



Evaluation of a Heart Foundation Pilot Programme for Menus in Workplace Cafeterias

Judith Morley-John

Food Industry Nutritionist, Heart Foundation

Mark Wylie

General Manager, Cater Plus Services NZ Ltd



Background

Heart Foundation (HF) goal

To support catering companies to provide and promote healthier food choices



The workplace setting

An important setting for improving employees' diet, health and wellbeing

Cater Plus (CP)

A NZ owned food service management company; portfolio includes aged care, boarding schools, business and industry sites.

Key company ethos – the provision of healthy and nutritious food service solutions.



HF Programme Overview

Programme Purpose

To provide and promote healthier food in workplace cafeterias

Programme components

- Guidelines for caterers (includes food-based checklist)
- Internal audit (quarterly)
- Posters



Indicate where guidelines have been met, where they are not applicable to your foodservice and where improvement is required.

Site Name		
Site Manager Signature	Date dd/mm/yy	
Operation Manager Name	Date dd/mm/yy	

	Circle as appropriate	Comment/Date to be completed by
A variety of vegetables		
Provide vegetables and salads at all meals	Yes / NA / No	
Incorporate vegetables into other menu items e.g. sandwich fillings, soups, quiches, omelettes, pasta, baked potatoes	Yes / NA / No	
A variety of fruit		
Seasonal fruit should be offered as fresh fruit and/or fresh fruit salad	Yes / NA / No	
A variety of breads and cereals, preferably wholegrain		
Options include wholegrain, multigrain or wholemeal rolls/bread, wholemeal pita bread, wholegrain wraps	Yes / NA / No	
Lean meat, poultry, fish and alternatives		
Use lean meat, remove skin from poultry	Yes / NA / No	
Have more than half of the meat dishes made without processed meat e.g. sausages, and deli meats e.g. salami, ham, pate	Yes / NA / No	
Have at least one fish dish e.g. canned, fresh fish and one legume dish e.g. chickpea hummus, bean salad	Yes / NA / No	
Low or reduced fat dairy products		
Provide/use reduced fat versions of dairy products e.g. yoghurt, sour cream and cream cheese	Yes / NA / No	
Limit the use of cream by only serving a small dollop on the side or offering yoghurt as an alternative	Yes / NA / No	
Use only small amounts of high fat cheeses e.g. ~30g/serve parmesan, blue vein, tasty cheese	Yes / NA / No	

Sweet baked products		
Offer smaller portions of all sweet baked products e.g. mini muffins, smaller cookies/slices, maximum 70g	Yes / NA / No	
Spreads		
Have some baked products e.g. muffins, scones available without table spread or provide spread to let customers spread their own	Yes / NA / No	
Use table spreads or alternatives instead of butter. Alternatives are avocado, hummus, peanut butter, reduced fat spreadable cheeses e.g. cottage cheese	Yes / NA / No	
Dressings, sauces		
Ask customers if they would like dressing or sauces, or serve separately, rather than automatically adding them to food	Yes / NA / No	
Salt/sodium		
Use less salt in recipes	Yes / NA / No	
Where possible use low sodium ingredients e.g. those that are labelled 'low salt', 'no added salt' or 'salt reduced'	Yes / NA / No	
Only provide table salt when requested	Yes / NA / No	
Pastry		
Limit size/number pastry items	Yes / NA / No	
Confectionery		
Limit availability of confectionery	Yes / NA / No	
Deep-frying		
Limit deep-fried food	Yes / NA / No	
If deep-frying, complete The Chip Group training (see below)	Yes / NA / No	
Beverages		
Ensure tap water is available for customers	Yes / NA / No	
Provide bottled water and sugar-free drinks for sale	Yes / NA / No	
Use reduced or low fat milk as the default milk	Yes / NA / No	



Lion The Pride

LION THE PRIDE'S MENU IS BASED ON
THE HEART FOUNDATION'S
HEALTHIER CAFETERIA MENU GUIDELINES

COPIES OF THE HEART
FOUNDATION'S HEALTHIER
CAFETERIA GUIDELINES ARE
AVAILABLE FROM THE SITE
MANAGER- LISA



Wintec

WINTERC'S MENU IS BASED ON
THE HEART FOUNDATION'S
HEALTHY CAFETERIA MENU GUIDELINES

COPIES OF THE HEART FOUNDATION'S HEALTHIER CAFETERIA
GUIDELINES ARE AVAILABLE FROM THE SITE MANAGER



Evaluation Rationale

CP Programme Pilot

Mid 2014:

22 sites, >4000 consumers, 100 CP staff

At 3 months:

18 sites met 100% checklist;

4 sites not compliant e.g. salt shakers on tables

CP systems to identify non-compliance and support change

Evaluation Purpose

To determine how well the programme meets the needs of key stakeholders*

**Consumers, CP, Client (workplace), HF*

Evaluation Methodology

Research methodology

- Cafeterias - external audit
- Recipes - nutrient analyses
- Consumers - surveys (40)
- Client managers - interviews (4)
- CP site managers & General Manager - interviews (5)
- Operations Mgrs (5) & Food Dvlpt Mgr - focus group

Collaborative process

- Question schedules
- Definitions for interpretations
- Conclusions and suggestions for future options

Evaluation Results

- Six months

- 4 sites

Fonterra, Lion, Hansells , Harlech House (Police)

140 - 1050 employees/site; café hours

- **Employees** (business, manufacturing)

Administrative, technical

Physical, cold environments

Shift work



Evaluation - Cafeterias

Checklist Audit	All sites met checklist criteria
Site visits	Food provision and promotion Poster placement External environment
Weekly meal menu	Meals – 50% reduction in saturated fat and sodium

Evaluation - Consumers

NZ European (56%), Pacific (24%), other (20%)

Manufacturing (56%), business, other (43%)

≥3 meals/week (64%), ≥5 meals/week (47%)

	Responses from 40 consumers
Importance of eating healthily	Eating healthily was important to most (80%)
Poster awareness, design improvements	57% awareness of the CP posters; Suggestions for improved visual clarity
Poster understanding	Mostly about healthy options available; “There is choice - it’s up to you” “My employer wants to promote healthy eating” “Healthy food served here – with HF’s blessing” “Just marketing” “Implies all food is healthy”



Evaluation – Consumers *continued*

Changed behaviour	Virtually all said 'no'
Cafeteria food provision	Most agreed healthy options available CP engagement Some (16%) critical all food not healthy
Difficulties eating healthily	Shift work Cost
What would make it easier for people to buy healthier food?	Most replies about promotion... <i>"Make people feel guilty"</i> <i>"People think they know what is healthy, but they don't really. People don't care."</i> <i>"Show a stronger link between eating healthily and heart disease"</i> <i>"Identify specific healthy choices at POS"</i> Reduce cost; specific food suggestions

Evaluation

– Client Management

Four workplaces

Policy	Food policy (0); employee health, access to healthy food important (4) Subsidises, food allowances
Health promotions	Currently healthy eating programme (1); Poor communication with CP of internal health initiatives; increased their awareness for alignment with CP; specific opportunities identified. CP seen as a driver for healthier eating
Vending	Contracts held with client; under review

Evaluation – Client Management *continued*

Benefits	All agreed (4)
Risks	Balance needed - “If we alienate the employees, there are no opportunities to have good control on the food they access”
Sustainability	All agreed (4)



Evaluation – CP Management

Programme is pragmatic, useful

Checklist	Easy use; pragmatic/realistic; working document Provides “how to” write recipes, prepare food Drove product reformulation (recipes, supply chain) Staff education, training Provided direction for promotion, placement No negative financial impact, initially (1) Checklist modifications suggested
Quarterly audit	Useful for quality assurance Timely (seasonal menu changes) Time consuming (1)
Posters	Change wording “menu” Value of HF brand

CP Management Benefits

Programme has supported significant changes

Food supply	Reformulation by CP (recipes) Supply chain – CP identified new CP- preferred products (to meet guideline) CP requested reformulation by supplier of high risk products to reduce saturated fat, salt and sugar; portion size (new default; imminent); cost neutral Overall menu impact, so consumption of healthier food not totally dependent on changed consumer behaviour
Promotion	Supports promotion initiatives (new water fridge) ; demotion/replacement of confectionery
Contracts	Supports CP tender process

Enablers

Programme enabled by CP structure and systems

CP structure and systems	Comprehensive; strong communication, staff support
Product Development Mgr	Development of new role and employment of PDM; direct result of new programme
Menu Pack	Includes standardised recipes, in progress
Preferred vendor arrangements	Increased CP control Support programme quality assurance
Client contact	Frequent; increasing client awareness and opportunities for collaboration
Consumer contact	Regular CP surveys (company-wide), feedback opportunities (café users)

Challenges



Barriers	Consumers' expectations Consumers' shift work hours Price of food to consumer Clients' competing priorities Vending machines External environment
Risks	Quality assurance not maintained Consumer backlash Inadequate promotion communicating availability of healthy options National rollout potentially difficult for organisations without technical support

Conclusions

	Level of Evidence
Programme design	Good - all programme components necessary; some design weaknesses, but ammenable
Implementation	Excellent - well-implemented, no backlash from any stakeholder sector; HF and CP systems in place for quality assurance
Outcomes	Good - CP - staff education, product reformulation Clients - opportunities to influence client food policy Consumers – reasonable acceptance, increased awareness of healthy food options; Improved consumption not dependent on changed consumer behaviour
Overall investment	Good – the outcomes achieved, justified the resource cost; sustainable within CP structure and HF resources

Suggestions for future options

Programme Resources	Modify checklist, and poster text/design
CP Systems	Continue to progress food reformulation
CP Advocacy	Advocate for changes in client policies (food policy, healthy eating initiatives, vending contracts)
HF	Provide guidelines/checklist on HF website Consider implications of programme rollout to other market sectors and providers

Questions?

