



## Healthy for Life<sup>®</sup> 20 By 20:

### *Year 1 Progress Report*

Empowering Americans to make healthy food, nutrition and lifestyle choices is the goal of a breakthrough initiative, launched one year ago by the American Heart Association, the nation's largest voluntary organization dedicated to fighting heart disease and stroke, and Aramark, the largest U.S.-based food services provider.

Healthy for Life 20 By 20 is a five-year initiative committed to the shared goal of improving the health of Americans 20% by 2020 through the introduction of industry leading healthy menu commitments across Aramark's businesses, in addition to deep collaboration and innovation between Aramark and the AHA in the important areas of community health engagement, consumer and employee health awareness and education, as well as thought leadership research and health impact reporting.

One year into this innovative public-private collaboration in support of public health, significant progress has been made towards creating a culture of health at the individual, community and national levels. During the first year of the initiative, the AHA and Aramark have made significant progress in all four areas of focus.

<p><b>AREA OF FOCUS</b> (GOALS &amp; IMPACT APPROACH)</p>	<p><b>YEAR 1 PROGRESS AT A GLANCE</b></p>
<p><b>MENU IMPACT &amp; INNOVATION</b></p> <p>Aramark has committed to achieving a 20 percent reduction in calories, saturated fat and sodium, as well as a 20 percent increase in fruits, vegetables and whole grains, by 2020.</p> <p>The commitment applies to the more than 2 billion meals that Aramark serves annually with an impact of 10 billion meals by 2020.</p>	<ul style="list-style-type: none"> <li>✓ In one year Aramark has been able to reduce calories, saturated fat and sodium by an average of 8% across menus served in workplaces, hospital cafes and college &amp; university residential dining halls.</li> <li>✓ The 8% average exceeds an annual improvement target of 3-5% Aramark established as an annual benchmark needed to achieve the '20% by 2020' commitment over a five-year period.</li> <li>✓ Significant healthy menu impact and innovation is also underway to increase fruit, vegetable and whole grains (<i>details in menu report section below</i>).</li> </ul>
<p><b>COMMUNITY EDUCATION &amp; AWARENESS</b></p> <p>The American Heart Association and Aramark are working together to expand their health education programs to focus on key underserved communities across the U.S.</p>	<ul style="list-style-type: none"> <li>✓ In year one of the initiative, the AHA and Aramark developed and tested a community engagement and education model with an extensive community education curriculum designed to reach people in underserved communities where they live outside a traditional healthcare setting.</li> <li>✓ An extensive health impact evaluation study was conducted as a central component of community program implementation to measure impact on participants' nutritional habits and behavior.</li> <li>✓ Results validated that the Healthy for Life community engagement program is an effective tool that can be tailored to improve nutrition choices and encourage healthy eating habits.</li> <li>✓ After participating in the program, specific healthy behaviors reported:             <ul style="list-style-type: none"> <li>- 69% of participants increased their fruit/vegetable consumption by at least ½ a serving/day.</li> <li>- 48% of participants increased their whole grain consumption by at least 1 serving.</li> <li>- On average, participants increased fruit and vegetable consumption by 2 servings, which is approximately 1 cup a day.</li> </ul> </li> </ul>



<b>AREA OF FOCUS</b> <i>(GOALS &amp; IMPACT APPROACH)</i>	<b>YEAR 1 PROGRESS AT A GLANCE</b>
<p><b>CONSUMER &amp; EMPLOYEE ENGAGEMENT, AWARENESS &amp; EDUCATION</b></p> <p>The American Heart Association and Aramark are working together to introduce consumer and employee awareness and education programs at food service locations across the Aramark portfolio of businesses.</p>	<ul style="list-style-type: none"> <li>✓ Working with the AHA, Aramark has delivered quarterly health marketing and education programs in more than 1,000 U.S. based Business Dining, Healthcare and Higher Education locations.</li> <li>✓ Through health marketing, on-site sampling and education and via digital &amp; social media, programs reached out to engage consumers in making healthier choices.</li> <li>✓ The collaboration also led to the creation of employee health programs made available across Aramark’s U.S. employee base.</li> <li>✓ These employee programs have enabled further enhancement of employee communications and programs to improve health through campaigns that link healthy behaviors to nutrition and lifelong health with the added awareness of the broader health commitment.</li> <li>✓ Early results indicate improved employee engagement and better health risk scores.</li> </ul>
<p><b>THOUGHT LEADERSHIP &amp; BEST PRACTICES</b></p> <p>The American Heart Association and Aramark are working against learning agendas to enable science based health impact reporting to track and publish the progress of joint initiatives and effectiveness of specific community programs.</p>	<ul style="list-style-type: none"> <li>✓ An in-depth white paper was authored to share details of the community evaluation results and key learnings more broadly.</li> </ul>



## Healthy for Life 20 By 20 | HEALTH IMPACT AREAS

### Menu Impact & Innovation

**Health Impact Opportunity:** As the country's largest food service provider, Aramark prepares and serves more than 2 billion meals a year. Across the 5-year period of the Healthy for Life 20 By 20 initiative, there is an opportunity to impact 10 billion meals.

Over the past several years, Aramark's chefs and dietitians have been working hard to make a difference -- developing over 750 better-for-you recipes at more than 1,000 locations. Through the Healthy for Life 20 By 20 initiative, the company has taken these efforts further with a goal of an additional 20% reduction in the amount of calories, saturated fat and sodium as well as an additional 20% increase in the amount of fruits, vegetables and whole grains served.

**Health Impact Action:** In one year Aramark has shown strong progress in key menus with an 8% average reduction in calories, saturated fat and sodium across menus served in workplaces, hospital cafes and college & university residential dining halls.

Healthy menu innovation is driving the improvements. Aramark's chefs and menu developers are taking a holistic approach, pursuing a variety of healthy menu impact strategies, including:



- **Redesigning 'menu mix':** Product and menu development teams changing the assortment of recipes on the menu and adding more selections from Aramark's extensive portfolio of better-for-you recipes.
- **New Recipe Development:** Executive chefs developing new recipes and improving existing recipes in ways that combine fresh, wholesome, high quality ingredients to create lighter classics, better-for-you comfort food, and contemporary international cuisine.
- **Ingredient Sourcing:** Global supply chain and procurement teams working with suppliers to find ways to improve existing ingredients and products while discovering new high quality products for a healthier menu.

A combination of these health impact strategies in year one of our Healthy for Life 20 By 20 initiative has delivered a strong start towards achieving stated menu impact goals.

The 8% average reduction in calories, saturated fat and sodium across key Business Dining, Healthcare and Higher Education menus exceeded the target of 3-5% annual improvement needed to achieve the '20% by 2020' commitment. In addition,

- *50% of entrees & sandwich items on these important menus now are 500 calories or less.*
- *On the fruit, vegetable and whole grain front, Aramark chefs are making menus increasingly 'plant forward'. Over 30% of offerings on Business Dining, Healthcare and Higher Ed Residential menus are now vegetarian or vegan.*
- *Approximately 10% of offerings in the retail café and residential dining menus have whole grains as a leading ingredient.*

## Community Awareness & Education

**Health Impact Opportunity:** Low-income communities are one of the most affected by limited access to healthier foods and beverages, making it difficult to prepare healthy options. In addition to access, basic health and nutrition education and awareness gaps need to be recognized and addressed. Strategies which recognize issues faced in underserved communities are paramount to the success of any broad based public health initiative.

The AHA and Aramark set an ambitious goal to reach over 9 million community members by the end of 2020 with broad-based health and wellness programs to communities, focusing on underserved populations.

The Healthy for Life community engagement program was guided by key public health insights regarding diet and cardiovascular health. Proper nutrition has several positive implications for heart health and overall well-being. In particular, fruits and vegetables can substantially lower risk for cardiovascular diseases, stroke, and other health problems. However, only 12 percent of Americans are eating the AHA's recommended servings of fruits and vegetables. Community center-based initiatives propose a unique channel for public health practitioners to target better and improved dietary practices.



Accordingly, Aramark and the American Heart Association worked to develop a health community engagement model with the goal to change behaviors and relationships with food by:

- *Empowering change in communities, especially those in need*
- *Enabling community centers and other local social service organizations to offer high impact programs, and*
- *Equipping individuals with new skills to make healthy changes*



**Health Impact Action:** In year one, the AHA used its science expertise to create a community health program coupled with Aramark’s deep community connections to create a health impact model, engagement program and education curriculum.

The Healthy for Life community engagement program was designed to improve relationships with food and nutrition by inspiring families from underserved communities to make healthy food choices a part of their everyday lives. The model focuses on improving health and well-being through culturally relevant and family-centric cooking, as well as curriculum based nutrition education that teach easy ways to make healthy and affordable meals. The program was possible through a collaboration with the Alliance for Strong Families and Communities, a network of more than 500 community-based social service organizations.

The AHA oversaw the implementation of the program this year in five long time Aramark partner community centers in three cities. Implementation was supported by the involvement of local Aramark employees; chefs and registered dietitians. The program was delivered at the following locations:

- *Chicago, Illinois:* Casa Central
- *Houston, Texas:* Neighborhood Centers Inc. at the Harbach Ripley Location
- *Philadelphia, Pennsylvania:* Congreso de Latinos Unidos, Federation of Neighborhood Centers, and Episcopal Community Services



The 12-week community-based program approach focused on teaching simple strategies to change food and health attitudes and behaviors, equipping participants with new skills for healthy living.

Participants used interactive materials and engaged in cooking demonstrations to learn about their heart health, better cooking, food safety, shopping skills, and proper nutrition.

The goal was to help participants:

- *Acquire new skills to prepare healthy foods*
- *Experience delicious and healthy food*
- *Receive culturally relevant healthy recipes*
- *Budget and shop for healthy foods*
- *Increase level of comfort with healthy food*

Specifically, the four modules included:

#### **MODULE 1 – Your Wellbeing**

- Know Your Numbers: My Life Check® Health Assessment
- Healthy Eating Patterns
- Key Health Factors
- Personal Goals

#### **MODULE 2 – Cooking Skills and Food**

- Kitchen Basics and Terminology
- Healthy Meal Solutions
- Healthy Food Preparation
- Celebrating Heritage Foods

#### **MODULE 3 – Grocery Shopping**

- Getting Ready to Shop
- At the Store, on a Budget
- The Savvy Shopper (Grocery Store Tour)
- Meal Challenge Storytelling

#### **MODULE 4 – Gardening in Your Neighborhood**

- Fresh From the Garden: Delicious and Nutritious Fruits & Vegetables
- Growing, Harvesting & Handling
- Flavors of the Garden
- Gardening and Cooking with Kids



The program was rigorously evaluated to measure its impact on participants' health behaviors and to obtain feedback from program facilitators. These results demonstrate proof of concept for the nutrition program and inform the program's model for scaling broadly in 2017.

There were a total of 119 participants who were predominately female (79%), Hispanic (60%), and African-American (27%), lower income (39% < \$20K, 40% \$20K-\$39.9K), young and middle aged adults (45% <34 years old, 27% 35-44), with high school or lower educational attainment (67%), and 52% with two or more children living in their household.

Results showed that the program was effective at improving health behaviors; specific findings from the evaluation of participant level outcomes included:

- a. 69% of participants increased their fruit/vegetable consumption by at least ½ a serving.*
- b. Overall, the median consumption of fruits/vegetables by all participants increased by 2 servings.*
- c. 48% of participants increased their whole grain consumption by at least 1 serving.*
- d. Overall, the median consumption of whole grains by all participants increased by 1 serving.*
- e. Nearly half of participants added a daily serving of whole grains*





In year 2, we will determine our approach in refining the program to scale and replicate across the country. The impact of the program can perhaps best be captured by quotes from individuals involved including participants, implementers and volunteer leaders:



“ **What I learned in this program is how to cook healthier, how many meals to eat per day, portion sizes and most importantly exercise. The way this program has impacted my family is that they are more aware of the things they are going to grab at the store.** ”

- Maria, *Healthy for Life Participant at Neighborhood Centers Inc.*



“ **The biggest benefit of Healthy for Life was having additional resources to provide such a vital service in the heart of the Latino community in Philadelphia. Nutrition and wellness programs are really difficult to fund and this pilot gave us an opportunity to continue lending our expertise and engaging the community with the promotion of healthy lifestyles.** ”

- Amy Eusebio, *Director of Women's Wellness and Health Promotion at Congreso de Latinos Unidos*



“ **My experience has made me more receptive to helping others reach their own health and wellness goals. It was empowering to utilize my ability to share the information I had to help others lead a healthier life.** ”

- Parul Desai, *Registered Dietitian for Aramark and volunteer for Healthy for Life*

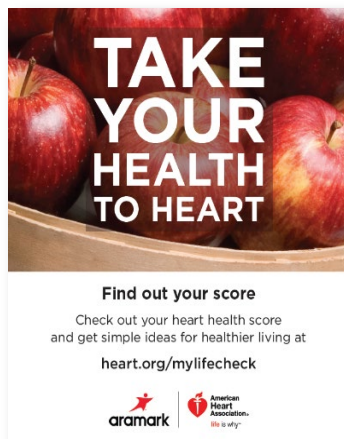


## Consumer & Employee Engagement, Awareness & Education

**Health Impact Opportunity:** Research shows that people make more than 200 food decisions every day <sup>1</sup>. Aramark and the AHA collaborated to bring consumer engagement and education programs to the locations that Aramark serves to raise consumer and employee awareness and interest in making healthier choices.

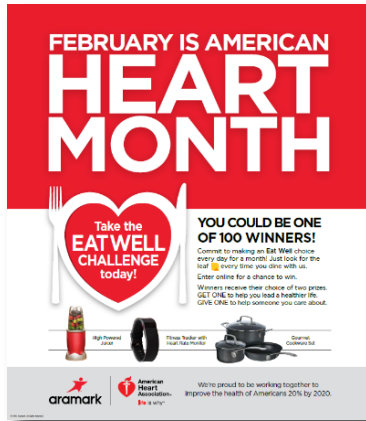
**Health Impact Action:** During the 1<sup>st</sup> year of the initiative, focus was placed on creating exciting new ways to reach out and engage consumers and employees in making healthier choices ‘at the moment of truth’ when they’re making a selection. The initiative also has further enhanced employee communications and programs to improve health through campaigns that link healthy behaviors to nutrition and lifelong health with the added awareness of the broader health commitment. Early results indicate improved employee engagement and better health risk scores. Programs also leveraged the opportunity to share information and resources and to further enhance consumer understanding about health and well-being. They also began helping consumers discover that healthier choices can be enjoyable.

As a key part of the Healthy for Life 20 By 20 initiative, quarterly health marketing and education programs were developed and delivered to consumers and employees in more than 1,000 of Aramark’s U.S. based Business Dining, Healthcare and Higher Education locations. Examples include:



In **January**, we celebrated the New Year by promoting the AHA’s Life’s Simple 7—encouraging everyone to get their personal heart health score and learn more about the 7 most important drivers of their heart health. During the program consumer visits and usage of My Life Check at heart.org increased by 24% from the previous year.

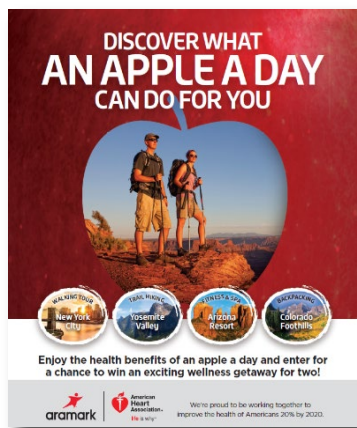




In **February**, we celebrated Heart Month with the 1st Eat Well Challenge. Challenging everyone to make an ‘Eat Well choice’ every day during Heart Month. Using social media and digital engagement to get the word out—more than 20,000 consumers took the challenge and more than 10 million were reached as part of the social media dialogue.



In **July and August** we focused on promoting Healthy Hydration by rewarding the healthiest beverage choice for everyday hydration—water.



And **this fall** we focused on encouraging everyone to enjoy the health benefits of an apple-a-day as part of a diet rich in fruits and vegetables. Aramark employees have been part of the consumer engagement programs through special employee challenges that encourage and reward employees for making the same healthy changes that consumers are starting to make.



## Thought Leadership & Best Practices

Together, as we continue on this journey, we are finding new ways to leverage our strengths and our commitments, serving as role models for engaging and communicating with consumers, nourishing communities, providing healthier offerings and encouraging healthy living. As we incorporate new technologies and innovation and establish best practices, we are focusing on creating an effective framework of engagement that will yield extraordinary results and achieve transformational behavior change and impact.

As an outcome of our year one community engagement program, the AHA and Aramark are communicating learnings and best practices through a white paper entitled, *Implementing Community-Level Nutrition Programs: Best Practices and Lessons Learned from the Healthy for Life Community Engagement Program*. Public health professionals at the community level can utilize the white paper as a playbook for implementing nutrition programs and replicating successful solutions across the country.

A rigorous evaluation has been applied and those findings from the community engagement program will be submitted to a scholarly, peer-reviewed journal in 2017, contributing to the knowledge-base in the scientific community.

## Leading By Example

By establishing a framework built of transparency, good governance and robust communications, the American Heart Association and Aramark will establish an annual learning agenda and health impact report that tracks and publishes the progress of the joint initiative and effectiveness of specific community programs.

We look forward to accelerated progress as our growing partnership brings increasingly scalable impact by creating healthier environments for all Americans. Together we are building a culture of health, and working to ensure Americans are empowered to make better food choices and live healthier lives by 2020.

<sup>1</sup> [Environment & Behavior 2007](#)

