



Capital Health

the journey to healthy food

FEBRUARY 2012

Healthy Food Initiatives

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Healthy Food Initiatives

Morrison Healthcare, Partners for Care, Retail Food Services and Capital Health have made a commitment to promote healthy eating. In an effort to support this commitment, Retail Food and Retail Services are eager to make changes that promote the availability of healthier food choices. Not only are we looking to introduce new products and offer healthy menu items, but we do so with a collaborative and interactive approach. This approach engages retail food employees, customers and hospital staff, patients, health care professionals, food manufactures and providers.

Retail Food Services

Introduction of NEW Healthy Products

Consumers are constantly looking for healthier eating alternatives that contribute to a healthy diet. Capital Health is introducing new products and menu options on a regular basis. These products and menu options are a healthier option to high fat, high calorie or higher sodium options that are currently consumed. The following is a list of the new products and changes that have been made to promote healthier eating.

- All menu bundles are promoted with water
- Healthier items are being promoted as impulse items (ie: yogurt and berries, fruit cups, fresh fruit, bottled water)
- Menu items focus on healthy choice/balanced choice options (ie: fajitas, stir fry's, flat breads)
- New grill menu introduced to replace fried products (baked potato wedges, baked fish, chicken souvlaki, turkey sage burger, mushroom burger etc). All serving stations feature salad as a side dish.
- Whole wheat pizza crust was introduced at the Halifax Infirmarary site
- Pizza Pizza now offers various pizzas on multigrain crust
- Introduction of Campbell's "Eating Smart" soups
- Grandma Emily's healthy snacks: A collection of trail mixes, nuts and granola bars
- Kashi granola bars
- *So Good* soy milk

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- Whole Wheat hamburger and buns at The Grille
 - Reduced fat cinnamon bun
 - Kozy shack puddings
 - Option of having egg whites
 - Crispy Mini's: A snack alternative for chips or to curb the sweet tooth craving.
 - Frito Lays line of macrosnacks (a variety of items from Quaker, Crispy Mini's, and Smartfood)
 - Quaker, reduced fat, whole grain muffins
 - Baked chips only
 - Otis Spunkmeyer, reduced fat, whole grain cookies
 - Offer more choices of fruit (fresh/dried/canned) and nuts with hot oatmeal at breakfast
 - Skinny Cow ice cream products
 - Fruit smoothies blended with orange juice and low fat yogurt
 - Homemade oatmeal, packaged to go, served with fruit toppings
 - Make your own parfait bar, where customers choose from a selection of granola, oatmeal or cereal and top it off with their choice of fresh or dried fruit, and nuts
 - Balance choice/Healthy choice training
 - All promotions focus on healthy choice/balanced choice options
 - All energy drinks have been removed
 - All deep fryers were removed in September 2009

New products to be introduced:

- Gluten free pizza dough from local supplier
- Flat out burger: A mixture of beef and soy served on a flat bread
- Homemade energy bars
- Reduced fat ice cream products
- Otis Spunkmeyer Tasty Grains Fresh Baked Bars - 100% whole grain snack or breakfast bar available in three berry and trail mix varieties
- Under 3 products: 300 calorie meal for \$3.00

Healthier Breakfast

Breakfast is an important meal of the day and Retail Food Services has revamped its menu to provide healthier breakfast options. It has replaced high fat, high sodium breakfast products with items such as:-

- Homemade ground turkey sausage patty, turkey bacon, peameal bacon, fish cakes, baked beans, tomatoes and basil and made to order omelets. The hot breakfasts are served with homemade bread.
- The hot breakfast sandwiches are now made with a ground turkey sausage patty, peameal or the turkey bacon. Breakfast sandwiches are served on English muffins and *Pita One Bun* reduced sodium buns.
- A vegetarian breakfast sandwich is offered, consisting of a poached egg, onion, green pepper, red pepper, broccoli, cauliflower, and cheddar cheese.
- Other items made for the grab and go breakfast include a burrito, hard boiled eggs, fruit cups, and yogurt parfaits.
- A design-your-own breakfast parfait bar is offered with a selection of fresh and dried fruit, nuts, cold cereals, yogurt and cold oatmeal.
- A hot grains station is available with oatmeal; customers can add fresh or dried fruit, and nuts to their selection.
- A fresh fruit smoothie is also offered daily from the breakfast bar.

Under 3

The Under 3 is a program that offers a variety of sandwiches, salads, fresh cut fruit, parfaits, and snacks. All items in the program are under 300 calories and retail for less than \$3. Items are all marked with Under 3 labels, which indicate the calories, and products are displayed in a designated Under 3 fridge. In addition to offering tempting selections such as spicy black bean hummus, tuna salad with tarragon and apple, and spinach and strawberries, the program emphasizes proper portion sizes and offers an increased selection of snack items.

Ongoing Initiatives

Retail Food Service Employees Scratch Cooking Trials

During the Retail Food Task Force meetings, a suggestion from the employees of Retail Food Services was to prepare items from scratch. This would allow the flexibility of controlling ingredients to produce a healthier end product. The suggestion also proposed higher sales based on a fresher more desirable product as well as a lower cost of production.

Soups

A collaborative approach between management and cooks has led to the development and implementation of a scratch soup program. Presently two scratch soups are produced daily and are offered in addition to our Campbell's Eating Smart soups.

The soup recipes were developed in accordance with healthy eating guidelines. The recipes were trialed by the executive chef, production staff, and dietitian. In addition, other staff members were asked to sample the soup and to provide feedback during the trial process. Nutrition analysis was completed to ensure all products had an acceptable sodium and fat content. Emphasis was placed on developing a quality product that was reduced in sodium and lower in fat.

Marketing and promotional material has been developed to promote the new soup. Each variety of soup is identified and distinguished from the other soups as being made fresh daily and its nutritional criteria is emphasized. Nutrition information is also provided at the point of sale for consumer awareness.

A soup launch was conducted by the dietitian and executive chef at both the Victoria General and Halifax Infirmary sites. This allowed them to communicate with customers and staff, promote the product, receive feedback, and provide samples.

Breads

Homemade bread is being made at the Victoria General site and distributed to the Halifax Infirmary. Multigrain bread is made specifically for the new healthier breakfast menu. Slices of multigrain bread are offered with the breakfast option instead of regular bread.

The bread recipe was tested and designed by the bakers, executive chef, and dietitian. The bread was designed to fit the developed guidelines. During the launch of the bread,

samples were provided for customers, feedback was obtained and marketing and promotional material was developed to promote the product.

Baked Goods

A healthy baked goods proposal has also been submitted. The proposal commits to supplying high quality baked goods that meet the imposed guidelines. Testing of recipes and logistics will commence in February 2012 for a trial period to determine how we proceed.

This collaborative approach will engage both staff and customers, and measures will be taken to ensure all involved are kept up to date on changes and newly introduced products. When new products are developed, both staff and customers will be asked to sample and provide feedback on the acceptability of the products. Proposed recipes include muffins, biscuits, cinnamon buns, cookies, fruit loaves, and granola bars.

In addition to these scratch products, healthy convenience alternatives are presently being used and additional items are being sourced. These products are purchased from an approved supplier and are baked from frozen. They include Quaker Slim Sensation muffins in five varieties, Rich's cinnamon buns, and Otis Spunkmeyer 51% whole grain cookies in a variety of flavours. This month we plan to introduce Otis Spunkmeyer tasty grain bars.

Roles and Responsibilities

This scratch cooking project required cooperation between the executive chef, the cooks, and the dietitian. All of the individuals involved are striving to produce consistent, high quality products that meet the nutrition criteria.

The executive chef is responsible for recipe costing, production scheduling, and equipment requirements. The dietitian is overseeing the tasks of ensuring the products meet nutrition guidelines, coordinating sampling, marketing and communication, and receiving feedback on the acceptability of the products.

The cooks are responsible for recipe development, product testing, identifying product and equipment requirements, and assisting with input on marketing of the products.

Research is presently being conducted on suitable baked products and desserts that will be acceptable to sell in adherence with healthy eating guidelines as identified by the Nutrition Working group.

Healthy Cooking Demonstrations

Building on a suggestion captured from Amanda Whitewood, we have implemented healthy cooking demonstrations. The purpose of the healthy cooking demonstrations is to promote healthy eating, healthy cooking, and to show how quick and easy it is to prepare meals that promote optimal health.

The demonstrations are educational and supportive in promoting a healthier lifestyle. They also provide an inclusive approach to healthier eating and support the already existing healthy eating campaign.

The healthy cooking demonstrations consisted of six healthy cooking demonstrations. The demonstrations involved our Executive Chef, Shawn Dwyer and Dietitian, Lisa MacDonald. Each session involved a brief introduction of the recipe, cooking demonstration by the cook, and nutritional tips and guidelines from the dietitian.

All sessions incorporated the use of healthy cooking methods (ie: steaming, poaching, and baking). This ensured that those who attended were aware of the fact that the method of preparation alters the nutritional composition of the food.

The cooking demonstrations were recorded and videos are posted on the Capital Health website. The website also includes the recipe information. In addition to this, plans are in development for the recorded demonstrations to be shown on screens in the cafeterias throughout Capital Health. This will allow those who missed the demonstrations to view it and to receive the same valuable information.

The following is a list of the cooking demonstrations that have been completed, the menu items prepared, and the health promotion information communicated:

Cooking demonstration #1

Menu: Haddock en papillote with ginger onion and carrot

Summary and goals: This session focused on steaming food as a method of cooking. Different cooking methods and related health benefits or risks were discussed. The overall goal was to promote steaming as a healthy cooking alternative. The benefits of eating fish and receiving enough vegetables in the diet was also discussed.

Cooking demonstration #2

Menu: Greek penne with chicken and feta

Summary and goals: The focus of this session was on incorporating all food groups in a meal. Information was provided on the importance of whole wheat products, the benefits of fibre, the role of protein, and the need to limit high fat dairy products. The versatility of pasta recipes and general cooking tips were also provided.

Cooking demonstration #3

Menu: Sesame crusted salmon

Summary and goals: The well known health benefits of fish were discussed with an emphasis placed on heart health. Discussion on portions sizes and recommendations for protein sources were also incorporated into the demonstration.

Cooking demonstration #4

Menu: Potato, spinach, and goat cheese frittata

Summary and goals: To coincide with Nutrition Months theme of *Celebrate Food...From Field to Table*, this demonstration focused on using local products to prepare meals and promote healthy eating. Topics discussed included, the health benefits of eggs, the availability of local products, and nutrient sources provided in the meal.

Cooking demonstration #5

Menu: Maple glazed apples with maple angel food cake

Summary: The topics of portion control, moderation, and preparing lower fat baked goods were addressed. Local ingredients (apples and maple syrup) were used to enforce the importance of supporting local suppliers.

Cooking demonstration #6

Menu: Borscht

Summary: The demonstration centered on the ease of making homemade soup and controlling the amount of sodium. The benefits of a sodium reduced diet, eating increased amounts of vegetables and supporting local growers was discussed.

Cooking demonstration #7

Menu: Peaches and Chicken

Summary: Our Executive Chef, Shawn Dwyer, teamed up with Capital Health Dietitian, Maureen Tilley, to promote reduced sodium meal ideas. Maureen has published a book called *Hold the Salt* and during the demonstration, she addressed issues regarding diet, sodium levels, and the effect on health.

Local Product/Market – Eat Healthy, Eat Local

Eating local involves supporting the local community, reducing environmental impact, sampling new products, and creating new relationships between customers and vendors. Retail Food Services incorporate and offer local products on its menu.

The following are some of the local products we are currently using in our menus:

Fish: Using local fish, including salmon and haddock, support local markets and contribute to the health benefits of incorporating omega-3 rich fish to the diet. We have partnered with suppliers such as Evans Fresh Seafoods and Green Island to provide local fish that we serve in the restaurants. We also use local and sustainable seafood messages to communicate to our customer when local fish is being served.

Blueberries: Nova Scotia is famous for its blueberries and blueberries have been well noted for their health benefits. The delicious flavor of this berry paired with the added health benefits provided from the antioxidants, would make it easy to promote and celebrate blueberries. During blueberry season, special promotions, products, and recipes are offered.

Apples: Apples provide a great healthy snack, a scrumptious dessert, and can be easily incorporated into main menu recipes. The Nova Scotia fall apple harvest is a perfect opportunity for us to promote healthy apple recipes and focus on promoting local products. For the past two years, we have held an apple festival, during which we promoted the health benefits of apples and incorporated them into our menu items. Apples were used in both snack and hot entrée menu items. In addition to this, customers who spent over \$7.00 were offered a free apple with their meal. The apples used in the promotion were picked by staff as part of a staff event.

Strawberries: Strawberries are another fresh berry that has allowed us to promote local farmers and local produce while offering healthy, popular menu items. During the month of July, a week of strawberry festival events was held to promote local strawberries on our menu. Featured strawberry products including, parfaits, salads, fruit bowls, iced tea, smoothies, and desserts, were offered. In addition to the products being offered, the health benefits of eating strawberries were communicated to customers.

Maple products: During the spring, maple producers in Nova Scotia provide delectable maple syrup, cream, sugar and butter. These products are used to enhance recipes and once again, promote local producers.

Honey: Cosman and Whidden Honey Limited of Nova Scotia offer a local 100% pure honey product. Honey can be used in a variety of recipes.

Cheese: Local suppliers such as Foxhill Cheese and That Dutchman's Farm provide a variety of cheese that are used to enhance the flavor of a freshly made dish or sold individually along with crackers or fruit and vegetable to create a snack.

Gluten free products: There are a number of local businesses supplying and making their own gluten free products. They include *Gluten Free Goodies* and *Crumbs* gluten free bakery. These products, including breads, pizza dough, cookies, brownies, and muffins provide an option for those who must eat a gluten free diet. Currently we are researching and testing products with these local companies to see if there is an opportunity to partner with them to provide this specialty product line.

Meat: Local suppliers of beef, chicken, lamb, and pork will be researched to see if supply is available. A challenge with this category is ensuring strict Quality Assurance guidelines are met to ensure food safety and delivery.

Coffee: *Just Us Coffee* is now at the Victoria General, Halifax Infirmary and Dartmouth General. This is a Nova Scotia company that purchases fair trade coffee and is roasted locally.

Eggs: Currently we offer Eden Valley local whole eggs.

Produce: Keddy's Produce is our primary supplier and we purchase as much local produce as possible.

A local farmers market is held every Friday at the Victoria General site. During the summer months, Retail Food Services contributes to the market by having a BBQ and using products from local suppliers. Items sold and used include hamburgers, mushroom burgers, corn on the cob, cheese and ice tea.

Health Promotion and Education

In addition to offering healthier menu items, a commitment has been made to educate both customers and staff regarding the importance of these changes. Presently, there are 30 digital screens located in the Halifax Infirmary, Victoria General, Dartmouth General, Hants and Cobequid Centre that displays a slideshow promoting various healthy eating messages. Themes that have been covered to date include the importance of eating local, nutrition month, portion sizes, fats, sodium, and choosing vegetarian options (flexitarianism) and menu changes. The “now you know” slide show explaining the impact of choosing healthy or unhealthy breakfast options and the effect it can have on weight loss was developed. Additional material on the importance of healthy eating and active living were developed and added to the media screens.

As new products are introduced, the health benefits of these products are displayed. As well, healthy eating information is provided regarding already existing healthy products

The following are examples presently in place;

- Material regarding the benefits of whole grains is displayed with the oatmeal and bread products
- Material regarding the benefits of nuts and omega 3 fats is located next to Grandma Emily’s snacks, which include almonds, and mixed nuts products
- Material regarding the benefits of citrus fruit is displayed with fresh fruit products
- Material regarding the health benefits of yogurt is displayed near the yogurt fridge
- Table top display stands are used to feature promotions and healthy eating changes

In addition to these promotional materials, each hot food station has signage discussing the direct health benefits and nutrients provided when choosing healthier options.

When possible, the nutritional information for new products is displayed and compared to standard products. In addition, available nutritional information is also posted for the On the Go products. This allows customers to view the changes that are being made and provides them with nutritional information.

Outcomes, Rewards, and Future Initiatives

The overall reward of these healthy eating initiatives is the promotion of healthy eating and fostering change in the eating habits of staff, patients, and customers. As a result of the initiatives, education on healthier cooking methods, meal ideas, increased healthy food options and support and promotion for local products will be provided.

Capital Health is leading this initiative to transition toward healthy eating only in our retail outlets. We will source local products, implement new menu options and provide marketing and nutritional support to educate the consumers. Our overall goal and objective is to support good health, provide exceptional, healthier food and beverage products.

Future

- Continuing to introduce and promote a variety of new healthy items
- Incorporating the use of local products
- A new grill menu that will include a made to order stir fry and roasted chicken meals
- A six part series with Dietitian Maureen Tilley is planned to promote the importance of reducing sodium in the diet. The series will include promoting reduced sodium recipes on our menu, educating customers about sources of sodium, providing samples of menu items, receiving feedback, and being available on promotion days to discuss the topic with customers
- Baked products outside of Capital Health's healthy food guidelines no longer served in Tim Horton outlets at our Hospital
- Eliminate regular / sugared carbonated beverages

Partners for Care, Retail Services Operate 7 convenience / gift shops at the hospitals.

Update on Healthier Product Options in Retail Stores

In an effort to support Capital Health's healthy eating campaign, Retail Services introduced several healthier food and drink options in the convenience stores. A series of information cookbooks are also available for sale in the gift shops.

The following is a list of products introduced to provide the customer with healthier choices and information on healthy eating:

- Natural snacks which includes Tamari Almonds, raw Cashews and Brazil Nuts, Dried Unsulfured Fruit (Apricots, Papaya, Pineapple), Organic Crystallized Ginger, Rice Mix, Organic Goji Berries, Sesame Sticks, Dark Chocolate covered Almonds and Raisins.
- All energy drinks were removed and replaced with a wider selection of juices and water. Juices include V8, Tomato Juice, Orange Juice, Apple Juice, and Natural Fruit Juice Blends. Water products include regular water; Vitamin enriched Water, and Flavored Water.
- Healthy Eating Cookbooks which include information on healthy food choices. Cookbooks include Eating Well, Ten Best Foods, Eating by Color, Living with Diabetes, Eat This, Not That, and Smoothie Recipes.
- Assortment of all natural tea including Herbal Tea, Green Tea, Flavored Decaffeinated Tea.

Other healthier options available in the stores include frozen fruit bars, yogurt, milk, unsalted nuts, trail mix, dark chocolate, dip mix, and baked chips.

Along with the introduction of healthier food choices, Retail Service provided a venue to promote physical activity through a free bike program. The stores provide a place for Capital Health employees to sign in/out bikes to ride between sites.

In addition, plans are made to implement the following:

- Realign the cold beverage coolers to make healthier choices more visible to the customer
- Introduce more reading material on healthy eating and healthy living
- Create signage to inform customers of healthier choices available
- Store demos for herbal tea and healthy dips (using yogurt)
- Introduce soy beverages

Healthy Food and Beverage Vending Services

Capital Health replaced snack vending products with healthy food and hot beverages vending products. This change is in alignment with the move to healthy food within Capital Health. Food products include prepared sandwiches, meals, yogurt parfaits, cheese, available to patients, visitors and staff 24/7.

Healthy Vending

- Fruit & Cheese Plate
- Cold Plate
- Cheddar Toss Salad
- Spinach Salad
- Caesar Salad
- Fruit & Yogurt Parfait
- Fresh Fruit Cup
- Assorted Sandwiches & Wraps
- Yogurt
- Fresh Whole Fruit
- Grilled Cajun Salmon Dinner
- Autumn Tortellini
- Chicken Dinner
- Lasagna
- Spaghetti with Meat Sauce
- Shepherd's Pie with Garden Vegetables
- Chicken Penne Pasta
- Chinese Noodles with Stir Fried Vegetables
- Milk
- Yop
- Tea and coffee

Partners for Care – Farmers Market

Capital Health and the Farmers’ Markets of Nova Scotia celebrated a new partnership with the opening of the first outdoor farmers’ market on a hospital site in Nova Scotia, located at the Victoria General Site in peninsular Halifax. The “Partners for Care Farmers’ Market” operate every Friday from 10am to 2pm, June to October, rain or shine. The “Terrace” and lawn area of the Victoria General Site, in front of the Centennial Building, is the place to be on Fridays throughout the Summer and early Fall. During the winter months the Market moves indoors to the Scotia Room cafeteria at the Victoria General Hospital site.

Vendors Include:

- Schoolhouse Gluten-Free Gourmet – Variety of gluten free items.
- Ratinaud – French Cuisine products.
- Pat’s Preserves – Selection of jams, jellies and honey.
- Noggins Corner Farm – Wide variety of fresh fruit and vegetables.
- Maritime Pasty Co. – Fresh pasty and Nellie’s Ginger Wine
- Laughing Whale Fresh Roasted Coffee – Variety of free trade coffee beans and fresh coffee.
- Korinthia Extra Virgin Olive Oil
- Jordan’s Natural Acres – Variety of free range meat/poultry cuts and eggs.
- Evan’s Seafood – Fresh and frozen variety of fish.
- Elmridge Farms – Fresh unsprayed produce, except the corn.
- Boulangerie la Vendeénne – Certified organic French bakery.
- Bohemian Bubbles – Hand-made Soaps made with fresh goat’s milk.
- Blossom Shops – Selection of Flowers.
- Big Monkey Kettle Corn – Salty & Sweet Popcorn that is gluten, dairy & nut free.

The Mindful Mango

Partners for Care and Connections Halifax operate a healthy food beverage café at Bayer's Road Centre office complex. Using locally produced products while employing individuals with mental illness.

Things we are mindful of:

- ***Good food choices***
Awesome coffee, great-tasting, healthy foods made from our own recipes, fresh, locally-sourced, fairly-traded ingredients whenever we can.
- ***Our environment***
Reducing waste and negative impact in sourcing, shipping, preparation, serving, cleaning and disposal practices.
- ***Friendly service***
A smile, a familiar face, a name remembered, a special order just the way you like it, and all the little things that matter.
- ***Your satisfaction***
The food you love, the service and quality you appreciate, the pleasure of having you come back soon.
- ***The art of the possible***
helping people realize their potential through work, reinvesting our profits in other progressive mental health initiatives.

Common Roots Urban Farm

The Urban farm is an innovative project addressing and celebrating health, agriculture, education and arts and culture. Common Roots Urban Farm will use the capacity of our citizens to collaborate on this project to create an awareness surrounding healthy food choices and life styles as well as food production.

Mission

Our mission is to deepen the connection between our citizens and nature; to empower our community to take a hands on approach to their urban environments, to grow one's own food and to enjoy restorative landscapes that promote health and well being.

This mission is implemented by providing the opportunity for citizens within the community to build self-reliance, create job skills, spur entrepreneurship and break the cycle of poverty by improving access to healthy, locally grown food.

A 'grow your own health' project

Located on 3.5 acres in the heart of the city of Halifax, the property will be managed by Partners for Care for the use of an urban farm. The landscape features can be used by all populations from wellness groups of healthy individuals and those with physical and psychological challenges.

Common Roots Urban Farm will be a project that will serve our community as an educational model for people of all ages to learn how foods grow. Our goal is to build a community farm as a piece of health infrastructure. To show what is possible on other vacant lots and in your own back yard.

Community members have come together with a vision. From that vision, community members have participated in the design, and will continue to participate in the construction, maintenance and operation of the Common Roots Urban Farm.

By deepening the connection between people and nature, and empowering Haligonians to take a hands-on approach to their urban environments CRUF will improve the health of our city.