

LANE COUNTY | Springfield, Oregon

Working Together to Provide Good Options at RiverBend

Problem

Cardiovascular disease is the leading cause of death in Oregon. Sodium intake is a major contributor to high blood pressure—a risk factor for both heart disease and stroke. Among adults living in Oregon, 45%* of the general population and 61%* with diagnosed high blood pressure are attempting to reduce their sodium intake.¹

Project

Using Sodium Reduction in Communities Program funds, Lane County Public Health contracted with PeaceHealth Sacred Heart Medical Center at RiverBend to establish nutrition standards that include reducing sodium in their cafeteria.

Outcomes

RiverBend has modified cafeteria menu items through lower sodium ingredient purchases and recipe modifications. Consumers have been satisfied with the changes, and in the case of the lower sodium turkey, preliminary results indicate an increase in sales. The lower sodium turkey is also being used for all inpatient meals.

Resources

- Centers for Disease Control and Prevention: Salt www.cdc.gov/salt
- Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention Section <http://bit.ly/2dl4s6n>
- Prevention Lane at Lane County Public Health <http://www.preventionlane.org/>

Statement of Problem: Sodium intake is a major contributor to hypertension, a risk factor for cardiovascular disease, the leading cause of death in Oregon. According to a 2010 report from the Institute of Medicine, 21% of cases of hypertension are attributed to high salt intake.² From 1990 to 2014, the prevalence of high blood pressure among Oregon adults increased by 24%.¹ In 2014, 30% of Oregonians aged 40 to 64 years and 59% aged 65 years or older had been told they had high blood pressure. Among adults with high blood pressure, 46%* were advised by their doctor to reduce salt intake to control their condition.¹

Project Description: Lane County Public Health (LCPH), Lane County's local health department, was one of four Oregon county sub-grantees to receive funds from Oregon's 2-year Sodium Reduction in Communities Program (SRCP) grant. LCPH focused their SRCP efforts within the PeaceHealth Sacred Heart Medical Center at RiverBend (RiverBend) cafeteria. Upon receiving the award, LCPH was able to mobilize quickly and incorporate sodium reduction into existing work with RiverBend. Before the SRCP grant award, the hospital had begun to plan a Healthy Selections program intended to identify foods in the cafeteria that met specific healthy standards. However, because of funding and staffing limitations, the program had stalled. With support from LCPH's SRCP grant, the hospital was able to dedicate staff time to carry out this work with a focus on reducing sodium. Staff that included registered dietitians, the clinical nutrition director, the food service manager, and the production supervisor were actively involved in nutrition and sales data analysis, procurement, recipe modifications, and promotion.

Outcomes: The partnership between LCPH and RiverBend has been very successful at establishing nutrition standards and promoting healthier choices that include reducing sodium in meals. LCPH and RiverBend follow nutrition standards. These standards have been adapted from CDC's *A Step-by-Step Guide: Using Healthy Hospital Food, Beverage, and Physical Activity Environment Scans*.

* Indicates estimate that is age-adjusted to the standard population in 2000.

¹ Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention Section. Oregon Behavioral Risk Factor Surveillance System, Oregon 1990 & 2014 [unpublished data].

² Institute of Medicine. 2010. *A Population-Based Policy and Systems Change Approach to Prevent and Control Hypertension*. Washington, DC: The National Academies Press; 2010.



The GO! logo was developed by LCPH and RiverBend to promote and brand healthier food options. Photo credit: Renee Mulligan



The GO! reduced sodium turkey sandwich has 40% less sodium than the original.
Photo credit: Renee Mulligan

“If it wasn’t for the [SRCP] grant, we never would have done all of this even though we wanted to.”

– Sue Briggs, RiverBend Clinical Nutrition Director

For more information please contact

Centers for Disease Control and Prevention
1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/
TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov

www.cdc.gov

December 2016

RiverBend has modified the following items to meet these nutrition standards. These food items have replaced their higher sodium predecessor in the RiverBend cafeteria:

- Artisan sandwich bread has been changed to a lower sodium whole grain bread, and the cheese is sliced thinner.
- Turkey has been changed to a lower sodium version. This includes turkey used for artisan and Oregon deli sandwiches, as well as all of the turkey used for inpatient meals.
- Burritos have been “right sized” by changing them from a 12” tortilla to a 10” tortilla and adjusting the rest of the ingredients accordingly. The price was reduced by \$1.00 per burrito in the hospital cafeteria.

Their greatest success to date is the modification of the artisan turkey sandwich, which has 40% less sodium than the original. Sales for this sandwich have increased. RiverBend food service staff have reported that customers like the taste of the new whole grain bread and turkey. Another success is that sales have increased by 37% for the modified “right-sized” burrito.

Additionally, LCPH and RiverBend have developed the Good Options (GO!) logo to promote and brand healthier food options. Promotional materials have been developed, and a rollout plan for the GO! brand campaign has been implemented at RiverBend and will expand to two additional PeaceHealth hospitals in Lane County. LCPH is working to trademark the logo in an effort to expand the project to other hospital food service settings in the county.

Conclusions: LCPH and RiverBend were able to leverage nutrition standards that include reducing sodium to provide lower sodium food offerings through recipe and purchase changes. Although barriers were faced—including difficulty identifying and procuring some lower sodium options—solutions were found by engaging the skills and enthusiasm of hospital food service staff in the implementation process.

SRCP funding strengthened the working relationship between LCPH and RiverBend. The funding helped prioritize, build interest in, and dedicate staff time to successfully offer and sell lower sodium menu items in RiverBend’s cafeteria. The investment of hospital food service staff in the planning and implementation process will help sustain current work and move efforts forward. LCPH’s work with RiverBend has added to the collective knowledge of what it takes to put into action evidence-based nutrition standards, and it has generated lessons learned to share with stakeholders; national, state, and local public health authorities; and interested public health partners throughout the nation. The lower sodium menu options are a success and have continued to advance sodium reduction initiatives in Oregon.

Disclaimer: Website addresses of non-federal organizations are provided solely as a service to readers. Provision of an address does not constitute an endorsement of this organization by CDC or the federal government, and none should be inferred. CDC is not responsible for the content of other organizations’ web pages.