



# Healthy Beverages in Hospitals Campaign

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## Beth Israel Deaconess Medical Center

Beth Israel Deaconess Medical Center's healthy beverage program has used a variety of approaches to encourage healthy choices. In addition to labeling vending options with Red, Yellow and Green labels, the medical center has reduced the number of sugary drinks in fountain service, increased healthy vending options, and has replaced advertising of sugary drinks on coolers with ads for healthy options. Beth Israel Deaconess has worked with the food service company Sodexo to label the retail options with wellness icons, complete nutrition information and Weight Watchers points. They have embraced cutting-edge approaches such as participating in Meatless Mondays and eliminating bottled water from the catering menu in favor of water pitchers.

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## Boston Medical Center

Boston Medical Center began its healthy beverage program in January 2011 by forming a task force to evaluate the culture at BMC and perform a baseline survey of the environment. BMC launched an educational campaign following the survey process and introduced infused water during the weekly farmers market in summer 2011. BMC dietitians have reached out to staff through their partnership with the AFSCME union. The hospital's extensive educational campaign has made use of signage, product placement, facts in the BMC Weekly Huddle, and table tents in the hospital café. In addition, a presentation at nursing grand rounds is scheduled for March 2012.

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## Brigham and Women's Hospital

Brigham and Women's Hospital recently demonstrated its commitment to helping staff and customers make healthy choices by introducing the "Your Health, Your Choice" program in its cafeteria. This program relies on the latest nutrition research to color-code all food and beverages with either a Red, Yellow or Green tag. Brigham and Women's plans to evaluate the impact of the "Your Health, Your Choice" program on its 3,000 daily retail transactions.

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## Carney Hospital

Carney Hospital was the first hospital in Boston to eliminate Red beverages from its facilities, including from standard patient tray service. Since the healthy beverage program was implemented in April 2011, the sale of Yellow and Green beverages has surged, with 7,809 more Yellow beverages and 1,976 more Green beverages sold compared to the previous year. Staff feedback has been largely positive. Several staff members report that they have even championed the cause outside of the workplace by eliminating sugary drinks from their homes.

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## Children's Hospital Boston

Children's Hospital Boston began their healthy beverage initiative by establishing a Healthy Hospital Workgroup and surveying employees about their habits and attitudes towards sugary drinks. After finding support for providing more healthy beverages, the workgroup split beverages into one of three coolers labeled as Red, Yellow or Green based on their nutritional quality. Sales data shows that this has driven down the sale of Red beverages, while increasing healthy beverage sales. The hospital has also stopped offering sugary drinks on patient trays and in the catering service. The Healthy Hospital Workgroup plans

to expand the beverage labeling program to vending machines and will continue to increase access to water throughout the hospital.

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### **Dana Farber Cancer Institute**

Dana Farber Cancer Institute offers heart healthy choices and posts nutritional information to assist customers making healthy choices in its dining pavilion. The Institute will be launching an educational campaign utilizing Red, Yellow and Green beverage labeling, and will review policies and practices to identify additional organization-opportunities to reduce consumption of unhealthy beverages.

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### **Faulkner Hospital**

Faulkner Hospital's broad array of healthy beverage strategies includes offering education to employees, labeling bottled beverages with Red, Yellow and Green dots, rearranging coolers to provide easier access to healthy options, and increasing the price of sugary drinks relative to water. These comprehensive efforts have resulted in a 9% drop in the sale of unhealthy drinks. Faulkner will continue to develop their program by boosting educational efforts, increasing the cost savings of healthy beverages purchases, and promoting infused water at catering events.

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### **Massachusetts General Hospital**

Massachusetts General Hospital's Choose Well, Eat Well Program began in March 2010 by labeling all food and beverages in the hospital cafeteria as Red, Yellow, or Green. The hospital provided nutrition education to cafeteria patrons during the first two weeks, and new signage and pocket-sized pamphlets were made available to explain the nutrition criteria to the 6,000 daily visitors. A second phase of the program rearranged food and beverage choices by placing the Green (healthy) items at eye level and by adding baskets of bottled water throughout the cafeteria. MGH researchers found that Red (unhealthy) beverage sales dropped by 26%, while Green beverage sales grew by 14%. The results of their study were recently published in the *American Journal of Public Health*.

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### **St. Elizabeth's Medical Center**

The healthy beverage program at St. Elizabeth's Medical Center was rolled out in their cafeteria, where 40 varieties of Red beverages have been removed, and more than 40 Yellow and Green beverages have been added. In addition to changing the product mix, St. Elizabeth's has implemented pricing changes, placement strategies, and a color-coded beverage education system in the cafeteria. The results are impressive: Red beverage sales dropped 54%, while Green beverage sales have jumped over 30%. St. Elizabeth's has also installed a free water machine in the main cafeteria to encourage more water consumption and has reduced unhealthy beverage advertising by replacing vending machines with clear glass faces.

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### **Tufts Medical Center**

Tufts Medical Center has prioritized healthy beverage choices by incorporating it into their "Wellness 1, 2, 3" employee wellness program. Tufts has posted consumer education signage about healthy beverage choices and is pricing water lower than sugary drinks in all vending and retail locations. Tufts will soon introduce a traditional cafeteria and reconfigure their eating areas to promote healthy choices. Their "merchology" techniques will allow them to study consumer habits and purchasing patterns and adjust their sales techniques to promote healthier options.

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