



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive

Revision 1

HSE Healthier Vending Policy

Document reference number	Date	Document developed by	HSE National Expert Group on Vending
Revision number	1	Document approved by	HSE National Expert Group on Vending
	November 2013	Document approved by	Health Promotion & Improvement Management Team
	January 2014	Document Signed off by	National Director Health & Wellbeing Division
	February 2014	Approval date	Leadership Team
		Responsibility for implementation	All involved in Vending Process
First Revision date	June 2015	Responsibility for review and audit	HSE National Expert Group on Vending
Next Revision date	June 2017	Responsibility for review and audit	HSE National Expert Group on Vending

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1.0 Policy Statement

The Health and Wellbeing Division was supported in the development of this policy by the HSE National Expert Group on Vending & Calorie Posting who have come together as a multidisciplinary, cross divisional group to deliver this policy; the Health Promotion Unit of the Dept. of Health for ongoing advice and support. The published work undertaken in the USA, Australia, Canada, Wales and New Zealand was utilised in the development of the Policy.

The Health Service Executive (HSE) policy is that all cold soft drinks, confectionery and snack vending machines will carry greater provision of clearly labeled '**Better Choice**' than '**Other Choice**' food and drink products to make the healthy choice the easier choice in all HSE facilities.

2.0 Purpose

The purpose of this policy is to promote healthy vended food and drink options to the public and HSE staff using HSE facilities by:

- a) Providing greater availability of healthy food and beverage options at HSE premises
- b) Ensuring that the organisation reflects best practice in relation to Healthy Eating options
- c) Using Vending as a forum to promote and provide health education

The HSE is committed to maintaining and promoting the good health of the population of Ireland. This policy aims to ensure that this commitment is reflected in the food and drinks vended to patients, staff and visitors in HSE facilities.

3.0 Scope

- * This policy applies to all Vending on HSE premises.
- * Fundraising charity boxes are also covered under this policy

3.1 Caveats

1. The proportion of healthy product (**Better Choice**) Vs the proportion of traditional vended products (**Other Choice**) may be adjusted upwards only in favour of a higher proportion or 100% of healthy (**Better Choice**) products, at the discretion of local management. For example; there could be 100% of healthy (**Better Choice**) product available

through vending machines in paediatric hospitals or paediatric clinics and wards and their associated waiting areas.

2. Following the introduction of this policy and, in conjunction with Procurement, a National Contract for Vending 2015-2020 was awarded. It is envisaged that in high usage areas that locally produced fresh product i.e. fruit, may be used.

4.0 Roles and Responsibilities

4.1 Roles and Responsibility

- It is the responsibility of the General Manager on each site to ensure that those involved in the vending process comply with this Policy through monitoring, audit and review. See Appendix IV Audit of Vending Machines
- It should be recognised that this policy reflects an expected standard in relation to healthy vending but there may be occasions when it is acceptable to deviate from the Policy. A decision to deviate from the policy must be clearly documented and accounted for by the Expert Group.
- The public may request access to policies, procedures, protocols and guidelines (PPPG) and public bodies may be called on to publish such documents under Freedom of Information Act (1997) and appropriate legislation. It will be the responsibility of the Expert Group to ensure that the policy and subsequent revisions are available on the following websites www.hse.ie, HSE intranet, INDI, DOH, Environmental Health, Dental Health and HSE Green Group.

5.0 Procedure

5.1 Plan/setting the agenda

In Ireland, the proportion of adults and children who are not maintaining a healthy body weight is increasing.

Six out of every 10 Irish adults were found to be either overweight (37.5%) or Obese (23.5%) in the National Adult Nutrition Survey (NANS) 2011. Studies reveal that as a population we are becoming obese at an earlier age. Between 1990 and 2007 there has been a 6% increase in overweight

and obesity in 13 – 17 year old Irish boys (IUNA, 2007). Alarminglly 1 in every 4 of 3, 7 and 9 year olds in this country are either overweight or obese (COSI, 2008, 2010). The cost implication of obesity is estimated at 1.13 billion (SafeFood, 2013)

Diet has an important role to play in the prevention of obesity and chronic diseases such as coronary heart disease, diabetes and certain cancers. The Special Action Group on Obesity (2011) has set out priorities to be addressed, including introducing a tax on sugary drinks and improving nutritional labelling. These types of measures have been ranked highly in terms of cost-effectiveness.

The HSE is involved in numerous partnerships, both internally and with external partners plus Government departments, to address the increasing trend towards weight gain in Ireland. However as a major employer and purchaser of food products there is a lot the HSE can do to lead by example. Vending is one such area that allows scope for improvement. Currently the contents of many vending machines in HSE facilities do not provide healthy alternatives to snack products. In general snack products are nutritionally poor, being high in fat, sugar and salt (HFSS). The balance between healthy options and HFSS on offer should be positively weighted so that the healthy choice becomes the easier choice.

Vending machines can provide a source of income for the HSE. This income has the potential to increase through providing more healthy offerings, vending of non food items, better governance and the development of a national contract. A Healthy Vending Policy project is in keeping with the priorities of the Ministerial Special Action Group on Obesity (SAGO).

The introduction of a Healthy Vending Policy provides the opportunity to improve nutrition and promote knowledge of healthy eating across the population that use the services of the HSE. A Healthy Vending Policy also supports the directive from Minister for Health James Reilly, in June 2013 to commence calorie posting in all HSE facilities targeting staff, patients and visitors to help them to make the healthy choice the easier choice.

All future and existing contracts for Vending Services must comply with this policy. A service provider who does not comply with this policy may be removed from contract.

5.2 Review the available evidence/analysis

As part of developing this document the following similar policies and projects were reviewed:

- Healthy Vending Machine Policy.(2006) County of San Diego
- A Better Choice Healthy Food & Drink Supply Strategy for Queensland Health Facilities (2007).
- A Better Choice Tool Kit, Queensland Health.(2008)
- Alabama Healthy Vending Machine Program Project Summary.(2012)
- Framework Policy on Healthy Eating and Active Living. Going the Healthy Route at School. Pamphlet 2 Healthy Vending Machines. Quebec
- Review of the Implementation of Health Promoting Hospital Vending Guidance. NHS Wales
- Healthier Vending in workplaces, both possible and effective. New Zealand 2010

The decision to follow the model from the New Zealand Medical Association integrating the Department of Health 'Healthy Eating Guidelines for Ireland' was deemed to be the most compatible with our needs.

6.0 Policy

The policy comprises six elements:

- 6.1 Food and beverage provision
- 6.2 Communications, Advertising
- 6.3 HACCP compliant
- 6.4 Product Placement
- 6.5 Calorie posting pre-purchase
- 6.6 Vending of non food items

6.1 Food and beverages

There are two levels of classification of products '**Better Choice**' and '**Other Choice**'.

	Better Choice Item	Other Choice Item
Energy	≤150kcal per packet	≤250 kcal per packet
Total Fat	≤20g/ 100g	Not restricted
Saturated Fat	≤5g / 100g	Not restricted
Sugar	≤15g/ 100g	Not restricted
Salt/ sodium	≤1.5g/0.6g /100g	Not restricted

* With regard to vended drinks; all soft drinks, energy drinks, sports drinks and fruit/vegetable drinks with added sugars (or sugar products) can not be included in the 'Better Choice' selection.

Note: As of February 2016 in the interest of dental health; milk and water will be the only drinks that can be included in the "Better Choice" items.

*Packets of unprocessed nuts and dried fruit are exempt from fat and sugar criteria. Items containing nuts and dried fruit as an ingredient must meet fat and sugar criteria.

- Products have to meet one of these classifications to be stocked in vending machines, and it was agreed that the ratio of '**Better Choice**' to '**Other Choice**' would be 60:40.
- This ratio of 60:40 mix of '**Better Choice**' and '**Other Choice**' choice products is the minimum requirements for vending and may be revised upwards e.g.80:20 if desired by a particular organisation. See 3.1 Caveats for examples

Example of '**Better Choice**' Items:

Hayes Farms Strawberry Low Fat Yogurt	Per 100g	Per 125g pot
Energy	57.4 kcals	71.75 kcals
Fat	1.5g	4.3
Saturated Fat	0.91g	1.14
Sugar	6.9	8.63
Sodium	0.061g	0.2

All figures circled above meet the criteria for '**Better Choice**'

Example of 'Other Choice' Items:

Coca Cola	Per 100ml	Per 330ml can
Energy	42 kcals	138.6 kcals
Fat	0	0
Saturated Fat	0	0
Sugar	10.6g	35g
Sodium	n/a	n/a

Soft drinks cannot be labelled as a '**Better Choice**' items but this item meets the calorie criteria for '**Other Choice**'.

Tayto Salt & Vinegar	Per 100g	Per 30g packet
Energy	540 kcals	200 kcals
Fat	34.5	10.35
Saturated Fat	3.5	1.05
Sugar	2.1	0.63
Sodium	0.9g	0.27

The product above meets the calorie criteria for '**Other Choice**' items.

Example of an Item that **does not** meet either criterion:

Rumblers Oat Clusters & Natural Low Fat Yogurt – Scrummy Strawberries	Per 100g	Per 170g pot
Energy	163 kcals	275 kcals
Fat	5.4 g	9.2 g
Saturated fat	1.2 g	2.1 g
Sugar	11.2 g	18.9 g
Sodium	Trace	0.1 g

The calories per serving of this product would eliminate it from both criteria and therefore it is not a suitable option to stock in a vending machine.

6.2 Communication and advertising

- The HSE should have first priority in communicating their health messages via advertising on the side panels of vending machines in HSE facilities.
- Advertising of "**Other Choice**" products or products that do not qualify under either the "**Better Choice** **OR**

“Other Choice” categories are not permitted on the vending machine.

- The vending machine should not be encased in colours that utilise subliminal advertising to promote a product or brand
- Advertising of healthier **“Better Choice”** products is permitted and may produce extra revenue for the HSE.
- Explanation of **‘Better Choice’** and **‘Other Choice’** categories should be displayed on each machine.

6.3 Branding of Vending Machines and use of Key Health Messages

- In line with the HSE National Contract for Vending 2015 – 2020 contracted companies and any other companies with pre-existing contracts still in place must comply with the branding specifications for vending machines as in Appendix VIII.
- The newly designed vending machines will carry the following caption **“It’s all about choice ... make yours a healthy one”**. This will draw the customer’s attention to the presence of “Better Choice”/healthier options, identified by a lime green sticker/ring collar, and the calorie posting of all products in the machine to assist them to make a more informed product choice.
- To encourage the purchase of healthier options all machines must also display the following promotion information key messages in lime green info bubbles:
 1. Want a healthy snack? Choose the green option
 2. Save your smile, drink water
 3. Keep your snack to 150 calories

6.4 Food Safety

- All vending food and beverages must comply with relevant food safety legislation.

6.5 Product Placement

- Healthier **“Better Choice”** products should be placed in prime slots and at eye level to prompt their choice over **“Other Choice”** less healthy offerings.
- “Other” products may be positioned and/or priced to incentivise the choice of “Better” products.

6.6 Calorie posting pre-purchase

- All vended products should clearly display the amount of calories they contain alongside their price so that

purchasers can use this information to help them make an informed product choice.

6.7 Vending of non food items

- Vending is a source of income for the HSE and as such should maximise the potential from all vended products including the introduction of non food items.
- During the initial phase of the introduction of healthy vending a drop in sales is anticipated as has been experienced in other countries. The potential to regain sales revenue may occur through acquiring new customers interested in healthier options. The introduction of the vending of non food items would help to offset this initial projected fall in revenue.
- When contracts are being put in place the price of product must be agreed between the supplier, budget holder and Procurement (where applicable). Incentivising "Better Choice" products should be considered when setting pricing.

6.8 Charity boxes

On HSE premises charity boxes should not contain sweets/confectionary/fizzy drinks. Instead only non-food/drink items will be permitted for fundraising purposes.

7.0 Peer Review and key stakeholder review sign-off

- Representatives from the following internal HSE disciplines and groups will carry out a peer review in 2014:-
 - Dental Health
 - Environmental Health
 - Green Hospitals Group
 - Dietetic Managers Group
 - Health Promotion Managers
- Health Promotion & Improvement Management Team
- National Director Health & Wellbeing and SMT
- The Chair of the Expert Group on vending along with a member of Procurement presented the draft policy to the Senior Management Team for sign off in February 2014

8.0 Final Approval

- The Healthy Vending Policy was submitted to the Leadership team in February 2014 for final approval.

9.0 Implementation

When the policy was approved by the Leadership team:

- A communication broadcast was issued to all HSE email users informing them of the new policy.
- An article promoting the new policy was put up on the HSE intranet site and the HSE internet site.
- An article promoting the policy appeared in the spring 2015 issue of Health Matters.
- Procurement with the assistance of members of the Expert Group put a HSE National Contract for Vending 2015 – 2020 in place. Following awarding of the dual national contract no budget holder should enter into any contractual arrangements for Vending Services with any others outside the dual contract holders. Pre-existing contracts should be honoured and notified to HSE-Procurement.

10.0 Monitoring

- Implementation and monitoring to be devised at a local level. Minimum of annual audit required. See audit template in Appendix VI
- An annual feedback report is required by Procurement to feedback to the Expert Group.
- Income returned/commission to be used to cover the cost of implementation and monitoring at local level
- Ongoing monitoring will be built into the terms of the contract.
- The contracted company / companies to supply a quarterly report to Procurement on sales revenue and trends for analysis by the Expert Group.

11.0 Revision and Audit

- This is the initial review – Revision 1 HSE Healthier Vending Policy June 2015. This will be reviewed thereafter every 2 years or as warranted by the Expert Group. As vending historically has been arranged on an ad hoc basis with operation and terms differing across

regions and between facilities; the well documented current sales levels and product trend reports available from Cork University Hospital will serve as a baseline to track the initial effects of implementation of the policy.

References

- NHS Wales 'Review of the Implementation of Health Promoting Hospital Vending Guidance'
<http://www.wales.nhs.uk/sites3/Documents/740/Health%20Promoting%20Hospital%20Vending%20Guidance%20Report.pdf>
(Accessed 27/06/13)
- Gorton D et al (2010) Healthier Vending in workplaces, both possible and effective. Journal of the New Zealand Medical Association NZMJ 19 March 2010, Vol 123 No 1311; ISSN 1175 8716. URL: <http://www.nzma.org.nz/journal/123-1311/4029/>
- California Centre for Public Health Advocacy. May 2006. Healthy Vending Machine Policy. County of San Diego Department of Parks and Recreation.
http://www.publichealthadvocacy.org/PDFs/01_San%20Diego%20Parks%20and%20Rec%20Vending%20Fact%20Sheet_FINAL.pdf (Accessed 28/06/13)
- Queensland Health. 2007. A Better Choice Healthy Food & Drink Supply Strategy for Queensland Health Facilities.
<http://www.health.qld.gov.au/ph/Documents/abetterchoice/32511.pdf> (Accessed 28/06/13)
- Queensland Health. 2008. A Better Choice Tool Kit
<http://www.health.qld.gov.au/ph/documents/abetterchoice/toolkit.pdf> (Accessed 28/06/13)
- Alabama Department of Public Health Nutrition and Physical Activity Division. August 2012. Alabama Healthy Vending Machine Program Project Summary.
http://www.adph.org/NUTRITION/assets/AHVMP_ProjectSummary.pdf (Accessed 28/06/13)
- Quebec Framework Policy on Healthy Eating and Active Living. Going the Healthy Route at School. Pamphlet 2 Healthy Vending Machines
http://www.mels.gouv.qc.ca/sections/viragesante/pdf/fiche2_en.pdf (Accessed 28/06/13)

10.0 Appendices

Appendix I	Members of the National Expert Group on Vending
Appendix II	List of useful links and resources
Appendix III	HSE Healthy Vending Policy – Audit of Vending Machines
Appendix IV	Peer Review of Policy
Appendix V	Key stakeholders review of policy
Appendix VI	Signature sheet
Appendix VII	Revision history sheet
Appendix VIII	Branding Specification for Vending Machines

Appendix I Members of the National Expert Group on Vending and Calorie Posting

Dr. Nazih Eldin, HSE Lead on Obesity (Chairperson) prior to secondment to DOH Aug. 2014 replaced by:

Ms. Adrienne Lynam, HSE National Project Manager-Obesity (Chairperson), Health Promotion & Improvement

Ms. Rosemary Bracken, Catering Manager, Cherry Orchard Hospital

Mr. Sean Bresnan, Assistant National Director Commercial & Support Services, Sir Patrick Duns Hospital

Mr. Peter Byrne, Facilities Manager, Letterkenny General Hospital

Ms. Fiona Cuddy, Dietitian, Portiuncula Hospital

Ms. Christine Gurnett, Senior Community Dietitian, Limerick, Health Promotion and Improvement

Mr. Michael McCarthy (Retired), Catering Manager, Cork University Hospital replaced by:

Ms. Annette Collins, Catering Manager, Cork University Hospital

Mr. Robert Notley, National Procurement Category Specialist

Ms. Gwen Rice, Senior Community Dietitian, Cavan-Monaghan, Primary Care

Ms. Margaret O Neill, National Dietetic Advisor (joined March 2015), Health & Wellbeing

Ms. Laura Molloy, National Co-ordinator Health Promoting Health Service, Health Promotion & Improvement

Ms. AnnMarie Crosse, HSE Eco Health and Sustainability Officer, Health Promotion & Improvement

Dr. Marie Tuohy, Assistant National Oral Lead/Child Health, Primary Care

Ms. Fidelma Browne, HSE National Communications

Appendix II List of useful links and resources

- DOH-HSE Your Guide to Healthy Eating Using the Food Pyramid (2012)
http://www.dohc.ie/publications/yourguide_foodpyramid.html
- FSAI, DOH, HSE, Safefood Healthy Eating and Active Living for Adults, Teenagers and Children over 5 years – A Food Guide for Health Professionals and Catering Services
http://www.dohc.ie/publications/yourguide_foodpyramid.html
- A2 Adult Food Pyramid Poster www.healthpromotion.ie
Order code: HPM00829
- A2 Children’s Food Pyramid Poster
www.healthpromotion.ie Order code: HPM00827
- IPH Proposed Sugar Sweetened Drinks Tax: Health Impact Assessment (HIA) 2013
http://www.dohc.ie/publications/Health_Impact_Assessment_PSSDT.html

Appendix III Key Stakeholders* Review of Policy

Reviewer: The purpose of this statement is to ensure that a Policy, Procedure, Protocol or Guideline (PPPG) proposed for implementation in the HSE is circulated to Managers of Employees who have a stake in the PPPG, in advance of approval of the PPPG. You are asked to sign this form to confirm to the committee developing this Policy that you have seen and agree to the following Policy:

Title of Policy

I acknowledge the following:

- I have been provided with a copy of the Policy, described above.
- I have read the Policy document.
- I agree with the Policy and recommend its approval by the committee developing the Policy

<i>Name</i>	<i>Signature</i>	<i>Date</i>
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* This refers to the HSE and agencies/budget holders – whoever receives revenue from vending machines.

Please return this completed form to:

Ms. Adrienne Lynam,
Chairperson,
HSE National Expert Group on Vending & Calorie Posting,
Health Promotion & Improvement,
C/O Primary Care Dept.,
Merlin Park Hospital,
Galway.

Appendix IV

HSE Healthy Vending Policy – Audit of Vending Machines

Date: _____

Day (circle): Monday Tuesday Wednesday Thursday Friday

Time: _____ am/pm

HSE Premises: _____

Number of machines at Premises: _____

(Complete 1 from for **each** vending machine at Premises)

Auditor: _____ (Signature)

Contact Details:

Return to: _____

Contact Details:

Received on: _____

Initials: _____

Audit Sheet

1. **Location of Vending Machine** e.g. adult/paediatric outpatient department, A&E, reception

2. **Access to machine:**

Employees Employees and Public

3. **Type of machine:**

Snacks only Drinks only Snacks and drinks Non-Food Items

4. **'Better Choice' Items & 'Other choice' items individually identified:**

Yes No

5. **'Better Choice' Items placed at eye-level:**

Yes No

6. **Any items placed in a 'Better Choice' slots that should not be there:**

Yes No

If yes please

name: _____

7. **Information on display explaining 'Better Choice' & 'Other Choice'?**

Yes No

8. **Total slots in machine** _____

9. **No. of empty slots in machine** _____

10. No. of empty 'Better Choice' slots in machine _____

11. No of filled 'Better Choice' slots in machine _____

12. No. of filled 'Better Choice' Slots (q. 11) ÷ Total Slots (q. 8) x 100 =

_____ %

(Standard is 60% or greater)

13. Describe any advertising on the machine. List if the ad is for specific product:

14. Advertised product available in machine:

Yes No

15. All perishable items in machine appear fresh:

Yes No N/A

16. Other Comments:

Appendix V Peer Review of Policy

Reviewer: The purpose of this statement is to ensure that the Policy proposed for implementation in the HSE is circulated to a peer reviewer (internal or external), in advance of approval of the Policy. You are asked to sign this form to confirm to the committee developing this Policy that you have reviewed and agreed the content and recommend the approval of the following Policy:

Title of Policy,

I acknowledge the following:

- I have been provided with a copy of the Policy described above.
- I have read the Policy document.
- I agree with the Policy and recommend its approval by the committee developing the Policy.

Name

Signature

Date

Please return this completed form to:

Ms. Adrienne Lynam,
Chairperson,
HSE National Expert Group on Vending & Calorie Posting,
Health Promotion & Improvement,
C/O Primary Care Dept.,
Merlin Park Hospital,
Galway.

Appendix VI Signature Sheet:

I have read, understand and agree to adhere to the attached Policy:

Print Name	Signature	Area of Work	Date

Appendix VII Revision History Sheet:

Document Control No. - Revision No. 1 June 2015	
Section	Changes Made
Title page	Changed to Revision 1 HSE Healthier Vending Policy
3.0 Scope	Included charity boxes under the policy
4.1 Roles and Responsibilities	The General Manager in each site is named as the person responsible to ensure compliance with the policy through monitoring, audit and review.
5.1 Plan/setting the agenda	The last paragraph now refers to all future and <u>existing</u> contracts.
6.1 Food and beverages	1. The intention to have milk and water as the only drinks allowable in the "Better Choice" items has been noted. To allow a transition period this will not come into effect until February 2016, 12 months after the awarding of the National Contract for Vending. 2. The example of Robinsons Fruit Shoot as an example of a "Better Choice" item has been removed.
6.3 Added	Branding of Vending Machines and use of Key Health Messages
6.8 Added	Allowable items in charity boxes to comply with the policy
11.0 Revision and Audit	Change in review times to revision 1 (this revision) June 2015 and thereafter every 2 years.
Appendix VIII Added	Branding Specification for Vending Machines

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Appendix VIII Branding Specification for Vending Machines (as per HSE National Contract for Vending 2015-2020)

PROVISION OF VENDING SERVICES (Supply, Installation, Operation and Management of Vending Machines/Products, as per HSE Healthy Vending Policy)

Appendix 1

Branding Specification for Vending Machines

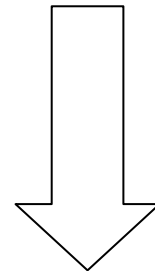
- Vending machines must be white in colour with a small HSE logo and Healthy Ireland (hi) logo at the bottom of the front and side panels.
- “Better Choice” products must be identified by lime green containers, collars etc.
- All products must have calories posted.

Main Caption: It’s all about choice... make yours a healthy one

3 Key messages in lime green bubbles:

1. Want a healthier snack? Choose the green options
2. Save your smile, drink water
3. Keep your snack to 150 calories

See next page for photos



40 Healthy Choice

