

Healthy Pantry Initiative (HPI) Presentation:

National Nutrition Guidelines for Your Pantry



FOOD BANK
OF NORTHERN NEVADA

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AMERICA

Healthy Pantry Initiative (HPI) Presentation:

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Healthy Pantry Initiative (HPI) Training

Learning Objectives

- Become an expert on Nudges
- Utilize Nudge Interventions
- Gain a comprehensive understanding of SWAP
- Understand the connection between HER and SWAP
- WHY do we want to implement SWAP and Nudges?
- Expectations and requirements as an HPI partner

Nudge: Making the Healthy Choice the Easy Choice

- Implement proven grocery store marketing strategies
- Utilize nudge interventions

Video: Nutrition and Health Strategies
“Nudges”/Feeding America

Nudge Interventions

- Make items seem abundant
- Suggest an amount to take
- Place items in easy to see and reach places
- Create attractive displays
- Display product in multiple locations
- Pair items to suggest meal options
- Use signage and displays for relevant recipes and information
- *Items to Nudge are green and yellow foods within SWAP rankings*



HCC Silver Stage Food Pantry

SWAP™ Supporting Wellness At Pantries



GREEN

Choose often;
low in saturated fat,
sodium and added sugars;
supports health

.....

YELLOW

Choose sometimes;
medium levels of saturated
fat, sodium or added sugars;
can contribute to good health

.....

RED

Choose rarely;
high levels of saturated fat,
sodium or added sugars;
think of as treats;
limited health benefits

- Nutritional ranking system
- Designed to help promote healthy food choices
- Ranks foods based on 3 categories: saturated fat, sodium, added sugar
- Nutrients in these categories are linked to chronic diseases
- Utilizes easy to recognize stoplight system to illustrate nutritional rankings

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.....

RED

Choose rarely;
high levels of saturated fat,
sodium or added sugars;
think of as treats;
limited health benefits

Food that is Green

- All fresh fruits and vegetables
- Whole eggs
- Whole grain bread, pasta, tortillas
- Brown rice
- Skim, 1% and 2% milk
- Plain water, coffee, tea

SWAP™ Supporting Wellness At Pantries



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Choose often;
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YELLOW

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RED

Choose rarely;
high levels of saturated fat,
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Food that is Yellow

- 100% fruit juice
- Regular “white” bread, pasta, tortillas
- White rice
- Whole milk
- Most peanut butter
- Plain dried fruit such as raisins

SWAP™ Supporting Wellness At Pantries



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Choose often;
low in saturated fat,
sodium and added sugars;
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.....

YELLOW

Choose sometimes;
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.....

RED

Choose rarely;
high levels of saturated fat,
sodium or added sugars;
think of as treats;
limited health benefits

Food that is Red

- Desserts such as ice cream, cookies, cake
- Candy
- Most processed / packaged snacks
- Regular soda and juice drinks

SWAP™ Supporting Wellness At Pantries



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Food that is NOT ranked with SWAP

- Condiments like salad dressings and sauces
- Cooking Staples such as flour, sugar, oil, spices
- Baby food
- Nutrient supplements such as Ensure or protein powders

	Choose Often			Choose Sometimes			Choose Rarely		
Food Category	Saturated Fat	Sodium	Added Sugars*	Saturated Fat	Sodium	Added Sugars*	Saturated Fat	Sodium	Added Sugars*
Fruits and Vegetables	≤2g	≤230mg	0g (≤12g for Total Sugars)	100% juice and plain dried fruit are yellow.			≥2.5g	≥480mg	≥12g (≥24g for Total Sugars)
				≥2.5g	231-479mg	1-11g (13-23g for Total Sugars)			
Grains	First ingredient must be whole grain AND meet following thresholds:			≥2.5g	231-479mg	7-11g	≥2.5g	≥480mg	≥12g
	≤2g	≤230mg	≤6g						
Protein	≤2g	≤230mg	≤6g	2.5-4.5g	231-479mg	7-11g	≥5g	≥480mg	≥12g
Dairy	≤3g	≤230mg	0g (≤12g for Total Sugars)	3.5-6g	231-479mg	1-11g (13-23g for Total Sugars)	≥6.5g	≥480mg	≥12g (≥24g for Total Sugars)
Non-Dairy Alternatives	≤2g	≤230mg	≤6g	≥2.5g	231-479mg	7-11g	≥2.5g	≥480mg	≥12g
Beverages	0g	0mg	0g	0g	1-140mg	1-11g	≥1g	≥141mg	≥12g
Mixed Dishes	≤3g	≤480mg	≤6g	3.5-6g	481-599mg	7-11g	≥6.5g	≥600mg	≥12g
Processed and Packaged Snacks	None			If a grain is the first ingredient, it must be a whole grain AND meet following thresholds:			≥2.5g	≥141mg	≥7g
				0-2g	0-140mg	0-6g			
Desserts	None			None			All desserts are red		
Condiments and Cooking Staples	Unranked. Examples include salad dressing, sauces (except tomato sauce), jelly, syrup, oils, flour, sugars.								
Misc. Products	Unranked. Examples include baby food, nutritional supplements, protein powders.								

Nutrition Rankings in Agency Express

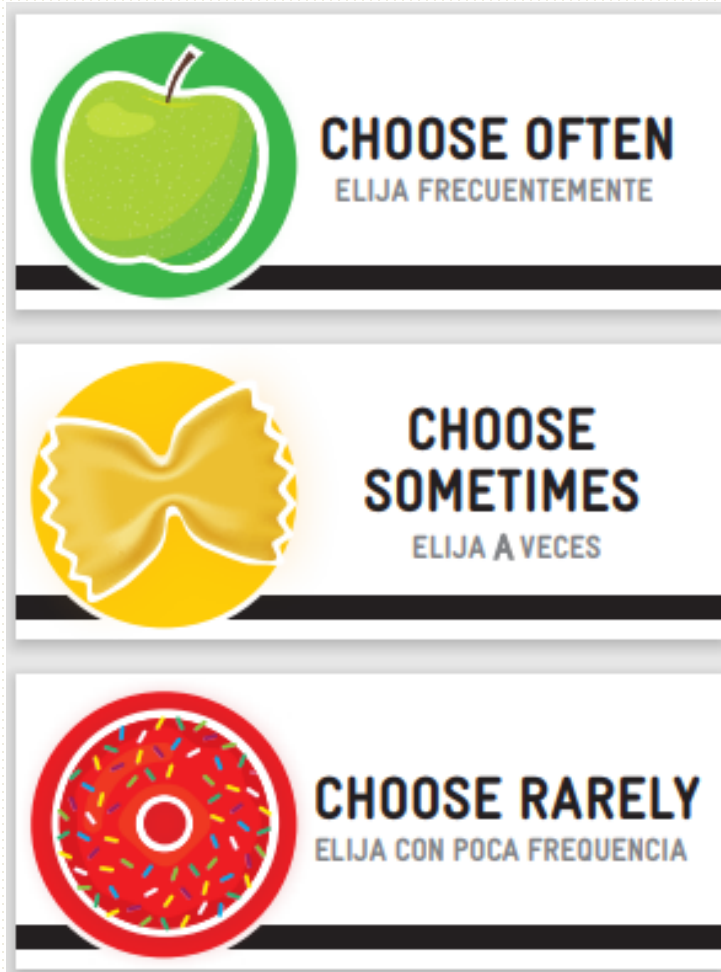
Tip: Please Add to Cart requested items before leaving page

1 2

Order Qty	Available Qty.	Item No.	Description	UOM	Unit Price	VAP Fee	Pack Size	Feature Type	Gross Weight	Favorite
<input type="text"/>	0	10577	Donated Bev Gatorade Assorted Flavors LIMIT 4	CASE	0.00	0.00	24/12oz		21	<input type="checkbox"/>
<input type="text"/>	0	19049	Donated FFF Frozen Black Bean LIMIT 4	CASE	0.00	0.00	12/16 oz.		12	<input type="checkbox"/>
<input type="text"/>	255	16259	Donated FFF Green Beans LIMIT 4	CASE	0.00	0.00	24/14.5 oz cans	Green	25	<input type="checkbox"/>
<input type="text"/>	85	18387	Donated FFF Jam LIMIT 4	CASE	0.00	0.00	12/18 oz.	Yellow	14	<input type="checkbox"/>
<input type="text"/>	120	18412	Donated FFF Lentils Food For Families	CASE	0.00	0.00	12/16 oz.		12	<input type="checkbox"/>
<input type="text"/>	231	16290	Donated FFF Pasta Sauce (G) LIMIT 4	CASE	0.00	0.00	12/24 oz	Yellow	18	<input type="checkbox"/>
<input type="text"/>	255	16255	Donated FFF Pears in Juice Food For Families	CASE	0.00	0.00	24/15 oz cans		25	<input type="checkbox"/>
<input type="text"/>	255	17281	Donated FFF Potato LIMIT 4	CASE	0.00	0.00	24/15 oz.	Yellow	23	<input type="checkbox"/>
<input type="text"/>	280	17417	Donated FFF Ravioli LIMIT 4	CASE	0.00	0.00	24/15oz	Red	26	<input type="checkbox"/>
<input type="text"/>	224	17550	Donated FFF Tuna LIMIT 4	CASE	0.00	0.00	48/5 oz.	Yellow	19	<input type="checkbox"/>
<input type="text"/>	0	19167	Donated Popcorn LIMIT 4	CASE	0.00	0.00	6/24/2.03 oz		19	<input type="checkbox"/>
<input type="text"/>	127	13822	Purchase Applesauce Unsweetened 24/15 oz cans	CASE	19.75	0.00	24/15 oz. cans	Green	24	<input type="checkbox"/>
<input type="text"/>	256	11173	Purchase Black Beans NSA 12/15 oz.	CASE	8.52	0.00	12/15 oz.	Green	14	<input type="checkbox"/>
<input type="text"/>	8	15659	Purchase CORN (NO SALT ADDED)	CASE	19.95	0.00	24/15.25		23	<input type="checkbox"/>
<input type="text"/>	15	18925	Purchase Carrots Diced NSA 24/15 oz.	CASE	12.95	0.00	24/15 oz.	Green	15	<input type="checkbox"/>
<input type="text"/>	0	12593	Purchase EGGS (NV PARTNERS ONLY) 15/1 DOZEN	CASE	42.60	0.00	15 dz case	Green	22	<input type="checkbox"/>
<input type="text"/>	28	15319	Purchase Eggs (CA PARTNERS ONLY) 15 Cartons (1 Dozen Each) Per Cas	CASE	41.63	0.00	15 dz case	Green	22	<input type="checkbox"/>

SWAP Shelf Tags

Use to display the nutrition ranking next to the food for clear information



HER and SWAP Work Together:



Why use SWAP and Nudges?

- Neighbors *want* healthier options.

According to a study conducted by Campbell and colleagues (2011), **98%** of neighbors said having nutritious foods was either **important** or **very important**. The most preferred foods were meat/poultry/fish, vegetables and fruits. Candy was the least preferred item.

- Neighbors *choose* healthier options with SWAP materials visible.

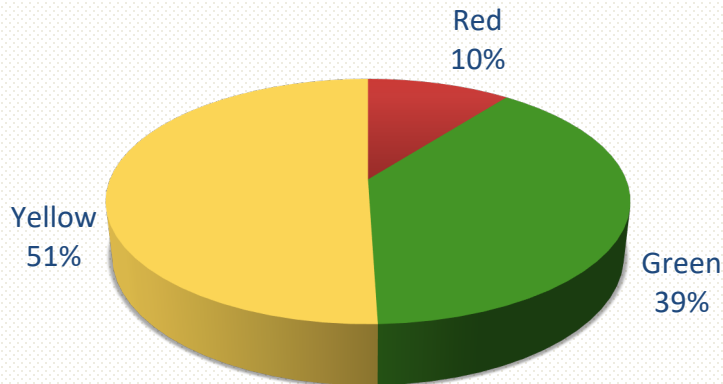
McKee and colleagues (2021) assessed client selections in a pantry that had implemented SWAP and found that while pantry inventory did not change, neighbor's choices did. Neighbors chose “**green**” foods **11% more** and chose “**red**” foods **7% less**.

Why use SWAP and Nudges?

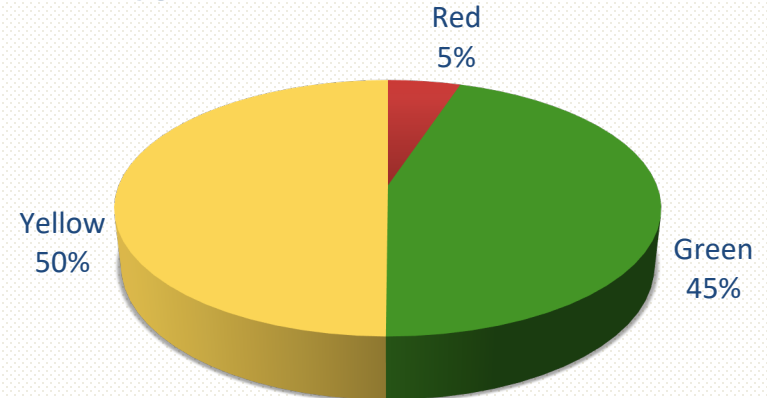
- **Pantry staff choose healthier options with visible SWAP rankings.**

A study done by Martin and colleagues (2020) of 25 pantries showed that a visible, nutrition rank (“green”, “yellow”, “red”) influenced the choices of the pantry staff, they ordered **6% more green foods, and 5.4% less red foods**. The study was conducted for 15 months before and 14 months after the nutrition information was visible.

Before



After



Why use SWAP and Nudges?

- **Nudge interventions are effective.**

In one Feeding America study, nudge interventions increased the likelihood an individual took at least one healthy item by **46%**.

A research study conducted by Cornell University and Feeding America revealed the **average number** of healthy items taken by neighbors **increased** with the use of nudge interventions.

This same study showed that **nudge interventions work by removing subtle environmental and behavioral barriers** that may hinder neighbors from making healthier choices. By removing these barriers, **the healthy choice became the easy choice.**

Requirements and expectations as an HPI partner:

- Provide neighbors with a client choice style pantry
- Cooperate with the Nutrition Coordinator in scheduling an assessment visit to your pantry every year
- Comply with FBNN's nutrition education protocols, procedures and materials (SWAP and Nudges)
- Keep up with communications, we are here to support you

In Summary

- Promote a client choice style of pantry
- Use Nudges (making the healthy choice the easy choice)
- Use Nudge Interventions (marketing strategies to promote healthy items)
- HER (Healthy Eating Research) for food banks, the guidelines
- SWAP (Supporting Wellness at Pantries) for pantries, the implementation of the guidelines
- Consider highlighting nutrition and health in your pantry, for your community

Questions?

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