both employee and provider participation. The program shall design methods to improve mental health. It shall also serve to reduce smoking rates through tobacco cessation and related programs.

8. The PEBB plan shall incorporate and the HCA will immediately implement the Diabetes Prevention Program. Agencies shall participate in the Diabetes Prevention Program by allowing HCA's PEBB program to host activities at agencies like blood glucose testing events and allowing employees at risk for diabetes to take 30 minutes of work time to participate.

9. By July 1, 2014, all state executive agencies shall adopt and begin to implement a food and beverage service policy for employees. This portion of the order applies to other state agency service including student, custodial population, and residents. By December 31, 2014, each agency's policy shall be fully implemented.

10. These policies shall ensure for the provision of healthful food and beverages in all food venues available, including vending machines, cafeterias, on-site meal establishments, and at meetings or events when applicable. Whenever practical, Washington-grown products shall be purchased and promoted.

11. These policies shall meet the standard of the Washington State Healthy Nutrition Guidelines based on the 2010 Dietary Guidelines for Americans and closely aligned to the Health and Sustainability Guidelines for Federal Contractors that the federal government has already implemented for its agencies.

12. By March 1, 2014, the Department of Health shall provide an implementation guide to help agencies execute these changes. The Department of Health may provide technical assistance as needed.

13. The following programs or agencies are exempt from the Food and Beverage Service Policy: (1) Any food service program that follows a federal mandate rule and regulation, such as Office of the Superintendent of Public Instruction's school meals program, (2) Food served to special populations with particular health or religious dietary needs identified by Department of Social and Health Services, the Department of Corrections, or Department of Veterans Affairs, (3) Training programs, training for park rangers, and trainings at the Criminal Justice Training Center, and the Washington Military Department, and (4) Food served by agencies for a disaster, crisis, or emergency (because these stocks intentionally include nutrient dense food products).

14. The Hearing Committee shall produce a report to the Governor which summarizes the implementation of the food and beverage policies, such as changes needed in food and beverage provisions and service practices and any savings and other

benefits realized through the policy and recommendations for any policy modifications. This report will be delivered by March 31, 2014. I encourage all other state agencies and institutions of higher education that receive benefits through the PEBB to also participate in this program.

The Hearing Committee shall measure progress and link metrics to Results Washington. The Hearing Committee shall convene immediately and report its findings, recommendations, and implementation plan to the Health Leadership Team and to the Governor by December 1, 2014.

This executive order will take effect immediately upon signing and sealing with the official seal of the state of Washington on this 10th day of October, 2013 at Olympia, Washington.

By:

Jay Inslee

Governor

BY THE GOVERNOR:

Secretary of State

Access to Healthy Foods in State Facilities

“By July 1, 2014, all state executive agencies shall adopt and begin to implement a food and beverage service policy for employees.”



The Issue: Unhealthy Eating

- More than half of Washingtonians are either overweight or obese
- Coronary heart disease is the second leading cause of death
- Diabetes is a rapidly growing health issue



The Opportunity: Healthy Choices

- Americans spend almost 50% of their food budget on meals away from home
- Worksites that promote employee wellness can see success in:
 - Increased employee productivity
 - Decreased employee absenteeism
 - Decreased healthcare costs
 - Improved employee morale



Food & Beverage Standards in State Government: A Short Policy History

- 2010: Initial Policy Analysis Completed
- 2011: House Bill (HB)1801 Introduced
- 2012: HB 1801 – More Progress
- 2013: HB 1321 -- Policy Agreement Reached
- ***Oct. 2013: Governor's Executive Order 13-06***
- 2014-15: Implementation Underway

Food & Beverage Standards in State Government: History of the Executive Order

2010: Initial Policy Analysis Completed

- Used public health graduate school class for preliminary research
- Report set stage for initial development of state legislation
- Challenges: lack of prior examples to share with policymakers; bill itself quite “wonky”; no support from key state agencies

Food & Beverage Standards in State Government: History of the Executive Order

2011-12: HB 1801 Introduced

- Strong champion found – State Rep Laurie Jenkins
- Initial hearing held on Feb. 15, 2011
- Voted out of initial policy committee on Jan. 26, 2012 but faced challenges with estimated high fiscal cost from one state agency

Food & Beverage Standards in State Government: History of the Executive Order

2013: HB 1321 - Policy Agreement Reached

- Policy agreement reached with affected state agencies
- Passed out of policy committee but idea still view as partisan by policy makers
- Did not make it to the fiscal committee but work was already underway to develop voluntary standards via the Washington State Department of Health workgroup

Message Framing - Evolution

- HB 1801: Government Efficiency in Food Procurement (purchasing)
- HB 1321: Government as Model (early adapter)
- Executive Order 13-06: Worksite Wellness with a focus on Employee Productivity



Oct. 31, 2013: Governor Signs Executive Order 13-06

- [“Gov. Inslee Makes Washington First State to Ensure Healthy Food Access” Nov 14, 2013](#)
- [“Inslee Directs Agencies to Streamline Approach” by Grace Guenther, November 22, 2013](#)

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Policy Development Tips: Importance of the “Inside/Outside Game” (Public-Private Partnership)

- The COPC helped jumpstart the issue and create legitimacy for it as an idea
- This work then got prioritized within the State Department of Health, including dedicated staff
- DOH Food Procurement Workgroup includes both public and private members

Policy Development Tips: Dept of Services for the Blind

Understanding your agency's relationship with the Department of Services for the Blind (DSB)

- DSB holds contracts with many of the blind vendors who operate food service establishments in your buildings
- DSB also holds most vending contracts
- DSB and its Blind Vendor Committee have adopted policies stating that they will implement the Guidelines



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