



KAISER PERMANENTE
**healthy
picks**



HEALTHY CATERING

AT KP

IMPLEMENTER TOOLKIT



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Contributing Partners:

Carol Akiyama; Roger Benton; Kristl Buluran; Vivien Choi; Maria Dee; Kathy Gerwig; Tara Herberth; Sarah Pearlman; Andrea Persons-Brown; Shira Potash; Kathleen Reed; Jan Villarante

Contact Us

If you have questions, feedback, photos, or success stories that you'd like to share, please contact the Healthy Workforce team at HealthyWorkforce@kp.org. We look forward to hearing from you.

OVERVIEW



Kaiser Permanente has a long-standing commitment to promote healthy eating, active living, and healthy environments. The goal of the healthy catering policy is to ensure that all physicians and employees throughout KP have healthy, affordable food options at KP meetings, events, and celebrations. Ensuring that healthy food options are readily available is an important aspect in creating a workplace culture of health, making it easy for employees and physicians to make healthy choices that positively contribute to their overall health and well-being.

Furthermore, the need to support good nutrition for our employees is a priority in light of the nation's obesity epidemic, which underlies a multitude of health problems, including prediabetes and diabetes, high blood pressure, and heart disease. By promoting and serving healthy catered food, we can be healthier together as well as be role models for each other, our members, and the communities we serve.

“Health requires healthy food.”

—ROGER WILLIAMS



KAISER PERMANENTE HAS SEVERAL ADDITIONAL HEALTHY FOOD INITIATIVES:



Kaiser Permanente Healthy Picks

The Healthy Picks program provides delicious, healthy food throughout KP – in our cafeterias, vending machines, inpatient meals, coffee carts, and now at catered meetings and events. The Healthy Picks criteria is Kaiser Permanente's standards for excellent nutrition, founded on evidence-based research and emphasizes sustainably sourced fruits and vegetables, lean proteins, healthy fats, and whole grains.



Partnership for a Healthier America (PHA)

As part of the PHA, Kaiser Permanente has committed providing healthier food options in hospitals and for staff through a series of measures, including menu labeling, offering healthier beverages, adding more fruits and vegetables to menu items, and removal of fryers and deep-fried menu items.



Healthier Hospitals Initiative (HHI)

From 2011, Kaiser Permanente joined leading health care systems to improve the health of communities through environmental sustainability. The initiative aims to provide more sustainable and healthy food by increasing the percentage of healthy beverage and local and/or sustainable food purchases, and reducing the percentage of meat purchased.



On-site Farmers Markets

In May 2003, Preston Maring, MD, founded the first ever hospital-based farmers market at the Kaiser Permanente Oakland Medical Center. The surrounding community embraced the market, and now Kaiser Permanente has more than 50 farmers markets across the country.



Sustainable Food

Sustainable food is locally grown and produced, and is good for both our health and that of the environment. Kaiser Permanente offers sustainable food choices on patient menus at many of its hospitals, currently spending 24 percent of its total food budget on sustainable food, with the goal of reaching 100 percent by 2025.

How to Use This Toolkit

This toolkit is designed to give you the tools and resources you need to successfully implement healthy catering at KP.

- » The first section includes a detailed summary of the Healthy Picks criteria for catered food and beverages.
- » The second section provides you with communications tools, including key messages and talking points, Q&As, videos, and more.
- » The third section includes an implementation tools such as tips on how to order food, a vendor guide for caterers, and other resources.








“Once people get connected to real food, they never change back.”

—ALICE WATERS

KAISER PERMANENTE'S HEALTHY PICKS CRITERIA FOR CATERING

Kaiser Permanente aspires to improve the health of our members, employees, our communities, and the environment. The goal of the healthy catering policy is to ensure that all KP physicians and employees have healthy food options at KP-sponsored meetings, events, and celebrations. Menu items must meet the Healthy Picks criteria, Kaiser Permanente's evidence-based standards for good nutrition, summarized below. Visit kp.org/healthycatering to learn more.





SUMMARY OF HEALTHY PICKS CRITERIA		
TOTAL CALORIES		<ul style="list-style-type: none"> » As a guide, a meal should not exceed 700 calories » Entrees are less than 525 calories* » Side items and snacks are less than 200 calories**
FAT		<ul style="list-style-type: none"> » Healthy fats such as olive oil, canola oil, or other non-hydrogenated fats » No trans fats or deep-fat fried food » Salad dressings must be small portions, 1 ounce or less, made with healthy oils listed above » Must contain less than 10 percent calories from saturated fat
PROTEIN		<ul style="list-style-type: none"> » Plant-based proteins (legumes, beans, or tofu), fish, chicken, or turkey preferred » Lean beef or pork items that contain no more than 15 percent fat » Preferred cooking methods: roasted, baked, broiled, poached, or grilled » Nuts and seeds – plain or with spices (not candy-coated or yogurt-coated) » Restrict processed meats and items containing nitrates/nitrites, such as hot dogs, sausages, and deli meats
CARBOHYDRATES – GRAINS, STARCHES, BREADS AND CEREALS		<ul style="list-style-type: none"> » Must be a carbohydrate in its “whole” form, such as barley, brown rice, buckwheat, bulgur, corn, millet, oatmeal, popcorn, quinoa, and wild rice » Packaged and processed foods such as pasta, breads, baked goods or cereals must be at least 51 percent whole grains or whole grain flours
CARBOHYDRATES – FRUITS AND VEGETABLES		<ul style="list-style-type: none"> » Fruits or vegetables (fresh, frozen, canned, or dried) without added sugar or salt preferred » Canned fruits packed in their own juice, water, or light syrup » Pre-made salads or pre-cut vegetables served with healthy dressings

* Entree definition: a protein with one grain, fruit, or vegetable component.

** Side item definition: one food group component, such as a side salad, vegetable, or single items foods. Includes desserts.



SUMMARY OF HEALTHY PICKS CRITERIA *continued*

<p>DAIRY PRODUCTS</p>		<ul style="list-style-type: none"> » Reduced-fat dairy products such as milk and yogurt » Dishes with cheese must contain less than 10 percent calories from saturated fat OR use low-fat cheese
<p>SUGAR</p>		<ul style="list-style-type: none"> » Food items must contain no more than 15 grams of added sugar, except for breakfast items, which must contain no more than 6 grams of added sugar per serving » Sugar requirements do not apply for fresh produce, dried fruits without added sugar, dairy products without added sugar, and canned fruits in their own juices
<p>SALT/ SODIUM</p>		<ul style="list-style-type: none"> » Entrees may contain no more than 600 mg sodium » Side items and snacks items may contain no more than 200 mg of sodium » OR a meal may contain no more than 800 mg of sodium
<p>BEVERAGES</p>		<ul style="list-style-type: none"> » Water or flavored water, still or sparkling, with no added sweetener or sugar » Unsweetened coffee or tea » Low-fat milk that is not chocolate or flavored milk » 100% fruit or vegetable juices with less than 150 calories and less than 140 mg sodium per serving » Smoothies without added sugar and less than 150 calories per serving
<p>SUSTAINABILITY GUIDELINES</p>		<ul style="list-style-type: none"> » Source sustainable ingredients when feasible to support Kaiser Permanente's 2025 vision of 100% sustainable food. This includes meeting any one of several criteria, including local; organic; non-GMO; fair trade; hormone and antibiotic-free; humanely raised; and more. See the full list of sustainable criteria at kp.org/healthycatering.

Sustainability Guidelines

Locally grown food that is sustainably farmed and produced is good for the environment and for people's health. Purchasing sustainably produced food is one of Kaiser Permanente's five priorities for reducing and eliminating environmental contributors to disease.

Sustainability guidelines for catered food at KP are outlined on the [Healthy Picks website](#). Adhering to these guidelines is strongly encouraged. If a catering company meets the sustainable criteria, it should be noted in their vendor profile and highlighted on their menu.

IMPLEMENTER CHECKLIST



If you are just getting started with healthy catering, here are some helpful tips to follow.

[✓] **Make it a team effort.**

Establish a healthy catering committee that will oversee the implementation of the catered food policy to help streamline the change and ensure that the environmental changes stick. Ideally, this committee should include an executive sponsor, a physician, a registered dietitian, a labor representative, and several administrative assistants or others who are responsible for ordering food.

[✓] **Start where you are.**

Begin by generating a list of existing caterers. Use the [Vendor Inquiry Email Template](#) for your initial communications. Several national and regional chains, including California Pizza Kitchen, Rubio's Mexican Grill, and Subway have created special Healthy Picks catering menus. You can find a variety of menus by region at kp.org/healthycatering.

[✓] **Call in a professional.**

If your caterers do not already have nutrition information for their menus, have a registered dietitian or other nutrition professional work with your selected caterers to create a customized healthy menu. Use the [Catering Vendor Guide](#) to assist caterers with modifying their menus to meet the Healthy Picks criteria.

[✓] **Change it up.**

Our catered food should reflect the diversity of our workforce. Make sure to include a wide variety of catering options so that employees and physicians can choose from a range of menus.

[✓] **Test the waters.**

Once you have chosen a few healthy catering menus, offer tasting events for managers, administrative assistants, and others who are in charge of ordering food to get them excited about the new catering menus. Caterers will often supply a tasting event for free to promote their businesses.

[✓] **Spread the word.**

Use the communications tools in this toolkit to let employees and physicians know about the changes around healthy food for meetings and events.

[✓] **Solicit feedback.**

Follow up with administrative assistants and other staff members to get feedback about the catering changes. In-person focus groups or online surveys are just a few effective techniques for gathering information. Also solicit comments from catering vendors to get their perspective on how the program is affecting their business.

[✓] **Keep it fresh.**

Prevent your menus from going stale. Periodically, refresh your existing menus with additional items. Bring on board new and fresh catering vendors. Need inspiration? Check out some healthy ordering tips with sample catering menus at kp.org/healthycatering.


[✓] **Order from the Healthy Picks Menu**

Whether you are on or off-site, order from the Healthy Picks menu, if available. Marriott International Hotels now offers a Healthy Picks menu for all Kaiser Permanente meetings and events.





Our communications about KP and healthy food serve as recognition of the importance of good food to good health, and the role health care plays to improve quality of life for physicians, employees, and members alike.

ONLINE TOOLS 	
Tactic	Audience
Healthy Eating at KP Video	For general internal employee audience. Motivational video about how KP supports employees in being healthy.
Healthy Catering PowerPoint Presentation	For use at internal employee trainings, events, and meetings. Explains why we are promoting healthy catering and a healthy food environment in the workplace.
Q&As	For general internal employee audience. Provides answers to FAQs.
Talking Points and Key Messages	For managers, communicators, and implementers. Provides key messages and information about healthy eating initiatives at KP.
Customizable Flyer	For implementers and communicators to use to promote the healthy catering initiative.
Healthy Catered Food Email Template	For general internal employee audience. Provides a template that can be sent from managers or other local leaders.





Implementation, oversight, and evaluation of the healthy catered food policy is determined by each region. The following evaluation tips can help ensure that healthy catering is a success.

Track sales.

Work with your finance department to track the number of catering sales from the preferred catering vendors. If you are unable to track sales internally, request sales reports from your preferred vendors.

Recognize success.

Recognize staff who order from the healthy menus with a thank you or a small gift. Ask for a copy of the meeting menu and a photo of the food from the event and share success stories.

Survey employees.

Send employee surveys to evaluate the use of healthy catering. If your wellness department currently conducts annual surveys, add a few questions about catered food to the survey.

BEST PRACTICE IN ACTION



Fontana Medical Center

Fontana and Ontario Medical Centers (SCAL)

In the San Bernadino Service Area of Southern California, healthy catered food is how business is done, thanks to the collaborative efforts of several different departments – Food and Nutrition Services, Healthy Workforce, the medical center’s administration team (MCAT), and Finance. They all worked together to effectively implement the Healthy Catering Policy once it was released in 2014.

Food and Nutrition Services, in partnership with their local Healthy Workforce department, formed a Healthy Catering Task Force, which first reached out to all departments to inquire about their favorite catered food vendors. The group then worked directly

with the preferred vendors, reviewing nutritional information and adjusting catering menus accordingly to meet the Healthy Picks criteria. Food tasting events with the vendors were also held to demonstrate that catered food can be both healthy and delicious.

The policy did not initially apply to the medical group. To help mitigate this, the Task Force worked with their Healthy Workforce physician champion to lobby MCAT so that the catered food policy applied to both the hospital and the medical group. As a result, the local MCAT provide communications and implementation resources to all departments in support of the medical group following the healthy catering guidelines.

The Finance department played a significant role in implementation of the policy by validating invoices paid by KP for business meals from approved caterers only.

HEALTHY CATERING RESOURCES



All of the following resources are also available at kp.org/healthycatering.

ORDERING TOOLS AND TIPS

Catering Menus	A list of national and regional catering menus that meet the Healthy Picks criteria.
Healthy Picks Summary Flyer	A one-page flyer that outlines the Healthy Picks criteria. Great to use to educate and inform employees about Kaiser Permanente's standards for good nutrition.
Healthy Ordering Tips	A simple tip sheet with sample menus that can help make it easy to order healthy food.

CATERING VENDOR RESOURCES

Healthy Catering Vendor Guide	Designed to help assist caterers with the process of becoming a KP Healthy Pick vendor. Please supply this to your catering vendors and ask them to complete the application therein.
Vendor Inquiry Email Template	An email template that can be used to reach out to potential healthy catering vendors.
Healthy Picks Spreadsheet	A spreadsheet to help you and your catering vendors determine which menu items meet the Healthy Picks criteria.
Healthy Catering Table Tents	To be placed by the food tables at meetings and events so attendees will know about the healthy catering initiative and that a healthy meal is being served.
Healthy Dessert Ideas	A list of delicious fruit-forward dessert ideas to provide to your local caterers.

ADDITIONAL HEALTHY EATING TOOLS

Healthy Celebration Ideas	Celebrations are more than cake and ice cream. Get inspiration from this flyer.
Healthy Meetings Pocket Guide	From stretch break ideas to efficient meeting tips, this handy Healthy Meetings Pocket Guide can help your team have healthy, productive, and green meetings.
B.Y.O.S. (Build Your Own Salad) Toolkit	Build Your Own Salad is a simple and fun workplace practice for departments and teams. Participants contribute one salad bar ingredient, then gather together to enjoy a healthy meal with colleagues.
Smoothie Social Event Planner	Easy, fun and refreshing, Smoothie Socials are a healthy way to celebrate your team on a special occasion – or no occasion at all!

For more healthy eating resources, visit the Eat Well section on kp.org/healthyworkforce.