

# HEALTHY VENDING

## WHY HEALTHY VENDING MATTERS

### People Want Healthier Food and Beverage Options



Healthy eating habits are increasing among U.S. consumers with **60%** wanting more healthy snack options.<sup>1</sup>



**64%** of American adults say that healthfulness has an impact on what food and beverages they purchase.<sup>2</sup>

Sources: 1: Mintel. "Snacking Nation: 94% of Americans Snack Daily". Mintel 2015. Access at <http://www.mintel.com/press-centre/food-and-drink/a-snacking-nation-94-of-americans-snack-daily>. 2: International Food Information Council Foundation. Food Decisions 2016: Food and Health Survey. IFIC: Washington, D.C., 2016. Accessed at [http://www.foodinsight.org/sites/default/files/2016-Food-and-Health-Survey-Report\\_%20FINAL\\_0.pdf](http://www.foodinsight.org/sites/default/files/2016-Food-and-Health-Survey-Report_%20FINAL_0.pdf)

### Healthier Options in Vending Machines Means Healthier Food Choices



**LIBRARY**



**PARKS & RECREATION**

Increasing healthy options in public places makes it easy to eat nutritious food at work and on-the-go for residents, visitors, and municipal staff.



**SENIOR CENTER**



**COMMUNITY CENTER**

### Adopting a Healthy Vending Policy or Practice

**STEP 1**



#### IDENTIFY WHERE

Start small by providing healthy options in vending machines at one municipal site or take a broader approach and provide healthy vending in all municipal buildings.

**STEP 2**



#### DEFINE HEALTHY FOODS

Policies and practices should include nutrition standards set by a leading national health organization.

**STEP 3**



#### MONITOR PROGRESS

Model policies and practices are available. The experiences of other municipalities that have worked with vendors to implement healthy vending policies and practices can also provide guidance.

#### HEALTHY SNACKS SELL!

"Many vendors have found that revenue is unaffected by implementing healthy vending; and some vendors have experienced an increase in sales when they increased healthier options."<sup>3</sup>



3: Financial Implications of Healthy Vending. Center for Science in the Public Interest. Accessed at: [www.cspinet.org/sites/default/files/attachment/Financial%20Implications%20of%20Healthy%20Vending.pdf](http://www.cspinet.org/sites/default/files/attachment/Financial%20Implications%20of%20Healthy%20Vending.pdf)

#### Municipalities Offering Healthy Vending

##### Arlington County, VA

Arlington County's Healthy Vending Initiative provides healthy snacks and beverages at over 110 County sites including community centers, parks, libraries, employee workplaces and schools to improve access to healthier food options for all ages. The County's policy adopts nutritional standards requiring drinks with less sugar and snacks with less sodium and fat and more whole grains.

##### Gaithersburg, MD

The City of Gaithersburg removed unhealthy snack items and provides healthier, nutrient-rich food options in all their City vending machines. Nutritional information is available near the vending machines to educate parents and encourage purchase of healthier food items.



The HEAL Cities and Towns Campaign provides free technical assistance to local government leaders to help them create healthy, prosperous communities by adopting policies and practices that improve their communities' physical activity and food environments. HEAL is a project of the Institute for Public Health Innovation, in partnership with the Maryland and Virginia Municipal Leagues, funded by Kaiser Permanente, founding partner. For more information, visit the HEAL website at [www.healcitiesmidatlantic.org](http://www.healcitiesmidatlantic.org) and contact HEAL staff at 202-747-3455 or [jgroenfeldt@institutephi.org](mailto:jgroenfeldt@institutephi.org).



For more information, visit [www.heart.org/greaterwashington](http://www.heart.org/greaterwashington).

For guidelines on healthy vending, visit [www.heart.org/foodwhereur](http://www.heart.org/foodwhereur).