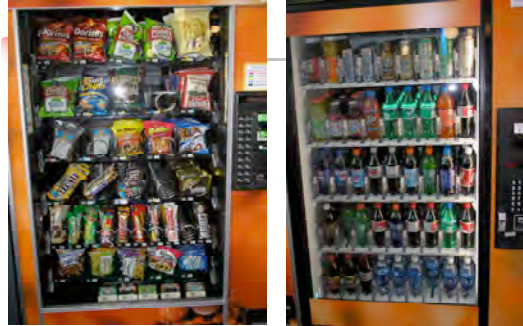


## Healthy Vending Machines in the City of San Jose

Santa Clara County  
Supervisor  
Ken Yeager

## City of San Jose Vending Machines 2005



## History

- Constituents raised concerns about unhealthy food choices in public library vending machines, Nov. 2005
- Met with members of the local health community to discuss healthy vending options, Dec. 2005
- Met with City Manager and Library Staff, Nov. to Jan. 2005
- Researched and gathered information, Dec-Feb. 2005

## Weighing the Options

- **Arguments against change:**
  - Dictating choice
  - Decrease revenue
  - Inadequate market
- **Arguments for change**
  - 1:4 children in SV overweight or at risk of obesity
  - Providing choice
  - Long term savings
  - Market shift

## Library Vending Machine Policy Proposal

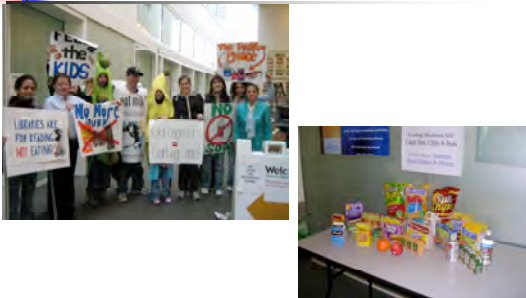
- Proposed 100% healthy options for all vending machines of City of San Jose libraries, Mar. 2006



## Media Advocacy and Community Support

- **News Coverage:**
  - San Jose Mercury News
  - El Observador
  - Contra Costa Times
  - KLIV
  - KPIX Channel 5

## SJSU Students Show Support



## Policy Adopted

- Policy passed unanimously 11-0, Mar. 2006
- RFP process and contract signed, Apr. to Sept. 2006
- Taste Tests, Sept. 2006
- Healthy foods included in the vending machines, Dec. 2006 to Jan. 2007

## Healthy Food Taste Test

- Organized by the Bay Area Nutrition and Physical Activity Network (BANPAC) as part of regional nutritional network with in the Santa Clara Co. Public Health Dept.
- Parents and children invited to taste snacks and drinks Sent invitation flyers to local schools and posted them in library
- Bilingual event
- Results shared with the vendor

## Healthy Food Taste Test



## Community Participation

- Me Encanta 
- Asi Asi 
- No Me Gusta 

## From Libraries to Citywide . . .

- Proposed 50% healthy options in all current and future CSJ vending machines, Jun. 2006
- Primarily healthy foods for buildings frequented by children
- Passed by the City Council, Jun. 2006

## Changes to the Citywide Policy

- Placement
- Reduced price
- Labeling
- Enforcement
- Annual Review



## City of San Jose Vending Machines 2006



## Lessons Learned

- Use what already exists
- Make changes to make it work
- Look for opportunity and allies
- Collaborate
- Speak with those who are experts in the field
- Address competing factors
- Engage librarians
- Remember it's a dynamic process

## Preliminary Sales Results

- Overall vending machine sales down by about 7%
- Things to consider:
  - Behavior change and ideological shift take time
  - Only 1 year with changes
  - Competing factors
  - **Question remains:** what do we want our bottom line to be

## Resources

- Bay Area Nutrition and Physical Activity Collaborative
  - [www.banpac.org](http://www.banpac.org)
- Prevention Institute/Strategic Alliance and Environmental Nutrition and Activity Community Tool (ENACT) data base
  - <http://www.preventioninstitute.org/sa/policies/index.php>

## Contact Information

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