Transforming Food Culture at Wisconsin Health Care Institutions

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The Need for Fresh, Healthy Food

- Pediatric Overweight/Obesity
- Sustainability
- Support Local Farmers
- High-Quality, Nourishing Food and Beverage

Prevalence of Self-Reported Obesity Among U.S. Adults by State and Territory, BRFSS, 2013
Healthy Hospitals - Leading Change

CHA FOCUS on a Fitter Future: 2008-2014

A call-to-action for an entire industry to join the shift to a more sustainable business model and a challenge to address the health and environmental impacts of their industry.

Developing an institutional culture to support and sustain healthy behaviors is a comprehensive process, requiring input and leadership from the highest levels of the hospital.
Farmers’ Market Cafe
American Family Children’s Hospital

Features:
● Children’s Menu
● Adult Menu

Concepts:
● Buy Fresh, Buy Local
● My Smart Choice
REAP connecting with American Family Children’s Hospital

- REAP already was working with restaurants and schools
- Our first targeted venture into Farm to Hospital
- Added a special contract to help the Farmers’ Market Cafe
Procurement

- Researched and recommended farmers & producers for a menu designed using “My Smart Choice” Guidelines
- Tried to work within major distributors first
- Focused on dairy & eggs
- Incorporated seasonal produce & meats
Marketing

- Branding
  - Brochure
  - Website

- Launch
  - Press Conference
  - Internal e-mail marketing

- Ongoing
  - Conferences
Lessons Learned

- Capacity to purchase from individual farmers is limited
- Need staff buy-in
- Other identified needs
  - Increased access to local, sustainable meats
  - Affordable, frozen product to extend seasonality
Statewide Farm to Hospital Efforts

1) WLFN Project
2) Forum on Healthy Food and Beverages in Wisconsin Hospitals and Clinics

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WLFN’s Farm to Hospital Project

- Specialty Crop Block Grant Funding
- A coordinated, statewide approach to connect hospitals and specialty crop producers
- Develops research-based market materials for statewide use and partners with four regional orgs to provide 1:1 TA
- Partner orgs: Fifth Season Cooperative, REAP Food Group, Central Rivers Farmshed, and SLO Farmers Co-op
- Spring 2015 - Winter 2017
Forum on Healthy Food and Beverages in Wisconsin Hospitals and Clinics

• Save the Date: Friday, June 5th in Madison, WI
• Diverse planning committee
• Share, Connect, Learn
• Goal is to change hospital food and beverage culture in Wisconsin to prevent chronic disease
• Target audience is health care leadership
• Contact Emily Reynolds, eareynolds@uwcarbone.wisc.edu, for more info