

Putting Plant-Based Diets on the Menu in Healthcare

October 26, 2022

Moderated by Sharon Palmer, MSFS, RDN

Speakers:

Ilana Braverman, Co-Director of Greener by Default

Anna Herby, Nutrition Education Program Manager, PCRM

About Oldways

- Nutrition nonprofit founded in 1990
- **Mission:** To inspire people to embrace the healthy and sustainable joys of the old ways of cooking and eating
- Visit us online at **oldwayspt.org**



Source: Kelly LeBlanc for Oldways

Plant-Based Options in Healthcare

- **The Coalition for Plant-Based Food in Hospitals** was founded to help hospitals include plant-based meals in their food service offerings. Includes: Oldways, PCRM, Meatless Monday, Humane Society.
- CA and NY bills mandating plant-based options in health care facilities.
- AMA Healthy Food Options in Hospitals resolution more plant-based options.
- Healthy Food in Health Care Pledge includes plant-based offerings



Creamy Chickpea Curry, Sharon Palmer

THE OLDWAYS PLANT FORWARD PLATES HEALTHCARE TOOLKIT INCLUDES THE INFORMATION FOOD SERVICES PROFESSIONALS NEED TO PROVIDE DELICIOUS, THERAPEUTIC 100% PLANT-BASED MEAL OPTIONS IN HOSPITAL AND HEALTHCARE FOOD SERVICE SETTINGS.

- **Plant Forward Plates** includes:
- over 40 recipes scaled up to 100 servings,
- therapeutic menu plans,
- HACCP instructions,
- nutritional analysis, and
- food ordering guides.



Housekeeping

- Attendees will receive an email within ONE WEEK with **CPEU certificate, slides, and recording**
- Visit **oldwayspt.org/CPEU** to register for upcoming webinars or view recordings of previous webinars
- Please submit any questions using the CHAT function in Zoom
- Join us for our next webinar one week from today



Webinar

Whole Grains and Ancient Grains
A Fit for Positive Nutrition and Today's Consumer Trends

November 2
2:00 PM E.T.

OLDWAYS

OLDWAYS WHOLE GRAINS COUNCIL

Our Speakers Today



Ilana Braverman, Co-Director of
Greener by Default



Anna Herby, Nutrition Education
Program Manager, PCRM



Greener, By Default

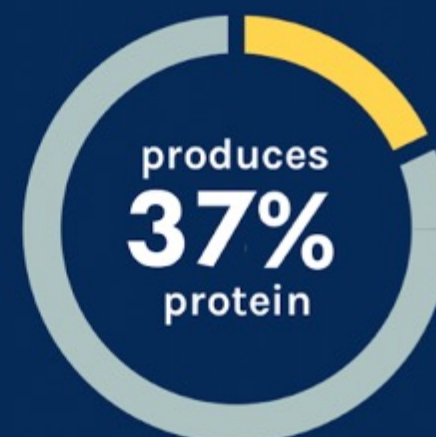
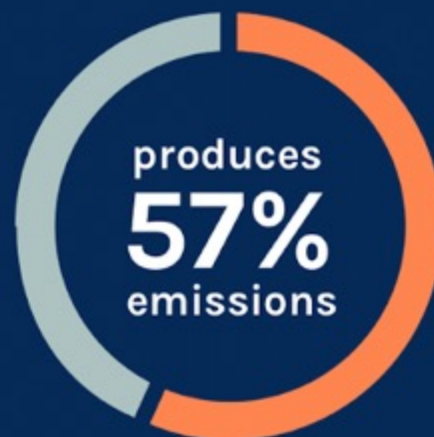
Ilana Braverman

Co-Director, Greener By Default

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- ✓
- “Without changing diets, agriculture alone could produce enough emissions to surpass 1.5°C of global warming.”
 - *World Resources Institute*

ANIMAL AGRICULTURE

In the global food system, animal agriculture uses **77% of all farmland**, produces **57% of emissions**, but produces only **37% of the protein**



Sources:

<https://www.nature.com/articles/s43016-021-00358-x.epdf>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5532560/>



- On average, the greenhouse gas footprint of plant-based meals is half that of animal-based meals.

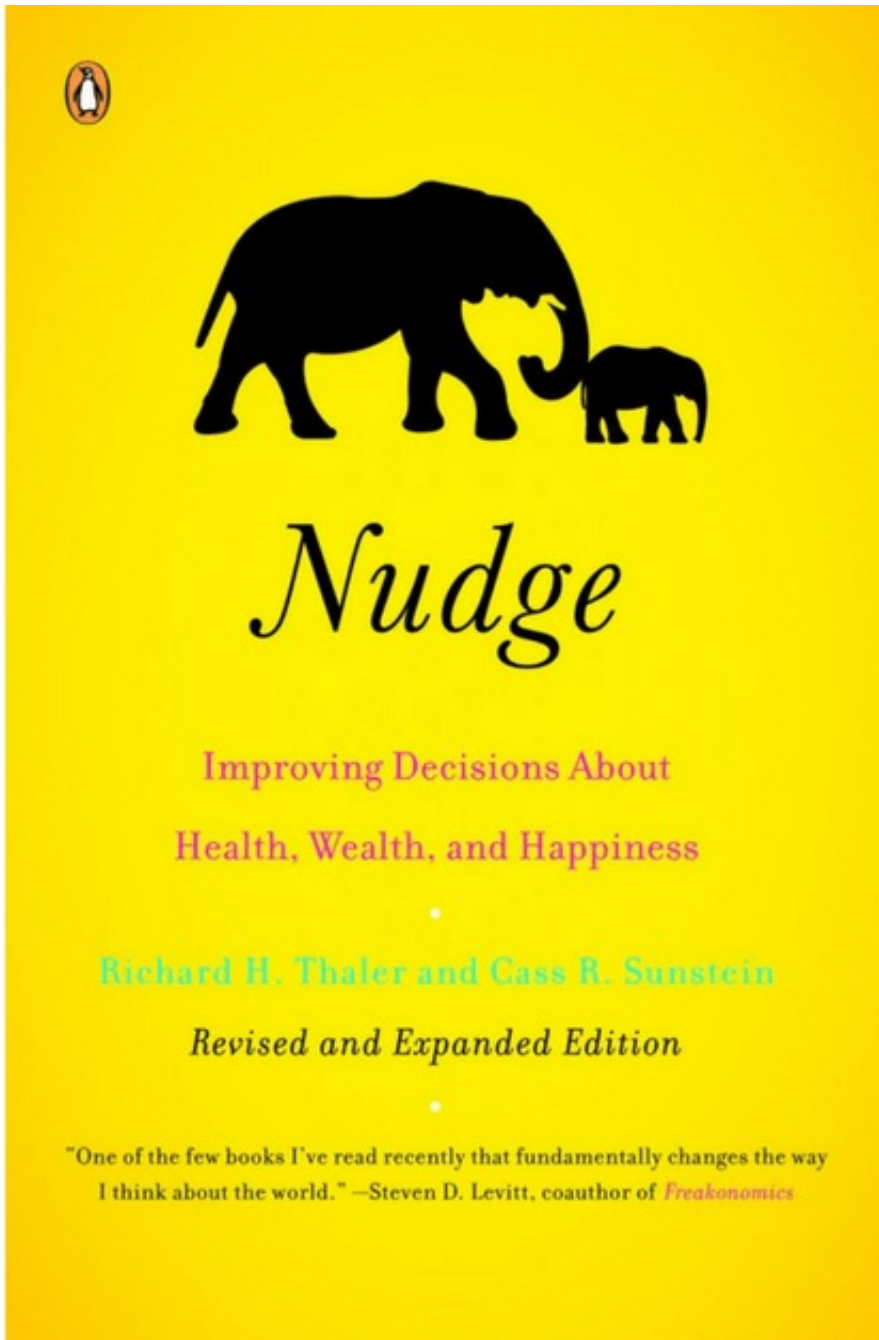


Source: Aramark, 2018



Source: *Plant Based Food Association; **Nielsen, 2019





- **Default:** The option people end up with if they do not make an active choice.
- *“For a host of reasons, [...] people have a strong tendency to go along with the status quo or default option.” Nudge, P. 8*



Social Norms



Image Source: <https://giftoflifemichigan.org/>



Greener By Default

Simple

- Offer plant-based meals with the option to opt into meat/dairy.

Flexible


- Can be implemented in any environment where food is served

Cost Effective

- Cost-neutral, and can even save money



Efficacy

						
	Vegetarian Default			Meat Default		
	N	Mean	SD	N	Mean	SD
AteVeg	46	67.4% (31 people)	0.474	45	24.4% (11 people)	0.435
AteMeat	46	32.6% (15 people)	0.474	45	75.5% (34 people)	0.435

43%



Inclusivity

- Serving plant-based foods that meet the needs of those with more specific diets - with the option to add meat/dairy - includes everyone, by default.
- Allergies: 30-50 million Americans are lactose intolerant
- Religion: Many religions encourage vegetarianism, and some restrict certain animal products
- Younger Generation: A majority of Millennials and Gen Z want to eat more plant-based foods
- Communities of Color: 31% of Americans of color have reduced their meat consumption in the past year, compared to 23% of Americans overall.





What do we do?

- Menu Analysis
- Strategy Consultation
 - Menu Engineering
 - Ratios
 - Defaults
- Culinary Implementation
- Impact Analysis





Who do we work with?

- Hospitals
- Universities
- Companies
- Conferences



B Lab U.S. & Canada

B Lab U.S. & Canada is committed to aligning our event hosting practices with our values around climate justice. To reduce our environmental footprint, we will be serving plant-based meals by default. If you prefer something different, please indicate:

- I would like to stick with the plant-based meal default
- I would like to switch to meat meals instead
- I would like to indicate further dietary restrictions or allergies:

86%

Tech Company

50%

New York City Health & Hospitals



Next Steps: Hospital Edition

- Approach other hospitals
- Conduct more pilots
 - Different foodservice approaches
- Publication
- Long term: establish new norms



Key Takeaways

- Decision Autonomy
- Wording Choices
- Changes Over Time
- Key Stakeholder Involvement
- Getting the first 'win' !



Resources

- We provide the following:
 - 1:1 consultation
 - Implementation Guides
 - Menu, Recipe & Sourcing Assistance
 - Marketing & Educational Materials
 - General Impact Calculations



Create a more resilient world, by default.

Visit Us: www.greenerbydefault.org

Contact Us: ilana@greenerbydefault.org

Hospital Food Service as a Teachable Moment: a case study

Willits, California

Anna Herby, DHSc, RD, CDE

Adventist Health Howard

Memorial Hospital



Physicians Committee
on Certification



Howard Memorial

California Senate Bill 1138

SEC. 2. Section 1265.10 is added to the Health and Safety Code, to read:

1265.10. (a) A licensed health facility, as defined in subdivision (a), (b), (c), (d), (f), or (k) of Section 1250, shall make available wholesome, plant-based meals of such variety as to meet the needs of patients in accordance with their physicians' orders.

(b) Notwithstanding any other law, including, but not limited to, Section 1290, a violation of this section shall not constitute a crime.

(c) For the purposes of this section, "plant-based meals" shall mean entire meals that contain no animal products or byproducts, including meat, poultry, fish, dairy, or eggs.

2017 AMA Resolution

“ American Medical Association hereby calls on US hospitals to improve the health of patients, staff, and visitors by

- (1) providing a variety of healthful food, including plant-based meals and meals that are low in fat, sodium, and added sugars,
- (2) eliminating processed meats from menus, and
- (3) providing and promoting healthful beverages.”

Resolution 1

Providing a variety of healthful food, including plant-based meals and meals that are low in fat, sodium, and added sugars.



Room Service

- Part of patient centered care
- Switched from set menu to room service
- Allowed us to offer a wider variety of meal options including plant-based
- Patients can order anything from the menu at any time of day





Recipe Development

- Plant based foods were made a priority
- Tried and true recipes were added into CBORD and put on room service menu to be offered regularly
- Icons indicating plant-based options

Breakfast



Lunch and Dinner





Dessert



Supplements





Commonwealth Garden

Resolution 2

Eliminating processed meats from menus

Processed meat refers to meat that has been transformed through salting, curing, fermentation, smoking, or other processes to enhance flavor or improve preservation.

Hot dogs, ham, sausage, bacon, corned beef, beef jerky, deli meat, chicken nuggets, spam



The Path away from Processed Meats

Take One:

- Menu was restructured
- Sausage and deli meats replaced with house-made meats
- Staffing challenges and inconsistencies

Take Two:

- Taste testing
- Replaced with Beyond Meat Bratwurst (hot Italian flavor)
- Served in half portions



Keys to Success



FREE SAMPLES



STAFF
INVOLVEMENT



STAFF EDUCATION



OFFERING A TASTY
ALTERNATIVE

Estimated Costs

2 egg omelet with cheese: \$1.26

Oatmeal with dates and nuts: \$0.30

+\$0.96 per serving

Beef burger patties: \$1.74 per patty

Bean and quinoa patties: \$0.33 per patty

+\$1.41 per serving

Chicken stir fry: \$2.36

Tofu stir fry: \$1.72

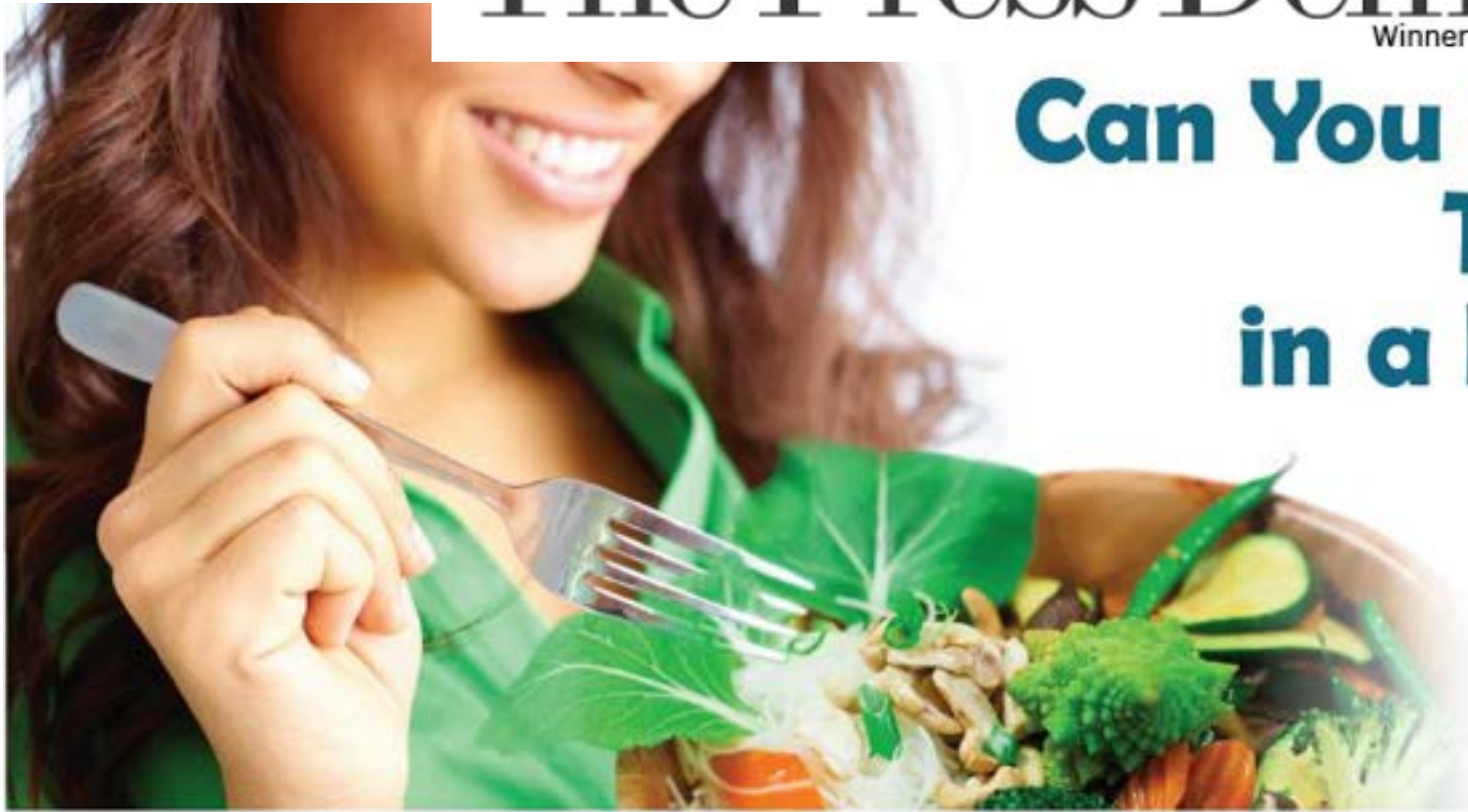
+\$0.64 per serving



The Press Democrat

Winner of the 2018 Pulitzer Prize

Can You Get Food This Good in a Hospital?



In Willits you can. The Physicians Committee commends Adventist Health Howard Memorial for providing tasty, plant-based meals that promote healing and fight disease.

The American Medical Association is urging hospitals to eliminate cancer-causing processed meats, and Howard Memorial is one of the first to do so!

Ask your local hospital to follow Howard Memorial's lead and adopt the AMA's Healthy Food Options in Hospitals policy.

Learn more at www.MakeHospitalsHealthy.org

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Above, left: Attendees of Anna Herby's "Foods to Combat COVID-19" classes are online to... with five attendees in the room as taste testers. Above, right: The plump, fruity pancakes... the way through fairly quickly. Below, left: Lemon zest is added to the Lemon-Berry Pan... for a zing of flavor. Below, right: One of the class participants helps Herby plate the Lev... Pancakes as Herby cooks more. At bottom: Each pancake was topped with blueberries... syrup. One taster said she thought the oat flour pancakes with blueberries were sweet... her tastes.

Healthy Eating

Adventist Health hosts plant-based online cooking classes for general health or to help with illnesses like diabetes, COVID-19, and breast cancer

Dietician and Certified Diabetes Educator Anna Herby has been inspired to work with people wanting to eat more healthfully in order to lose weight, improve overall health, or heal from life-threatening illnesses.

Herby teaches a series of classes that are resourced from the Food for Life program created by the Physicians Committee for Responsible Medicine, founded and headed by Dr. Neal Barnard. Herby's "Foods to Combat COVID-19" is "designed to help participants use a plant-based diet to fight hypertension, Type 2 diabetes, heart disease, and obesity - which are among the conditions that can make COVID-19 more severe and deadly," states the Food for Life website.

"Foods to Combat COVID-19" is broadcast live via Zoom over the internet with 15 online participants and six in the conference room at Adventist Health Howard Memorial Hospital as taste testers of the prepared dishes.

Ree Slocum
 Featured writer
 willitsweekly@gmail.com

On Tuesday, October 6, Willits Weekly visited one of the classes. Herby was busy collecting necessities for the live broadcast as well as setting up a tiny kitchen and ingredients for recipes on one of the tables in the conference room.

As she set up, Herby talked about getting her master's degree in nutrition. "I got so excited about everything I was learning," she said. Nutrition is the foundation of health. We should all think about it, more especially the role that it plays in diabetes, heart disease - basically, what everyone is dealing with can go back to what we are eating."

People began arriving in the conference room, finding their seats while following COVID-19 protocols. Others were appearing in Zoom on the projected screen.

Bev, who's been diagnosed with cancer and is new to eating a plant-based diet, took Herby's Food for Life class first. She said, "I loved the class! But I couldn't figure out how to make the food taste

Read the rest of **Cooking** Over on Page 9



Willits Weekly
 EST. 2013
 A Nostalgic & Modern Record of Community and Life in Willits



FOOD FOR LIFE
The Power of Food for Health



BLUE ZONES PROJECT





PURPOSE

Wake up with purpose each day to add up to 7 years to your life.



DOWN SHIFT

Reverse disease by finding a stress relieving strategy that works for you.



PLANT SLANT

Put less meat & more plants on your plate.



WINE @ FIVE

Enjoy a glass of wine with good friends each day.



FAMILY FIRST

Invest time with family & add up to 6 years to your life.



80% RULE

Eat mindfully & stop when 80% full.



MOVE NATURALLY

Find ways to move more! You'll burn calories without thinking about it.



RIGHT TRIBE

Surround yourself with people who support positive behaviors.



BELONG

Belong to a faith-based community, & attend services 4 times a month to add 4-14 years to your lifespan.

POWER 9[®]

Live longer by applying these principles from the people who have lived longest!

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Challenges

- Understaffing, staff turnover
 - Training new staff
- Recipe development
 - Room service allows flexibility
- Patient preferences
 - Complaints subsided



Successes

- Prevent patient readmissions
 - Capitation
- Positive influence on community
 - Food for Life Classes and Blue Zones Project
- Positive influence on staff



Patient Satisfaction

“The food was definitely part of the excellent healing process unexpected quality, and definitely not the usual bland ‘hospital food’”

“The healing food was delicious! The people in the kitchen on the phone expressed their caring.”

“Food & food service was excellent! Overall positive experience.”

“I choose this hospital over other hospitals mainly because the food is so great!”

Get Started at Your Hospital

Step 1: Make connections

- Leverage support from healthcare providers
- Share information and resources respectfully

Step 2: Identify recipes and easy swaps

- Taste testing and free samples

Step 3: Provide education

- Patients, staff, providers

Healthy FOOD in Health Care TOOLKIT

New laws and policies

This toolkit will help you comply with the following:

- California Senate Bill 1138
- New York Senate Bill 1471/Assembly Bill 4072
- American Medical Association policy H-150.949
- American College of Cardiology heart-healthy food recommendations for hospitals



pcrm.org/healthy-hospital-program

Breakfast

Power Porridge

A favorite from Howard Memorial Hospital in Willits, Calif., this power porridge is a great way to start the day. Enjoy this breakfast with a dash of maple syrup, a generous portion of fresh berries, and a handful of walnuts.

Servings: 18 Portions: ½ cup

Ingredients:

- 1 cup long-grain brown rice, dry
- 1 cup quinoa, dry
- 2 cups rolled oats, dry
- 2 quarts water
- 2 teaspoons ground cinnamon

Instructions:

- Bring water to a boil.
- Add brown rice and simmer for 20 minutes.
- Add quinoa and simmer for 10 minutes.
- Add oatmeal and simmer for 5 minutes.
- Add cinnamon, mix well, and serve.





Thank you!

aherby@pcrm.org