

# Healthy Beverages in Health Care: The Boston Experience in Progress

*Food Med Conference 2011  
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**BOSTON  
MEDICAL**

The logo for Boston Medical Center features the words "BOSTON" and "MEDICAL" in a bold, serif font, stacked vertically. A circular arc with the word "CENTER" in a smaller, sans-serif font is positioned above "MEDICAL", partially overlapping it.

EXCEPTIONAL CARE. WITHOUT EXCEPTION.

# Lessons from the Boston Experience

- City-wide efforts
- Efforts at Boston Medical Center



# Boston Takes a Stand on SSBs

***April 7, 2011***

- ◎ Boston Mayor Menino Issues Order to End Sugary Drink Sales on City Property
- ◎ Carney Hospital Eliminates SSBs



# Further Changing the Context

- **Soda-Free Summer Campaign**
  - Change youth-serving organizations policies on sugary drinks
  - Solicit individual pledges to reduce or eliminate SSB consumption for the summer
  
- **Healthy Beverage Toolkit**
  - Background, rationale, strategies, contract language and more for creating organizational change
  - [www.bphc.org/healthybeverages](http://www.bphc.org/healthybeverages)



# Raising Awareness

- **FatSmack.org**
  - Created by and targeted towards teens
  - Social media, youth outreach, print advertising, radio and TV
  
- **SugarSmarts.com**
  - Targeted towards parents
  - “Protection” theme
  - Print advertising, radio and TV



# Learning Network

- Invitation to Boston area hospitals and health care organizations
- Sponsor: Boston Public Health Commission
  - Partner: Health Care Without Harm
  - Partner: American Heart Association
- Benefits to Hospitals
  - Share successes and challenges
  - Assist with troubleshooting
  - Benefit from technical assistance, presentations and guest speakers

# Sugar Sweetened Beverage Hospital Learning Network

Carney Hospital

Massachusetts General Hospital

Boston Medical Center

Children's Hospital Boston

Brigham and Women's Hospital

Faulkner Hospital

Beth Israel Deaconess Medical Center

St. Elizabeth's Medical Center

Dana Farber

Tufts New England Medical Center

# Examples from Boston Medical Center

- Forming a hospital wide committee
- Hospital sugar sweetened beverage environmental scan
- Education and Environmental Change
- Challenges
- Goals and next steps



# BMC Sugar Sweetened Beverage Task Force

- Sanctioned by our CEO, Kate Walshe
- Committee
  - Food and Nutrition Services
  - Legal Department
  - Employee Health
  - Internal Medicine
  - Family Medicine
  - Pediatrics
  - Labor Unions
  - Medical School and School of Public Health students

# BMC Sugar Sweetened Beverage Environmental Scan

- Background
  - Staff: 4580 FTEs
  - 639 licensed beds
  - 342,262 patients served annually
  - 785,622/year retail served
- Supportive structures and policies
  - Green Committee
  - Plans to develop Wellness Committee
  - Healthy Food in Health Care Pledge, April 2009
  - Spoken menu informal policy (soda, grape juice, prune juice, pineapple juice provided only upon patient request)

# Education and Environmental Change

- White paper
- Go on Green campaign



# Education and Environmental Change

- Educational sessions
  - with union members
  - with patients in our teaching kitchen
  - at our farmers market



# Education and Environmental Change

- Articles in local newspaper - “Be Healthy”
- Water Promotion
- Infused water project



# Challenges

- Learning from collaborative as we implement project
- Multiple simultaneous policy initiatives
- Forming a representative and strategic leadership

## Challenges, cont.

- Cost neutral mandate
- Lengthy and restrictive vending/vender contracts
- Concern for possible employee and patient pushback

# Goal: Step by Step Approach to Reaching Soda Free Status

- Next Steps
  - Continue education
    - Point of purchase
    - BMC teaching kitchen
    - Unions
    - Departments
    - Hospital newsletter
  - Environment and policy change
    - Infused water to be added to catering services
    - Increase access to free water
    - Product placement
    - Negotiations with vendors
    - Hospital wide policies



## Lessons Learned

- Broad and strategic leadership team is needed
- Multiple approaches must be used
- Desire for good health leads to openness to change

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