



Legislation Text

File #: 2011-0212, **Version:** 1

Drafter

Clerk 04/26/2011

Title

A MOTION requesting the executive to adopt standards for vending machines located in King County facilities that are consistent with board of health guidelines and recommendations.

Body

WHEREAS, over half of adults and almost one-third of youth in King County are overweight or obese, and

WHEREAS, overweight adults and youth are at greater risk for numerous serious health outcomes that place a large burden on the health care system and increase health care costs, including type 2 diabetes, heart disease, stroke, high blood pressure, high cholesterol, certain cancers, asthma, arthritis and other debilitating diseases, and

WHEREAS, studies show that Americans consume too few vegetables, fruits, high-fiber whole grains, low-fat milk and milk products and seafood, and too much saturated and trans fats, refined grains, sodium and sugar-sweetened beverages, and

WHEREAS, ensuring access to healthy food and beverage choices in King County worksites would make it easier for county employees to consume more nutritious food and beverages while at work, and

WHEREAS, King County has been working collaboratively with food and beverage vendors since 2005 to increase the availability of healthy choices in vending machines for employees and the public, and

WHEREAS, on April 21, 2011, the King County board of health adopted Guideline and Recommendation 11-02, establishing guidelines for healthy vending machines, and

WHEREAS, these guidelines categorize foods and beverages into three categories, including Limited, Healthier and Healthiest, and

WHEREAS, the Limited category includes foods and beverages that are high in sodium, sugar, fat and refined grains and are less healthy, such as candy, potato chips and sugar-sweetened beverages, and

WHEREAS, the Healthier category includes foods and beverages that are based on whole foods, but may be somewhat more processed or refined, such as fruits packed in light syrup, low-sodium nuts and seeds, baked potato chips, one-hundred percent fruit juice and artificially sweetened beverages, and

WHEREAS, the Healthiest category includes foods and beverages that are nutrient dense and primarily unprocessed, such as unsalted nuts, unsweetened dried fruit, one-hundred percent whole-grain crackers, low-sodium dried meat or tuna and plain or carbonated water;

NOW, THEREFORE, BE IT MOVED by the Council of King County:

A. The council requests the executive to increase the percentage of healthy foods and beverages contained in vending machines located in King County facilities. The goal would be to increase the percentage of healthy foods and beverages contained in vending machines to seventy-five percent, with at least fifty percent of the products meeting the criteria for the Healthiest category and twenty-five percent meeting the criteria for the Healthier category as defined in Board of Health Guideline and Recommendation 11-02.

B. The council requests the executive to implement pricing and marketing strategies for vending machines located in King County facilities that are consistent with those identified in Board of Health Guideline and Recommendation 11-02 to encourage individuals to choose healthy options from vending machines. The strategies include: using education and marketing to promote Healthier and Healthiest products; using signage to identify which products are Healthiest and Healthier; working with vendors to price Healthiest products at a lower cost than Healthy and price Healthy products at a lower cost than Limited

products; ensuring vending machines post calories next to each item or its selection button; limiting advertising on vending machines to products found in the Healthiest and Healthier categories; and placing Healthiest and Healthier products at eye level in vending machines.

C. The council requests the executive to report progress on negotiations with vendors and implementation of pricing and marketing strategies by December 1, 2011.