

CVD/DIABETES PREVENTION: BOX 4 FISHBONE DIAGRAM - Nutrition

P Possible I Implement
C Challenge K Kill

Increase vegetable consumption

Advocate for policy limits on density of fast food establishments

Worksite wellness nutrition programs

Food as medicine

Remove sugary beverages from SNAP benefits

WHAT could help us reach our aim?
—HOW do we do it?

AIM
By 2019 0% of adults in Central Oregon will have a diet-modifiable disease, specifically CVD/Type 2 Diabetes

Sugary Beverage Tax

Food store partnership

Access to healthy foods

Education and Training

Healthy eating marketing

- C Grants for more double up vouchers for SNAP/WIC
- K Grants for healthy eating events
- K Recipe Apps
- C Incentives to attend/buy food at farmers market
- K Community programs that offer vegetables as incentives
- I Veggie Rx programs
- P Food demos and tastings at local food banks
- C Increase mobile food bank services
- K Meal Prep Partners

- K Incent health food restaurants to have drive thru
- C Educate community leaders on importance
- K Recruiting community champions
- K Policies around health options in restaurants
- C Policies around smaller portions in restaurants

- I Discounted worksite CSA
- K Cooking demos at lunch time for worksites
- K Treadmill desks
- K Free gym fee or gym located at business
- K Promote lunch exercise ex. Lunch walking groups
- C Free screening of blood pressure & cholesterol
- K Healthy Recipes for staff
- I Free fruit/veggies supplied by business for snacks
- I Corporate wellness nutrition challenges
- K Employer insurance discount for nutritional habits (CSA, lowered BMI, etc.)

- I Veggie Rx
- C Connect high-risk diagnosis clinic panels with local farm CSAs
- I Mobile food banks to stop at healthcare offices
- C Financial support for a menu of options, initial diagnosis with dietitian
- K Lunch and learns with healthcare providers
- P CSA discounts for clinics
- I Food insecurity screenings
- C Study quantifying cost-savings with healthier eating

- C Letters of support/editor/legislator/lobby

- I Education around exactly how much sugar is in various beverages
- I Leverage the work being done by Nutrition Policy group
- C Education for community about food and beverage lobby

- K Free samples of fruits and veggies.
- K Free cooking with kids classes
- K Tax incentive for food supplier to increase sales of fruits and vegetables in food deserts
- I Food Hero events at local grocers
- I Cooking demos at local grocers

- I Food drives to donate low sodium, low sugar, whole grain foods
- K Community/Apartment gardens
- I Donate veggies from community garden
- K Workplace incentives to supply healthy lunch options for employees (half the plate)
- P High school food pantry
- C Expand meals on wheels for those with transit barriers to include people with CVD/Diabetes
- P Make free gardening kits available (seeds, soil, watering can, etc.)
- K Enroll patients in e-meals
- I Mobile food bank with fresh foods

- P Educate providers on identifying patients at risk
- I Referrals to community programs and registered dieticians
- P Cooking class
- I How to shop at grocery store for healthy foods classes
- K E-meals type app
- C Healthy recipes at front of grocery store with all ingredients in that area
- C Shopping/cooking buddy programs (1:1 support)

- I COHC/RHIP or other entity hires research marketing agency to development brand and website
- I Catchphrase/slogan (branding)
- C Celebrity Partnership
- I Create videos and PSAs