Healthy Pantry Initiative (HPI) Presentation:

National Nutrition Guidelines for Your Pantry
Healthy Pantry Initiative (HPI) Presentation:

Presented By:

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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
SWAP™ Supporting Wellness At Pantries

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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
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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

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Healthy Food. Every Person. Every Day.
SWAP™
Supporting Wellness At Pantries

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**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
### Food Bank of Northern Nevada

**Healthy Food. Every Person. Every Day.**

#### Table

<table>
<thead>
<tr>
<th>Food Category</th>
<th>Choose Often</th>
<th>Choose Sometimes</th>
<th>Choose Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Saturated Fat</td>
<td>Sodium</td>
<td>Added Sugars*</td>
</tr>
<tr>
<td>Fruits and Vegetables</td>
<td>≤2g</td>
<td>≤230mg</td>
<td>0g</td>
</tr>
<tr>
<td></td>
<td>≤2g</td>
<td>≤230mg</td>
<td>≤6g</td>
</tr>
<tr>
<td>Grains</td>
<td>≤2g</td>
<td>≤230mg</td>
<td>≤6g</td>
</tr>
<tr>
<td>Protein</td>
<td>≤2g</td>
<td>≤230mg</td>
<td>≤6g</td>
</tr>
<tr>
<td>Dairy</td>
<td>≤3g</td>
<td>≤230mg</td>
<td>0g</td>
</tr>
<tr>
<td>Non-Dairy Alternatives</td>
<td>≤2g</td>
<td>≤230mg</td>
<td>≤6g</td>
</tr>
<tr>
<td>Beverages</td>
<td>0g</td>
<td>0mg</td>
<td>0g</td>
</tr>
<tr>
<td>Mixed Dishes</td>
<td>≤3g</td>
<td>≤480mg</td>
<td>≤6g</td>
</tr>
<tr>
<td>Processed and Packaged Snacks</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Desserts</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

**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.
<table>
<thead>
<tr>
<th>Order Qty</th>
<th>Item No.</th>
<th>Description</th>
<th>UOM</th>
<th>Unit Price</th>
<th>VAP Fee</th>
<th>Pack Size</th>
<th>Feature Type</th>
<th>Gross Weight</th>
<th>Favorite</th>
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<tbody>
<tr>
<td>0</td>
<td>10577</td>
<td>Donated Bev Gatorade Assorted Flavors LIMIT 4</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>24/12oz</td>
<td></td>
<td>21</td>
<td></td>
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<tr>
<td>0</td>
<td>19049</td>
<td>Donated FFF Frozen Black Bean LIMIT 4</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>12/16 oz</td>
<td></td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>255</td>
<td>16259</td>
<td>Donated FFF Green Beans LIMIT 4</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>24/14 oz cans</td>
<td>Green</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>85</td>
<td>18387</td>
<td>Donated FFF Jam LIMIT 4</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>12/18 oz</td>
<td>Yellow</td>
<td>14</td>
<td></td>
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<tr>
<td>120</td>
<td>18412</td>
<td>Donated FFF Lentils Food For Families</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>12/16 oz</td>
<td></td>
<td>12</td>
<td></td>
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<td>231</td>
<td>16290</td>
<td>Donated FFF Pasta Sauce (C) LIMIT 4</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>12/24 oz</td>
<td>Yellow</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>255</td>
<td>16255</td>
<td>Donated FFF Pears in Juice Food For Families</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>24/15 oz cans</td>
<td>Yellow</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>255</td>
<td>17281</td>
<td>Donated FFF Potato LIMIT 4</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>24/15 oz</td>
<td>Yellow</td>
<td>23</td>
<td></td>
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<tr>
<td>280</td>
<td>17417</td>
<td>Donated FFF Ravioli LIMIT 4</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>24/15 oz</td>
<td>Red</td>
<td>26</td>
<td></td>
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<tr>
<td>224</td>
<td>17550</td>
<td>Donated FFF Tuna LIMIT 4</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>48/5 oz</td>
<td>Yellow</td>
<td>19</td>
<td></td>
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<tr>
<td>0</td>
<td>19167</td>
<td>Donated Popcorn LIMIT 4</td>
<td>CASE</td>
<td>0.00</td>
<td>0.00</td>
<td>6/24/2.03 oz</td>
<td></td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>127</td>
<td>13822</td>
<td>Purchase Applesauce Unsweetened 24/15 oz cans</td>
<td>CASE</td>
<td>19.75</td>
<td>0.00</td>
<td>24/15 oz cans</td>
<td>Green</td>
<td>24</td>
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</tr>
<tr>
<td>256</td>
<td>11173</td>
<td>Purchase Black Beans NSA 12/15 oz.</td>
<td>CASE</td>
<td>8.52</td>
<td>0.00</td>
<td>12/15 oz</td>
<td>Green</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>15559</td>
<td>Purchase CORN (NO SALT ADDED)</td>
<td>CASE</td>
<td>19.95</td>
<td>0.00</td>
<td>24/15.25</td>
<td></td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>15925</td>
<td>Purchase Carrots Diced NSA 24/15 oz.</td>
<td>CASE</td>
<td>12.95</td>
<td>0.00</td>
<td>24/15 oz</td>
<td>Green</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>12993</td>
<td>Purchase EGGS (NV PARTNERS ONLY) 15/1 DOZEN</td>
<td>CASE</td>
<td>42.60</td>
<td>0.00</td>
<td>15 dz case</td>
<td>Green</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>15312</td>
<td>Purchase Eggs (CA PARTNERS ONLY) 15 Cartons (1 Dozen Each) Per Case</td>
<td>CASE</td>
<td>41.63</td>
<td>0.00</td>
<td>15 dz case</td>
<td>Green</td>
<td>22</td>
<td></td>
</tr>
</tbody>
</table>
SWAP Shelf Tags

Use to display the nutrition ranking next to the food for clear information
**HER and SWAP Work Together:**

**HER = Healthy Eating Research**

- "the guidelines"
- Developed by a national panel of experts
- Revisions in 2020 to align 100% with HER Nutrition Guidelines
- Based on Dietary Guidelines for Americans
- Consistent, evidence-based nutrition guidelines for the charitable food system

**SWAP = Supporting Wellness At Pantries**

- "implementation of the guidelines"
- Developed by Katie Martin
- Based on Dietary Guidelines for Americans
- Nutrition ranking system chosen by the HER panel of experts

**Purpose:**

- A national program of the Robert Wood Johnson Foundation
- Purpose is to improve the quality of foods, increase access to these foods and promote healthier choices
- Nutritionally ranks foods based on content of saturated fat, sodium and added sugar
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.
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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