

Exclusive Webinar Presentation

PUTTING PLANT-BASED MENUS INTO PRACTICE IN HEALTHCARE SETTINGS

Presented by Sharon Palmer, MSFS, RDN, and an Expert Panel of Speakers

Thursday, November 12, 2020
2-3:30 PM EST


Earn 1.5 CEUs for Only \$9.99



1

Putting Plant-Based Foods on Health Care Menus

Sharon Palmer, MSFS, RDN - Moderator




BBQ Pulled Jackfruit Sandwich, Sharon Palmer

2

The Plant-based Trend Is Hot!

- 63% follow diet that eliminates meat to some extent
- 61% eat more plant-based foods/beverages than 2 years ago
- Surge in plant-based alternatives during COVID; up 90%
- 94% Americans willing to eat more plant-based foods
- Biggest retreat for global meat eating in decades; per-capita consumption falls 3%



Edamame Ancient Grain Veggie Burger, Sharon Palmer

Mintel; US8 Plant-Based Protein Study, 2020; Fortune, 2020; FFBA, 2020; Yale, 2020; Bloomberg, 2020

3

Why People Are Shifting Towards Plants?

- Trend taps into three common concerns: environmental impact of food choices, animal welfare, and desire to eat healthier
- Over half think food industry should focus on meat-free options
- 6/10 people say it is important foods purchased and consumed be sustainably produced; 43% want food companies to have sustainability commitment; 28% eating more plant protein

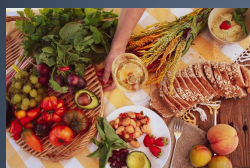


Sweet Potato Corn Salad with Chili Lime Vinaigrette, Sharon Palmer

Bloomberg, 2020; IFC, 2020

4

Shifting Attitudes Toward Healthy Diets



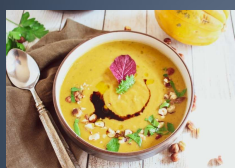
Plant-Based Table, Sharon Palmer

- More interest in flexitarianism: eating mostly a vegetarian diet, but occasionally eating meat and poultry
- 50% of millennials eat meat alternatives more than once a week, vegan now features on 11% US menus
- Consumption of plant protein, plant-based meat/dairy alternatives increased in past year, 28% eating more plant protein, 24% eating more plant-based dairy, 17% eating more plant-based meat alternatives than in 2019

FMI, 2019; FN, 2019; IFC, 2020

5

Plant-Based Trends in Health Care



Roasted Butternut Squash Soup with Hazelnuts, Sharon Palmer

- Food service is an important aspect of patient satisfaction
- Health care's climate footprint: 4.4% of GHGe, 75% comes from food
- 60% of consumers want to cut meat intake; they are offering plant-forward initiative
- Plant-based legislation is in process in CA, NY

Nutrition & Food Service Education Foundation; HCWH; Aramark

6

Health Benefits for Plant-Based Meals in Health Care

*Jennifer Paul, MPH, RDN
Physicians Committee for Responsible Medicine*




Cauliflower Tacos, Sharon Palmer, MFS, RDN

7

Plant-Based Diets

- A dietary pattern packed with vitamins and minerals which increase metabolism
- High in fiber
- Typically low in saturated fat
- Devoid of cholesterol
- Rich in antioxidants
- Can meet all our nutrient needs apart from vitamin B12 (easily supplemented)



8

Obesity and Diabetes Prevention

Adventist Health Study

Body Mass Index (kg/m²)

Diet Type	Body Mass Index (kg/m ²)
Non-vegetarian	28.3
Semi-vegetarian	27.3
Pesco-vegetarian	26.3
Lacto-ovo-vegetarian	25.7
Vegan	23.6

Type 2 Diabetes Prevalence


Diet Type	Type 2 Diabetes Prevalence
Non-vegetarian	7.6%
Semi-vegetarian	6.1%
Pesco-vegetarian	4.8%
Lacto-ovo-vegetarian	3.2%
Vegan	2.9%

Tonstad S, Butler T, Yan R, Frizer GE. Type of vegetarian diet, body weight, and prevalence of type 2 diabetes. Diabetes Care. 2009;32(5):791-796.

9

Cardiovascular Disease Prevention

- Vegetarian dietary patterns reduce CVD mortality and morbidity, and the risk of coronary heart disease by 40%¹
- Processed meat, red meat, and poultry increase your risk for CVD compared to no consumption²
- Processed meat and red meat increase the all-cause mortality from CVD²



1. Kahleova H, Levin S, Barnard ND. Vegetarian Dietary Patterns and Cardiovascular Disease. *Prog Cardiovasc Dis*. 2018;6(1):154-61. doi:10.1016/j.pcad.2018.05.002
2. Zhong VW, Yan Horn L, Greenlund P, et al. Associations of Processed Meat, Unprocessed Red Meat, Poultry, or Fish Intake With Incident Cardiovascular Disease and All-Cause Mortality. *JAMA Intern Med*. 2020;180(4):503-512.

10

Plant-Based Diets are Also Associated with..

- Lower blood pressure¹
- Lower blood lipids²
- Reduced platelet aggregation²
- Reduced risk of metabolic syndrome²
- Reduced risk of cancer³
- Reduced risk of all-cause mortality in chronic kidney disease⁴
- Reduced risk of asthma⁵



1. Yokoyama Y, Nishimura K, Barnard ND, et al. Vegetarian diets and blood pressure: a meta-analysis. *JAMA Intern Med*. 2014;174(8):775-87. doi:10.1001/jamainternmed.2013.24547
2. Kahleova H, Levin S, Barnard ND. Vegetarian Dietary Patterns and Cardiovascular Disease. *Prog Cardiovasc Dis*. 2018;6(1):154-61. doi:10.1016/j.pcad.2018.05.002
3. Dinu M, Abbate R, Gensini GN, Casini A, Soffi F. Vegetarian, vegan diets and multiple health outcomes: A systematic review with meta-analysis of observational studies. *Crit Rev Food Sci Nutr*. 2017;57(17):1869-1890. doi:10.1080/10408839.2016.1158447
4. Chauveau P, Koppa L, Combe C, Lasserre C, Trullong S, Aparicio M. Vegetarian diets and chronic kidney disease. *Nephrol Dial Transplant*. 2019;34(2):199-207. doi:10.1093/ndt/gfy344
5. Alwanthi L, Kahleova H, Crosby L, Brooks A, Brandoni S, Levin S, Barnard ND. The role of nutrition in asthma prevention and treatment. *Nutr Rev*. 2020;Mar 13:nuaa005. doi:10.1093/nutrit/nuaa005. Epub ahead of print. PMID: 32167552.

11

Obesity Treatment

16-week, randomized, clinical trial

Measurement	Outcome	P-value
BMI	↓ 2 kg/m ²	<0.001
Weight	↓ 6.5 kg	<0.001
Fat Mass	↓ 4.3 kg	<0.001
Visceral fat volume	↓ 224 cm ³	<0.001
HOMA-IR	↓ 1	<0.001

Kahleova H, Freeman R, Hlopkova A, Holubkov R, Barnard ND. A plant-based diet in overweight individuals in a 16-week randomized clinical trial: metabolic benefits of plant protein. *Nutri Diabetes*. 2018;8(1):156. Published 2018 Nov 2. doi:10.1038/s41387-018-0067-4

12

Type 2 Diabetes Treatment

22-week, randomized, clinical trial

Hemoglobin A1c at Baseline and at 11 and 22 Weeks
Individuals with no medication changes, n = 24 vegan, 33 ADA

Week	Vegan (A1c %)	ADA (A1c %)
Week 0	8.07	7.88
Week 11	7.18	7.42
Week 22	6.84	7.50

Legend:
◆ Vegan
◆ ADA
 P = 0.01

Barnard ND, Cohen J, Jenkins DJ, et al. A low-fat vegan diet improves glycemic control and cardiovascular risk factors in a randomized clinical trial in individuals with type 2 diabetes. Diabetes Care. 2006;29(3):1777-1783.

13

Cardiovascular Disease Intervention and Reversal

Lifestyle Heart Trial

Measurement	Outcome
Cholesterol	↓ 28%
LDL cholesterol	↓ 40%
Weight	↓ 24 lbs
Chest pain severity (1-7 scale)	↓ 0.8
Anginal episode frequency	↓ 91%
Diameter stenosis	↓ 1.75%

Ornish D, Scherwitz LW, Billings JH, et al. Intensive lifestyle changes for reversal of coronary heart disease. Jama. 1998;280(23):2001-2007.

14

Coronary Artery Disease Reversal

Restoration of myocardial perfusion

Esselstyn CB, Jr., Gendy G, Doyle J, Golubic M, Rozzen MF. A way to reverse CAD? J Fam Pract. 2014;63(7):356-364b.

15

Coronary Artery Disease Reversal

Esselstyn CB Jr. Resolving the Coronary Artery Disease Epidemic Through Plant-Based Nutrition. *Prev Cardiol.* 2001 Autumn;4(4):175-177. doi: 10.1111/j.1520-037x.2001.00238.x. PMID: 21832674.

16

Hospitalization: A Key Teachable Moment

“Poor dietary quality is a leading contributor to mortality in the United States.

“By providing education on lifestyle changes, specifically, dietary changes, hospitals have the opportunity to use the patient experience as a ‘teachable moment.’

“The food options provided to inpatients and outpatients can be a model for patients to follow upon discharge from the hospital.”

Aggarwal M, Grady A, Desai D, et al. Successful Implementation of Healthful Nutrition Initiatives into Hospitals. *Am J Med.* 2020;133(1):19-25.

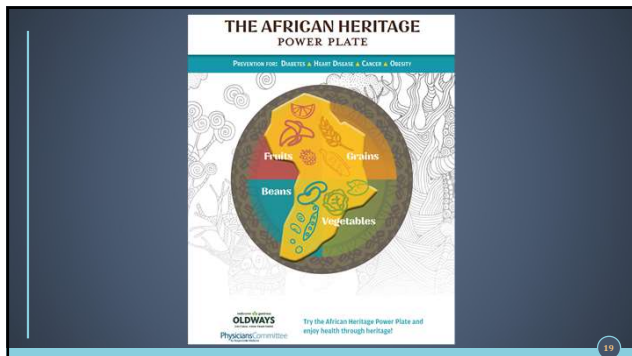
17

Diet-Related Racial and Ethnic Health Disparities

- **Obesity:** Hispanics and blacks have a higher prevalence compared to whites¹
 - African Americans consistently lost less weight than whites in interventions²
- **Hypertension:** Blacks have a higher prevalence compared to whites³
 - In treatment, whites have higher achievement in blood pressure control compared to blacks³
- **Diabetes:** Racial and ethnic minorities have higher prevalence, worse control, and higher rates of complications⁴
- **Cardiovascular Disease:** Blacks are more likely to have a stroke and die from heart disease and have higher rates of myocardial infarctions and heart failure; Asian Americans/Pacific Islanders have a higher percentage of coronary artery disease⁵
- **Cancer:** Blacks have higher mortality rates and shorter survival times⁶

1. Hales OM, Carroll MD, Fryar CD, Ogden CL. Prevalence of Obesity Among Adults and Youth—United States, 2015–2016. *NCHS Data Brief*. 2017;(288):1-8.
2. Byrd AS, Toth AJ, Stanford FC. Racial Disparities in Obesity Treatment. *Curr Obes Rep.* 2018;7(2):130-138. doi: 10.1007/s13679-018-0302-3.
3. Ford ES, Singer AN, Cornoni H, Neuman C. Racial Disparities in Hypertension Prevalence, Awareness, and Management. *Arch Intern Med.* 2010;170(18):2098-2104. doi:10.1001/archintern.170.18.2098.
4. Peak ME, Cargill A, Huang ES. Diabetes health disparities: a systematic review of health care interventions. *Med Care Res Rev.* 2007;64(5 Suppl):351S-365. doi:10.1177/1077558707305409.
5. Graham IM. Disparities in cardiovascular disease risk in the United States. *Curr Cardiol Rev.* 2021;14(2):209-240. doi:10.1177/10775587209541233220500.
6. O'Keefe EB, Mellor JJ, Berthou TH. Health disparities and cancer: racial disparities in cancer mortality in the United States, 2000–2010. *Front Public Health.* 2015;3:51. Published 2015 Apr 15. doi:10.3389/fpubh.2015.00051

18



19

Resources

Physicians Committee has many resources to support you in bringing healthy plant-based options to your hospital:

- Free recipes
- Tip sheets
- Healthy Food in Health Care Toolkit
- On the ground support for in-person tastings
- In-service trainings for clinicians and staff
- Culturally relevant resources
- Free CME and Grand Rounds
- Menu consultations

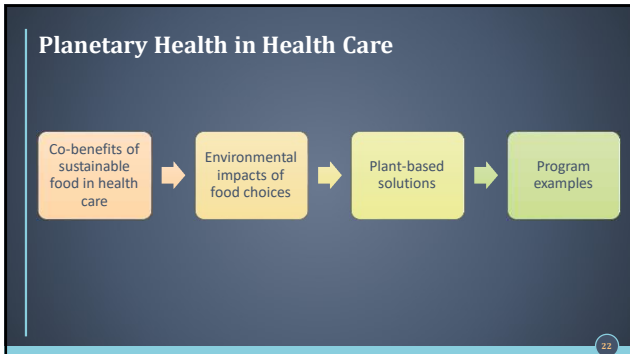
Go to PCRM.org/hospitaltoolkit or send an e-mail to ajenthall@pcrm.org to learn more!

20

Planetary Health Using Plant-Forward Health Care

Becky Ramsing, MPH, RDN

21

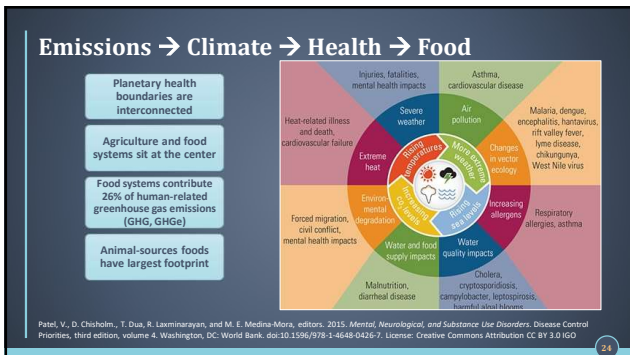


22

Plant-Forward: Co-Benefits and Compelling Reasons

- Dual purpose of providing cost savings and fulfilling corporate social responsibility
- Core mission of health institutions—improving health
- Effects of expansion v. prevention of environmental impact
- Health care as teaching institutions: patient, families, employees
- Leveraging purchasing power as an industry sector

23

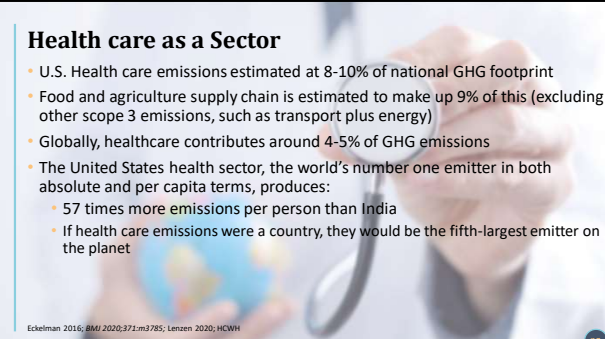


24

Health care as a Sector

- U.S. Health care emissions estimated at 8-10% of national GHG footprint
- Food and agriculture supply chain is estimated to make up 9% of this (excluding other scope 3 emissions, such as transport plus energy)
- Globally, healthcare contributes around 4-5% of GHG emissions
- The United States health sector, the world's number one emitter in both absolute and per capita terms, produces:
 - 57 times more emissions per person than India
 - If health care emissions were a country, they would be the fifth-largest emitter on the planet

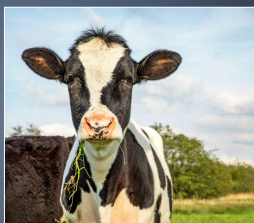
Eckelman 2016; BMJ 2020;371:m3785; Lenzsen 2020; HCWH



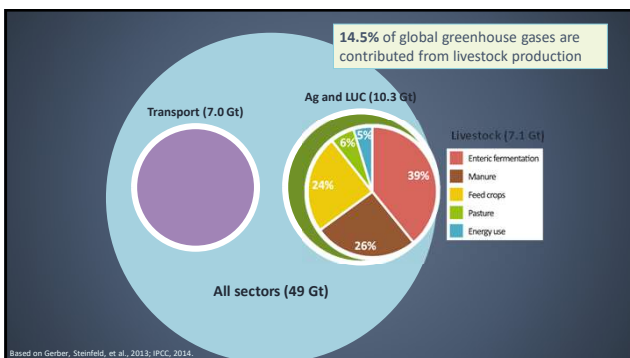
25

Greenhouse Gases (GHG): A Brief Summary

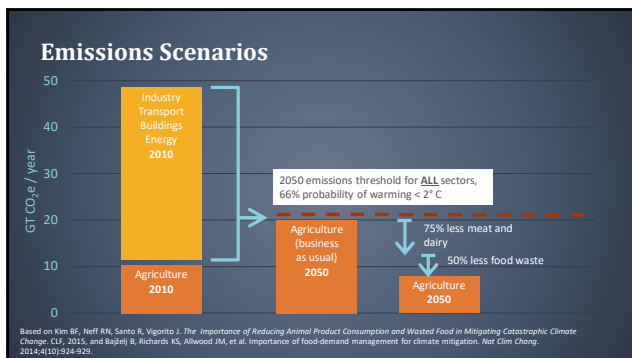
- Methane, carbon dioxide, nitrous oxide
- Animals, deforestation, fertilizers, transportation contribute to GHGe
 - Methane from ruminant enteric fermentation
 - Nitrous oxide from manure and fertilizers
 - Carbon dioxide derived from manufacturing, transportation, and energy supply



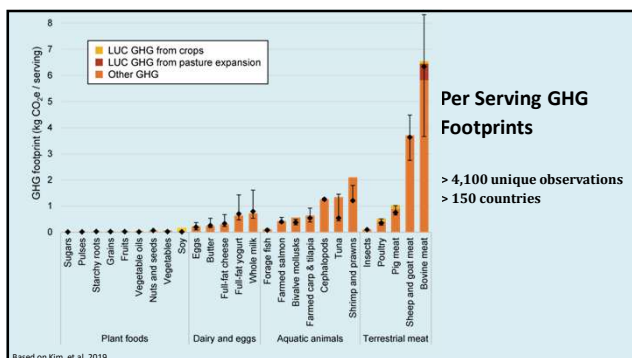
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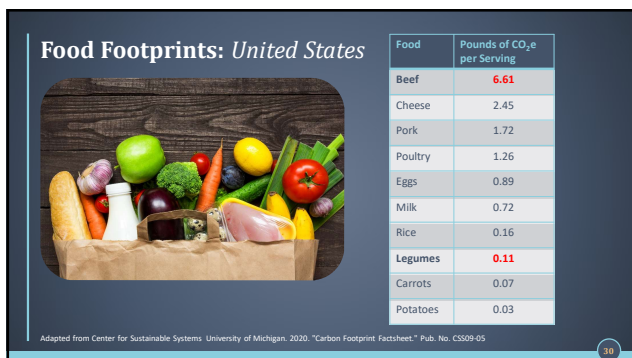
27



28



29



30

Land → Soil → Biodiversity

Land:

- 40% global land surface for agriculture
- 70% of this for livestock = 30% of land
- 12% increase in 4 decades

Farming practices and soil:

- 40% croplands experiencing soil erosion, reduced fertility, overgrazing
- Healthy soil: resilient, carbon sequestration, reduced erosion

“How we eat determines, to a considerable extent, how the world is used.”

- Wendell Berry

31

31

Global Land Use

Category	Percentage
Arable	38%
Mostly forests, deserts, cities, mountains, etc.	62%

UN FAO (FAOSTAT data)

32

32

Global Land Use

Category	Percentage
Livestock production	~30%
Other agriculture	~8%
Mostly forests, deserts, cities, mountains, etc.	~62%


UN FAO (FAOSTAT data)

33

33

Water


- Crop production:
 - 80% US freshwater use
 - 70% globally
- Irrigation – salinization – loss of 1.5 m hectares arable land/year
- Overdrawn aquifers
- Water is used in all stages of meat production from feed, to care, to processing
 - 1 kg rice = ~3,500 L of water
 - 1 kg beef = ~15,000 L

A close-up photograph of a person's hand cupped together, with water dripping from the fingers. The background is a soft-focus green, suggesting an outdoor setting.

34

Energy and People

- Food production responsible for 19% US fossil fuel use
- 7-10 calories to produce, process, package every food calorie (>40 for beef)
- 40% world labor force in food system
 - Exposure to harm
 - Low wage earners
 - Worker safety

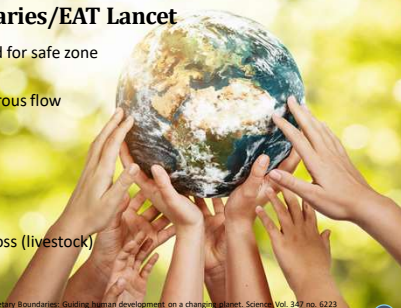
A photograph of a woman wearing a red shirt and a white headscarf, standing in a lush green field. She appears to be working in agriculture, possibly tending to crops.

35

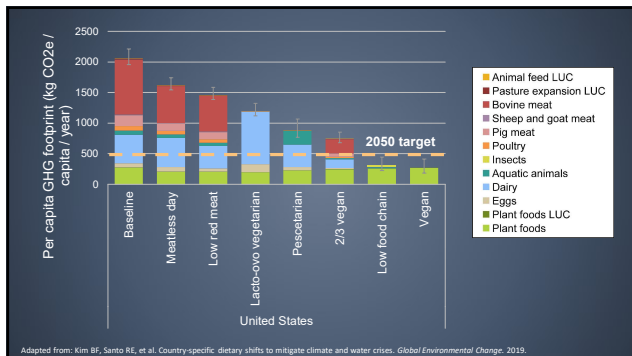
Planetary Boundaries/EAT Lancet

Nine boundaries defined for safe zone

- Danger zone**
 - Nitrogen & phosphorous flow
 - Biodiversity loss
- Uncertainty**
 - Climate change
 - Land use change
- Food and agriculture**
 - 94% of biodiversity loss (livestock)
 - 70% fresh water
 - 50% land uses

A photograph showing several hands of different skin tones reaching up to support a small globe of the Earth. The background is a bright, sunlit outdoor scene with green foliage.

36



37

Plant-Based Solutions


- We need a social and ecological U-turn
- Shift toward plant forward diets is needed
- EAT Lancet diet stays within planetary boundaries
 - One serving meat/day
- Institutions play an important role
 - Less meat, more plant proteins
 - Better meat
 - More variety, healthier offerings



38

New York Presbyterian and Meatless Monday

- Sustainability and Wellness initiative
 - NYPBeHealthy and NYPgreen
- Target audience: staff, students, and community
- Goal: small adjustments in meat consumption can reduce an individual's environmental footprint as well as the risk of adverse health outcomes
- Results: increased awareness of environmental impact of high meat consumption
- Promising: promotions, new menus, and culinary innovations



39

A Plant-Forward Future: Putting Plant-Forward Into Action

John Stoddard, MS | National Project Manager | Health Care Without Harm



40

Our mission is to transform health care worldwide so that it reduces its environmental footprint, becomes a community anchor for sustainability, and a leader in the global movement for environmental health and justice.




41

Healthy Food in Health Care

Hospitals are transforming food environments and systems for public and environmental health

- Reduce animal protein
- Increase sustainable/regenerative
- Increase local/regional
- Increase opportunities for Black, Indigenous, and People of Color (BIPOC) producers
- Community health, wealth, and resilience



42

Plant-Forward Future



Webpages

- Launched in January 2021
- Topline messaging for sustainability, clinicians and wellness, food service
- Suite of resources grouped by implementation, marketing and education, tracking
- Developed through:
 - resource review
 - hospital survey and focus group
 - communications consultant

Main initiatives

- Practice Greenhealth Awards program
- Cool Food Pledge
- Culinary Contest
- Regional purchasing projects

43

Network Data

- 22% of all Practice Greenhealth members are actively working to reduce meat
- Food award 2019 data shows that 76% are reducing meat
- Those reporting meat reduction increases every year

Healthy Food in Health Care 2018-2019

Health care institutions are adopting practices to support a food system that is more sustainable, equitable, resilient, nutritious, and supports further equity and justice.

69% reduced meat served	69% purchased products from local sources	70% purchased products from local sources	79% purchased products from local sources	14% purchased products from local sources	26% purchased products from local sources
49% increase	\$310,255 increase	\$245,700 increase			

1/3 OF U.S. HOSPITALS ARE PART OF OUR NETWORK

44

Network Data

Why does your facility work to reduce meat on your menus? (Choose all that apply)

Demonstrates a commitment to sustainability and environmental impact	84%
To reduce our greenhouse gas impact/address climate change	74%
To contribute to the health of our staff, visitors, patients, and community	89%
Addresses the growing demand for plant-based dishes and satisfies diner satisfaction	63%
Saves money	21%
Stimulates culinary innovation and inspires kitchen staff	37%

What strategies do you use to meet your meat reduction goals? (Choose all that apply)

Blend in vegetable products with meat (e.g. Blended Burger)	47%
Serve smaller meat portions	63%
Offer fewer entrees with meat	53%
Offer more plant-based entrée options	84%
Discounts/promotions on vegetarian options	26%
Use internally-produced education	36%
Use meat-free days	47%

Health Care Without Harm Network Survey November 2019

45

Network Data

How do you promote meat-free/reduced meat dishes?

Meatless Mondays promotional materials	22%
Health Care Without Harm/Practice Greenhealth materials	11%
Promote with our own promotional materials	22%
We have meat-free dishes but do not promote them as meat-free	67%
Other	33%

What terminology works best for promoting reduced meat or meat-free dishes?

Meatless
Vegetarian
Vegan
Plant-forward
Plant-based
Other

Health Care Without Harm Network Survey November 2019

46

Plant-Forward: Good for Business

- Plant-based proteins landed at number 2 on the National Restaurant Association's 2020 "What's Hot" survey¹
- 44% of consumers are trying to increase their intake of plant-based proteins like beans and nuts,² and nearly eight in 10 millennials are eating meat alternatives³
- Plant-forward menus can lead to an increase in patient and employee satisfaction rates, and 83% of diners in hospitals say they would choose plant-forward options at least sometimes⁴

1. National Restaurant Association, https://restaurant.org/downloads/pdf/research/whats_hot_2020.pdf
 2. Plant Forward by the Numbers, Culinary Institute of America, 2020
<https://static1.squarespace.com/static/545482a394d71a98976ca5a6/h/5ebb4f5c01cb8664576586c2/1589333862562/FFByNumbers.pdf>
 3. Mintel Group, 2018 <https://www.mintel.com/blog/consumer-market-news/what-consumers-really-think-about-meat-alternatives>
 4. Facilities Management Magazine, <https://www.fmindustry.com/en/2019/issue-4223/plant-forward-meats-in-healthcare-acaiahs-plant-forward-menus-healthcare-facilities-consumer-choice-Catering-Americas-Service-Provider-News.htm>

47

Plant-Forward, Taste Forward!

- Primary focus is selling plant-forward backed by research on behavior change
 - Taste, texture, satiety
- Environmental, health benefits of plant-forward in dining, and other areas of the facility
- Primary audience: food service
 - Maintaining or increasing sales
- Secondary audiences: administrators, sustainability professionals, wellness professionals, and clinicians
 - Sales, environment, health, productivity

It's All in a Name: How to Boost the Sales of Plant-based Menu Items

How can food companies take advantage of the trend toward plant-based eating, and drive new behaviors and food options to increase sales? A single word can be the key to your success.

The word for success is **Plant-Forward**. Plant-forward is an all-inclusive term that encompasses all types of plant-based eating, and it's the most effective way to communicate with consumers. It's a word that's easy to understand, and it's a word that's easy to use.

- DO NOT USE "MEAT-FREE"**
 Don't use "meat-free" as a marketing strategy. It's a negative word that implies a lack of something. It's a word that's easy to understand, but it's a word that's easy to use.
- DO NOT USE "VEGAN"**
 Don't use "vegan" as a marketing strategy. It's a word that's easy to understand, but it's a word that's easy to use.
- DO NOT USE "VEGETARIAN"**
 Don't use "vegetarian" as a marketing strategy. It's a word that's easy to understand, but it's a word that's easy to use.

48

Cool Food Pledge

- Reduce GHG emissions by 25% by 2030
- Signatories submit purchasing data annually
- Signatories receive report on emissions by food category
- Primary resource: Behavioral Playbook
- Signatories receive enhanced technical support and develop plan to reach goal



49

Plant-Forward Future Purchasing Projects

Goals:

- Increase access to regionally-produced plant proteins for health care in four regions of the US
 - Particularly legumes such as dry pulses and fresh peas and beans
- Support small- and mid-sized producers (farmers and processors) in each region, with an emphasis on BIPOC producers, to scale up to meet the needs of institutions
- Promote the benefits of a plant-forward diet within health care



50

Chefs: Are You Ready?

- ★ Increase sales
- ★ Entice new customers
- ★ Improve satisfaction
- ★ Serve trending plant-forward food
- ★ Gain celebrity




CONTEST RUNS 10/1 to 11/30
noharm.org/culinarycontest



51

Putting Plant-Based Programs into Action

Sharon Palmer, MSFS, RDN



Curried White Bean and Quinoa Burger, Sharon Palmer, MSFS, RDN

52

Plant-Based Programs in Health Care

- AMA Healthy Food Options in Hospitals, pushing plant-based options, elimination processed meats
- ACC Plant a Seed: Heart-Healthy Food Recommendations for Hospitals, recommend at least one plant-based entrée every meal, elimination processed meats
- Health Care without Harm Healthy Food in Health Care Pledge, improve food production, patient and planetary health, commit to plant-based options
- Oldways Plant Forward Plates: Free resources for health care
- HSUS Forward Food Culinary Training Program to educate foodservice staff
- Check out article in *Today's Dietitian*, "Plant-Based Offerings Heat Up in Health Care"



EASY Veggie Tacos, Sharon Palmer

53



COALITION FOR PLANT-BASED FOOD IN HOSPITALS

MEATLESS MONDAY

THE HUMANE SOCIETY OF THE UNITED STATES


rediscover goodness
OLDWAYS
CULTURAL FOOD TRADITIONS

Physicians Committee
for Responsible Medicine

54

Humane Society Helps Get Plant-Based Meals on Hospital Menus

Lauren Pitts, MA, RD



Vegan Mac & Cheese with Peas, Sharon Palmer, MSFS, RDN

55



The Humane Society of the United States

56




57



Baptist Health South Florida

- “Better for You” plant strong program
- After the first year of its launch, there was a 93% increase in plant-based sales
- 40% of customers are choosing the plant-based options daily

58



FOOD MANAGEMENT

News & Trends - Healthcare

Baptist Health South Florida sees plant-based hospital food service sales soar after new coalition led by the Humane Society of the United States

“We were like, ‘It only makes sense. What if we changed our better-for-you meal and made that completely plant-based?’”

All the stars aligned.”

Natalie Castro, MS, RD, LDN

59



The Valley Hospital

- 35% of the menu is plant-based
- 23% of customers are now choosing the plant-based options daily
- Reduced the purchase of animal products by 400 cases per year
- Overall food cost savings of \$130,000 annually

60

Virginia Mason Memorial

- 50% of the daily café and patient menus are plant-based
- 30% increase in plant-based meals sales
- 20% increase in patient satisfaction scores



61



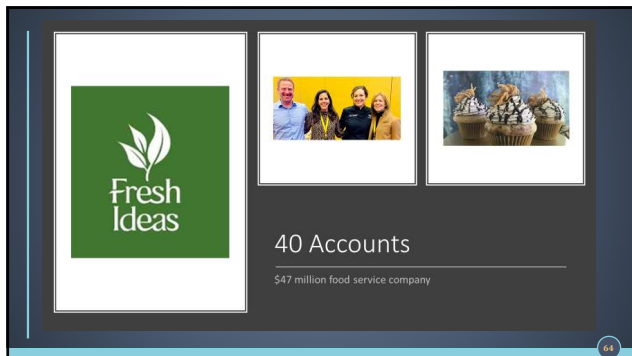
National Health Care Leadership Team

62



Top 50 Food Service Companies

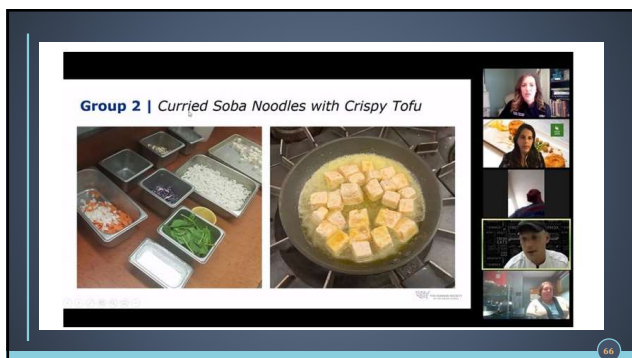
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64



65



66



Chef Carl Lovett
Vice-President of Culinary
Fresh Ideas

"First and foremost, along with our partners at the Humane Society, we've created irresistible food that just so happens to be plant-based. We're thrilled that Mindful Fork is now a focal point for our culinary programs going forward. These delicious dishes will satisfy everyone from diehard meat-eaters to flexitarians to vegans. We're excited to continue to expand this initiative to eventually provide one plant-based offering for every meat-based option."

67



Vegan

~~—~~

means different from me

68



Vegetarian

~~—~~

vegetarian means healthy – but unsatisfying – food

69

Healthy Restrictive Language



language like "low fat" has low appeal

70


Do Highlight Provenance



provenance can be evocative

71

Do Spotlight Flavor



flavor gets mouths watering

72



73



74



75



76



77



78



79




80



81

Honoring Plant-Based Traditions of African Heritage Diets in Health Care

Sarah Anderson, Heritage Diets Curriculum Coordinator, Oldways



Swiss Chard Pecan Lasagna,
Sharon Palmer, MSFS, RDN

82



83

Heritage is Motivator for Health

- All the recipes in A Taste of African Heritage are completely plant-based
- 8% of Black Americans are vegetarian vs 3% of general population¹
- 31% of non-white Americans have reduced meat consumption in the past year vs 19% of white Americans²
- Graduates of A Taste of African Heritage overwhelmingly report that heritage is a strong motivator for health





Image courtesy of Oldways

1. The New Food Fights: U.S. Public Divides Over Food Science. Pew Research Center website. December 1, 2016. Accessed October 13, 2020. <https://www.pewresearch.org/fact-tank/2016/12/01/the-new-food-fights/>

2. McCarthy J, Delonster S. Nearly One in Four in U.S. Have Cut Back on Eating Meat. Gallup website. January 27, 2020. Accessed October 13, 2020. <https://news.gallup.com/poll/283779/nearly-one-four-cut-back-eating-meat.aspx>

84

Results of A Taste of African Heritage



90% of adult participants **improved at least one healthy behavior** (eating more whole grains, vegetables, etc.)

In adults, **systolic blood pressure decreased** by an average of 4.65 mm Hg over the six-week program

28% of adult participants **reduced their blood pressure by a full stage** (moving from stage 2 hypertension to stage 1, stage 1 to elevated, or elevated to normal)

Graphics created by Oldways. Kelly Toups, MPA, RD, LDN, unpublished data, November 2020.

85

Using A Taste of African Heritage in a Health Care Setting

- Host a virtual class series with patients to build community and foster healthy habits during COVID
- Refer patients to participate in the class series
- Use our free “demo kit” to host a cooking demo in the health care center to drum up interest and participation in a full class series



African Heritage Demo Kit. Oldways Cultural Food Traditions website. Accessed October 10, 2020. <https://oldwayspt.org/resources/african-heritage-demo-kit>. Oldways photo courtesy of Kelly Toups.

86

A Few Oldways Health Care Partners

- Baylor Scott & White Diabetes Health & Wellness Institute (Dallas, TX)
- Washington Cancer Institute (Washington, DC)
- Southern Jamaica Plain Health Center (Boston, MA)
- Boston Medical Center (Boston, MA)
- Union Memorial Hospital / John Hopkins (Baltimore, MD)
- New Horizons Health Care (Roanoke, VA)
- TCA Health Clinic (Chicago, IL)
- PHMC Mary Howard Health Center (Philadelphia, PA)



African Heritage and Health Partners. Oldways Cultural Food Traditions website. Accessed October 10, 2020. <https://oldwayspt.org/programs/african-heritage-health/faces-taste-african-heritage/african-heritage-health-partners>. Oldways photo courtesy of Kelly Toups.

87

Bring a Taste of African Heritage to Your Area

To learn more or to teach a class series:

- Contact Sanderson@oldwayspt.org
- Visit oldwayspt.org/atoah



Images courtesy of Oldways.

88

Additional Plant-Forward Resources

Plant-Forward Plates¹

- FREE toolkit featuring 40+ foodservice scaled plant-based recipes with HACCP instructions, nutritional analysis, and ordering guides
- Learn more at Oldwayspt.org/pfp

African Heritage Power Plate²

- Plant-based booklet made in collaboration between Oldways and PCRM featuring 8 recipes
- Learn more at Oldwayspt.org/ahpowerplate




1. Plant Forward Plates, Oldways Cultural Food Traditions website. Accessed October 10, 2020. <https://oldwayspt.org/programs/plant-forward-plates>.
2. The African Heritage Power Plate, Oldways Cultural Food Traditions website. Accessed October 10, 2020. <https://oldwayspt.org/resources/african-heritage-power-plate>.
Images courtesy of Oldways.

89

Case Study: Adventist Health Howard Memorial Hospital

Anna Herby, RD, CDE

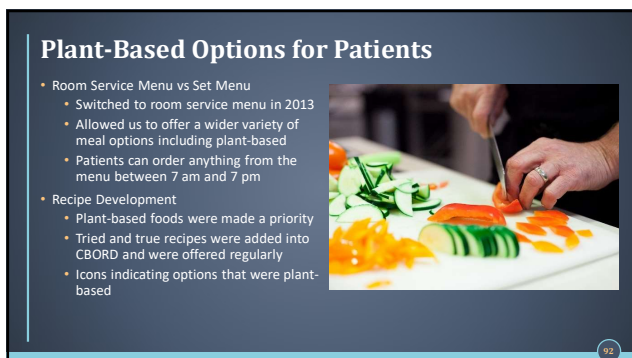


Fresh Fettuccini with Roasted Rosemary Vegetables, Sharon Palmer, MSFS, RDN

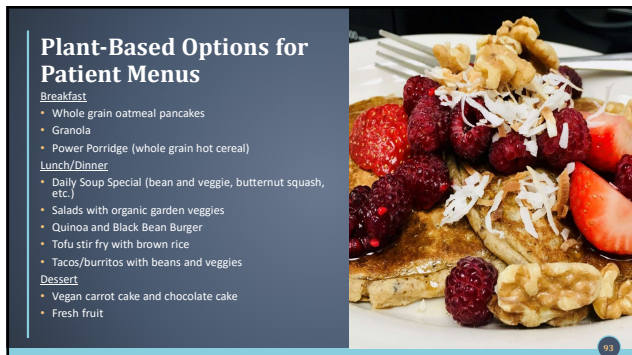
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91



92



93

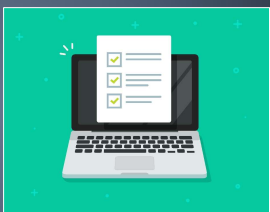


94

AMA Guidelines Released in 2017

“American Medical Association hereby calls on US hospitals to improve the health of patients, staff, and visitors by

- (1) providing a variety of healthful food, including plant-based meals and meals that are low in fat, sodium, and added sugars,
- (2) eliminating processed meats from menus, and
- (3) providing and promoting healthful beverages.”



“Healthy Food Options in Hospitals H-150-889.” AMA_policysearch.ama-assn.org/policyfinder/detail/Healthy-Food-Options-in-Hospitals-H-150-889?url=AMA/Doc/ncdo_xmi-Q-627.xml

95

The Path Away from Processed Meats

Take One, 2017:

- Menu was restructured to eliminate processed meats
- Sausage and deli meats were replaced with house-made meats
- Staffing challenges and inconsistencies in the recipes made this attempt unsuccessful


Take Two, 2018:

- Replaced chicken-apple sausage with Beyond Bräts (hot Italian flavor)
- Recommitted to house-prepared deli meats

Keys to success:

- Free samples
- Staff involvement
- Staff education
- Offering a tasty alternative

96



Financials: Estimated Costs for Food Items

- 2 egg omelet with cheese: \$1.26
- Oatmeal with dates and nuts: \$0.30
- Beef burger patties: \$1.13 per patty
- Bean and quinoa patties: \$0.33 per patty
- Beyond Burger: \$1.94 per patty
- Chicken stir fry: \$2.36
- Tofu stir fry: \$1.72

97

Challenges

Staff Turnover

- Retraining new staff
- Maintaining high quality standards even with staffing shortages

Recipe Development

- Executive chef on leave
- Difficulty with consistency of recipes (mostly on café side)


Staff and Patient Preferences

- Adjustment period
- Must provide fan favorites



98

Successes




- **Community Impact:**
 - Community members can rely on affordable healthy food from our café
- **Patient Readmissions:**
 - We work hard to prevent readmissions and educate patients that healthy food plays a central role
 - Education is even more effective when we provide examples of healthy meals
 - We can refer our inpatients seamlessly to outpatient programs
- **Staff impact:**
 - Staff who may otherwise not take interest in health/nutrition have a basis for healthy eating daily in our café

99

Thank you!

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100

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101

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102
