Public Health leads integrated food policy and planning

- Influenced the city’s food work to focus on hunger, nutrition and health inequities
- Provide research, planning, technical expertise, and policy development
- Work with community, other city and county agencies and elected leaders to address health disparities in the food system
Updates

- Mayor’s Executive Directive on Healthy and Sustainable Food
- Food Security Task Force
- School Food
- Menu Labeling
- Food stamps at farmers markets
Mayor’s Executive Directive

- Executive Directive on Healthy and Sustainable Food issued July 8, 2009
- Model for city wide food policy and planning
- Addresses food system in comprehensive, holistic way
- Creates framework for future food policy in San Francisco
Objectives of Directive

- Integrate food systems planning into all departments
- Advance existing recommendations for food and nutrition
  - Establish deliverables, timelines and responsible departments
Actions

- Directs all departments to develop plan for implementing food policy principles (47 departments submitted plans)
- Specific actions required by some departments
- Established public/private Food Policy Council to monitor progress (4 meetings held)
- Annual report to be issued July 2010
Outcomes

- Developed nutrition standards/goals (events/meetings, vending machines, leases, nutrition contractors)
  - All departments required to follow DPH’s healthy meeting guidelines
  - Vending machine standards developed – Executive Directive issued in April 2010 to implement standards
  - Leases include requirements for sustainable and healthy food options (Park and Rec, Real Estate)
  - Nutrition Goals for contractors developed (included in RFAs from DAAS, Food Business Action Plan to ensure healthy food retail in all neighborhoods
  - Status – draft plan submitted by SF Redevelopment Agency to Mayor’s Office;
  - MO, MOEWD and Small Business will expand to city wide program
- Food Business Action Plan to ensure healthy food retail in all neighborhoods
- Advanced urban agriculture –
  - land audit conducted
  - Additional gardens – DPH, Real Estate, Library, SFO, DPW, Juvenile Probation, Treasure Island
Vending machine standards

- Developed by Shape Up at Work coordinators, Food Policy Council, DCYF, Real Estate
- Applies to all vending machines in City/County buildings and/or controlled by City/County agencies
- Standards for food and beverage
  - Food (at least 50%):
    - Contain no transfats
    - Have no more than 35% of calories from total fat (excludes nuts and seeds)
    - No more than 10% of calories from saturated fat
    - No more than 35% sugar by weight (excluding fruits and vegetables)
    - At least 1 low sodium item (no more than 360 mg of sodium for snacks and 575 mg of sodium for entrees)
  - Beverages (100%)
    - No calorically sweetened drinks
    - When juice - only 100% fruit juice
    - Diet sodas are limited to 25% of items offered
  - Steps to implement:
    - Where possible, restock vending machines immediately
    - Where possible, contact vendors and request transition immediately
    - New contracts conform to the new standards at the next possible opportunity.
Food Security Task Force

- BOS created in 2005 to increase enrollment in federal nutrition programs
- Includes public/private city agencies and community based organizations
- DPH has staffed since 2005
- Newly reconstituted in 2010 – expanded focus to include community based food programs
- Programs represented: Food Stamps, WIC, school meals, senior nutrition, home delivered meals, food pantries, free dining rooms, shelter food, summer lunch
Outcomes

- Compiles data across programs and agencies; provides analysis and recommendations
- Educates and advocates for food programs
- Led grant application for food stamp outreach
- Develops pilots for food programs (home delivered groceries)
- Produces annual assessment of hunger and food insecurity in San Francisco
- Developed report on hunger and food program usage by supervisorial district
Problem: Middle and High Schools at SFUSD (33 schools – 28,500 students) have two separate food programs (National School Lunch Program and competitive food)

- Different food choices, quality, service locations
- Creates stigma, hunger, inefficiency
- Drains resources from National School Lunch Program

Intervention – create models to eliminate the two-tiered lunch program
What’s the difference?
Outcomes

- Three pilots rolled out – Balboa HS, Francisco MS, Lowell HS
- All pilots increased participation in lunch program – between 12% and 109%

- Significant increase among students qualified for free and reduced meals

<table>
<thead>
<tr>
<th></th>
<th>% Free/Reduced Pre-pilot</th>
<th>% Free/Reduced Post-pilot</th>
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<tbody>
<tr>
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<tr>
<td>Francisco</td>
<td>59%</td>
<td>67%</td>
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<tr>
<td>Lowell</td>
<td>52%</td>
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Additional Outcomes

- Menu choices expanded
- Students now eat balance meals including produce and milk (previously bagels was top seller in competitive foods)
- Operations at pilot schools most efficient in district
- Roll out to all middle and high schools in 2010
- Worked with community partner to elevate issue to national policy level
Menu labeling

- Update: Patient Protection and Affordable Care Act amends Federal Food, Drug and Cosmetic Act requiring restaurants with 20 or more locations nationally to add calorie counts and to provide additional nutritional information upon request.
- FDA must propose implementing guidelines by March 23, 2011.
Food stamps at farmers markets

- Food stamp sales increased 85% in 2009; over 200% in first 3 months of 2010
- Summer 2010 – implement incentive program at Alemany, Fillmore and Divisadero markets
- Food stamp recipients' receive additional tokens to purchase more produce
- Outreach through health centers; food stamp office
Questions?