

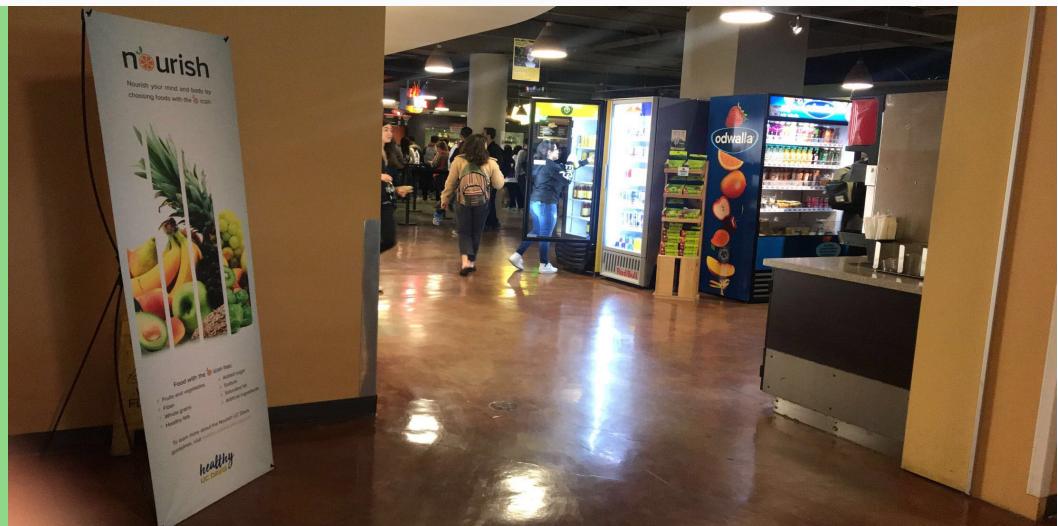
NOURISH

PROGRAM IMPLEMENTATION AT UC DAVIS

PARTNERS

The Nourish campaign was developed by a committee with representatives from the following student, staff, and faculty stakeholder groups:

- Dining Services
- Associated Students of the University of California at Davis Coffee House
- Nutrition Department
- Health Education and Promotion
- Staff and Faculty Health and Well-being
- UC Davis Health Bariatric Surgery Program
- Finance, Operations and Administration
- Student Affairs Marketing and Communication
- Strategic Communications
- Aggie Compass
- UC Davis Health Food and Nutrition Services



OVERVIEW

Nourish UC Davis is a campus-wide signage and nutritional guideline initiative that strives to make it easier for the UC Davis community to identify and choose nourishing foods when dining on campus. Nourish UC Davis provides campus consumers with transparent nutritional information that allows them to make the most well-informed nutritious choice. Foods that meet Nourish guidelines typically contain more fruits and vegetables, fiber, whole grains, healthy fats and less added sugar, sodium and saturated fats. The guidelines make it easier to identify healthier choices and encourage campus dining staff to alter current recipes or develop new recipes that meet the guidelines.

PROJECT DETAILS

There were multiple steps involved in the healthy icon initiative implementation. These deliverables involved months of continuously iterative processes with participation from campus partners to build a sustainable initiative that meets the needs of the UC Davis community.

A community assessment consisting of focus groups and short questionnaires was critical in developing nutritional guidelines and the Nourish icon. UC Davis students, staff and faculty were recruited to participate in focus groups at the UC Davis and UC Davis Health campuses. A short questionnaire was administered at the UC Davis Farmers Market table during Fall 2017 to collect feedback about icon guidelines and design. Based on feedback from the community assessment, a single icon system was chosen and it was decided that guidelines would focus on sugar, salt, fruit and vegetables, the ingredients list and fiber.

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DATA SNAPSHOT

As the Nourish committee built a nutritional database, they realized there was room for nutritional adjustments to various campus eateries. For example, the Coffee House (CoHo) used the initiative to switch to a low sodium base for the soup broths and sauces. Other successes include:

- All seven service platforms of the CoHo feature at least one Nourish item.
- Changes made to operations/food offerings based off of Nourish:
 - Introduction of low-sodium soup base.
 - Sales/consumption data of Nourish foods once the icon was installed.
- Anecdotal evidence from staff or students:
 - The stickers got taken quickly!
 - Staff said that customers were reading the materials.
 - Future changes (recipes that only require minor tweaks to meet guidelines).



RESOURCES

The Nourish Guidelines:
<https://healthy.ucdavis.edu/food-nutrition/nourish/guidelines>

PROJECT DETAILS CONTINUED

These guidelines aim to increase consumption of fruit and vegetables, healthy fats, fiber and whole grain while decreasing consumption of sodium, added sugar and saturated fat. The guidelines also do not allow foods containing additives included on the Center for Science in the Public Interests' "Avoid" category.

The Finance, Operations and Administration Communications unit designed the icon using feedback from the community assessment and the Nourish committee. The goal was to identify a single design that consumers could easily identify as the "healthier option" and could be recognizable across cultures. Due to the unique needs of each eatery, multiple signage and marketing designs were developed. Finance, Operations and Administration opted for a minimalist design with a focus on the "More of/less of" message. One paid student assistant and two Nutrition 192 student interns were hired to assess the menu items offered at locations using Nourish guidelines. Each eatery established a baseline of offerings that currently meet Nourish guidelines or could meet guidelines with minor adjustments. Students led weekly outreach events at each location to increase awareness. Additionally, Healthy Aggies, a student group that offers nutrition and food programming on campus, partnered with Nourish and promoted the icon at their weekly outreach events in the Dining Commons.

PROCESS CHALLENGES

- A significant challenge that will continue to present itself throughout the implementation of this initiative is the complex nature of the food and nutrition industry.
- Nutrition science is constantly evolving and this information is not always readily available to the public, which lends way for inaccurate information to perpetuate.
- Individuals are at varying health literacy levels, have different food beliefs, preferences and considerations, and have diverse cultural food experiences.
- The language surrounding food and nutrition was also a challenge when developing the Nourish icon. Focus group data indicated that the word "healthy" had a negative connotation.
- Implementing the icon on the UC Davis main campus and the UCD Health campus as both campuses operate on different schedules and have unique needs.
- The operational structure of campus eateries makes a comprehensive evaluation, which includes all sales data, unfeasible.

PROCESS INSIGHT

- Focus group testing can identify program limitations and elucidate strategies for improvement.
- Each location can implement the icon at separate times. The installation does not need to be delayed at one location to wait for another location.
- The Nourish icon implementation should be adapted to respective eateries and campuses.
- Diversify program metrics, and identify which eateries can itemize foods sold, so the number of Nourish foods purchased can be tracked by attributing foods to a unique register code.