



**INTRODUCTION**

Worksites play a pivotal role in promoting healthier food and drink choices, and municipal governments can lead by example as large employers. This is particularly important as rates of obesity and chronic disease rise across the country and in Philadelphia nearly 67% of adults are overweight or obese.<sup>1</sup>

In January 2011, the Philadelphia Department of Public Health (PDPH) partnered with the Procurement Department, the Mayor’s Office of Sustainability, and the City’s vending partners to implement healthy (and green) beverage vending standards. This aligned with the work of *Get Healthy Philly* – a cross-cutting federal initiative to make it easier for Philadelphians to make healthy choices, and *Greenworks Philadelphia* – a long term plan to make Philadelphia “the greenest city in America.”

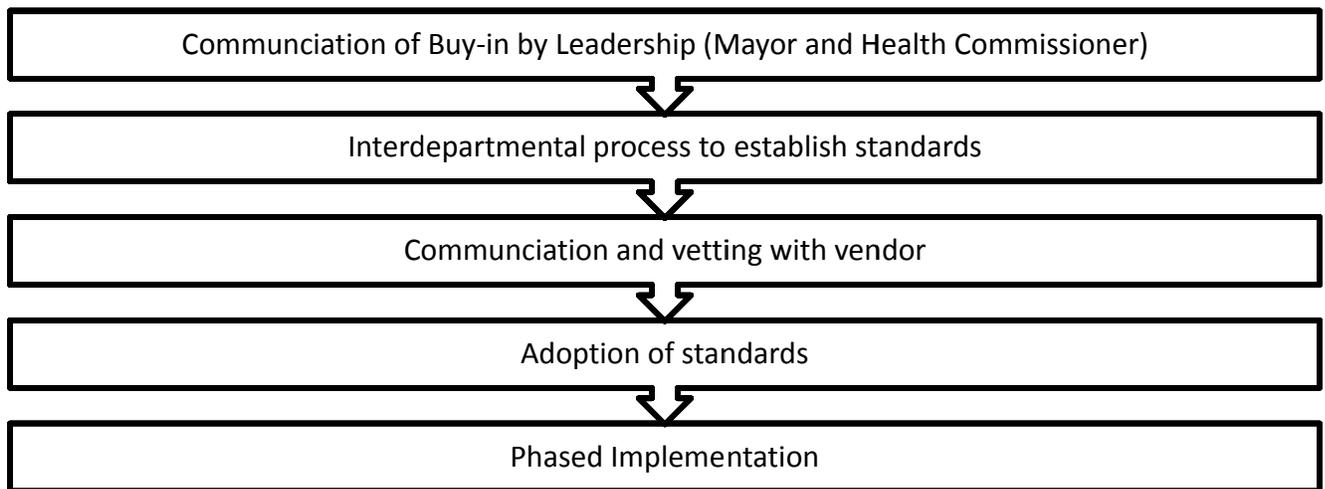
**ACCOMPLISHMENTS**

- Healthy beverage vending standards were developed and included as an amendment to the 2011 contract renewal.
- All 220 beverage vending machines in the city’s centralized contract have installed energy efficiency controls and healthy product changes by January 2012.
- The City has saved almost \$60,000 from a combination of direct energy savings and incentive rebates from the local electric utility company.
- Healthy snack standards were included in the 2012 contract.
- Two snack taste tests were conducted to get employee feedback on new healthy products, with two more planned for recreation centers.
- A pilot healthy snack machine was introduced in City Hall to track sales of healthy products.
- A plan has been adopted for the conversion of all 144 healthy snack machines in the city’s centralized contract by December 2013.

*verage*



**POLICY DEVELOPMENT PROCESS**



<sup>1</sup> PHMC 2010



**Figure 1: Healthy Vending Standards**

	<b>BEVERAGES</b>	<b>SNACKS</b>
<b>“Healthy” criteria</b> <i>Required for 65% of the machine</i>	<b>Water, 100% juice and non-caloric drinks.</b>	<b>Required Criteria:</b> Calorie: <250 Saturated Fat < 3g/serving Total Fat < 7 g/serving Sodium < 230mg/serving  <b>Recommended Criteria:</b> Trans fat 0g Sugar <18g/serving Vitamins and Minerals >10-19% daily value for Vitamins A, C, E, Calcium, or Iron Sustainability: organic, local, or sustainably sourced preferred.
<b>Portion Size</b>	Sugary drinks limited to 12-ounce cans.	Calorie limit for single serving or total package
<b>Placement</b>	Healthy in locations of highest selling potential	Healthy in locations of highest selling potential
<b>Promotion</b>	Only water or 100% juice on the machine wrap	
<b>Price</b>	Pricing encourages healthier options	Healthy option cannot be higher price than other options; lower pricing for healthy snacks encouraged.
<b>Labeling</b>	Total calorie count for each item displayed clearly and conspicuously.	Total calorie count for each item displayed clearly and conspicuously.
<b>Energy Efficiency</b>	Machine upgrade or software install to reach Energy Star Tier I.	Low-power mode where applicable.
<b>Data and Monitoring</b>	Sales data by item to be shared with the Department of Health.	Sales data by item to be shared with the Department of Health.

**Figure 2: Sample Healthy Beverage Machine**  
(image taken from Inquirer Article 7/28/2011)

## Lean Machine

Philadelphia is phasing in changes to encourage healthier selections at 225 vending machines in municipal buildings, recreation centers and elsewhere. It is also making them more energy-efficient.

There are several types of machines. This one is on the seventh floor of City Hall.



**WRAP:** Any advertising on the machine should feature water or 100 percent juice.

**PRODUCT MIX:** At least 65 percent of beverages must be "healthy" (water, 100 percent fruit juice, or non-sugar-sweetened sodas, teas, and fruit drinks).

**PLACEMENT:** Healthy items must be placed in highest-selling positions, usually closest to eye level.

**SIZE:** Sugar-sweetened drinks should be limited to 12 oz., with a preference for soda in 7.5 oz. sizes.

**PRICE:** Water should be cheaper than regular soda (\$1.50 water works out to 7.5 cents an ounce vs. 8.3 cents an ounce for a can of soda).

Beverage	Type	Calories
Coke	12 oz. can	140
Coke Zero	12 oz. can	0
Diet Coke	12 oz. can	140
Cherry Coke	12 oz. can	130
Seagram's Ginger Ale	12 oz. can	0
Sprite Zero	12 oz. can	0

**CALORIES LABEL:** Total calories for each item must be prominently listed on front of the machine. Note: This sticker is not shown on this machine.

SOURCE: Philadelphia Department of Public Health

The Philadelphia Inquirer



Figure 3: Sample Healthy Snack Machine

42 Ct									
Real Deal Baked Veggie Chips 1.5oz		Pirates Booty Popcorn 1oz		Pop Corners Kettle Corn 1.1oz		Herrs Original Popcorn 1oz		Special K Cracker Chips 1oz	
Snyders Old Tyme Pretzel 1.58oz		Snyders Honey Mustard Nibblers 1.5oz		Snyders FF Nibblers 1.5oz		Pepperidge Farm Baked Crisps 1oz		Herr's Baked Chips 1oz	
Austin Zoo Animal Crackers		100 Calorie Chips Ahoy		Welch's Fruit Snacks 2.25oz		Keystone Party Mix 1oz		Sun Chips Harvest Cheddar 1oz	
Mr Nature Trail Mix Unsalted		Mr Nature Unsalted Energy Mix		Dried Mango Fruit		Kars Cashews 1oz	Planters Salted Peanuts 1oz	Oat and Honey Granola Bar	Kelloggs Nutrigrain Strawberry
Snickers	M&M Peanut	Twix	Reeses Cup	Kind Bar	Kashi Fruit Bar	Kellogg Special K Straw	Fiber One Bar	FF Fig Newtons	Snackwel Is Vanilla
Tastycake		CHEETOS		FRITOS		Doritos Nacho		LAYS POTATO CHIPS	
Lifesaver Mints		Doublemint		Winterfresh		Extra Spearmint		Extra Winterfresh	