



KING COUNTY
Signature Report

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

July 12, 2011

Motion 13515

Proposed No. 2011-0212.2

Sponsors Patterson, McDermott and Lambert

1 A MOTION requesting the executive to adopt standards for
2 vending machines located in King County facilities that are
3 consistent with board of health guidelines and
4 recommendations.

5 WHEREAS, over half of adults and almost one-third of youth in King County are
6 overweight or obese, and

7 WHEREAS, overweight adults and youth are at greater risk for numerous serious
8 health outcomes that place a large burden on the health care system and increase health
9 care costs, including type 2 diabetes, heart disease, stroke, high blood pressure, high
10 cholesterol, certain cancers, asthma, arthritis and other debilitating diseases, and

11 WHEREAS, studies show that Americans consume too few vegetables, fruits,
12 high-fiber whole grains, low-fat milk and milk products and seafood, and too much
13 saturated and trans fats, refined grains, sodium and sugar-sweetened beverages, and

14 WHEREAS, ensuring access to healthy food and beverage choices in King
15 County worksites would make it easier for county employees to consume more nutritious
16 food and beverages while at work, and

17 WHEREAS, King County has been working collaboratively with food and
18 beverage vendors since 2005 to increase the availability of healthy choices in vending
19 machines for employees and the public, and

20 WHEREAS, on April 21, 2011, the King County board of health adopted
21 Guideline and Recommendation 11-02, establishing guidelines for healthy vending
22 machines, and

23 WHEREAS, these guidelines categorize foods and beverages into three
24 categories, including Limited, Healthier and Healthiest, and

25 WHEREAS, the Limited category includes foods and beverages that are high in
26 sodium, sugar, fat and refined grains and are less healthy, such as candy, potato chips and
27 sugar-sweetened beverages, and

28 WHEREAS, the Healthier category includes foods and beverages that are based
29 on whole foods, but may be somewhat more processed or refined, such as fruits packed in
30 light syrup, low-sodium nuts and seeds, baked potato chips, one-hundred percent fruit
31 juice and artificially sweetened beverages, and

32 WHEREAS, the Healthiest category includes foods and beverages that are
33 nutrient dense and primarily unprocessed, such as unsalted nuts, unsweetened dried fruit,
34 one-hundred percent whole-grain crackers, low-sodium dried meat or tuna and plain or
35 carbonated water;

36 NOW, THEREFORE, BE IT MOVED by the Council of King County:

37 A. The council requests the executive to increase the percentage of healthy foods
38 and beverages contained in vending machines located in King County facilities. The goal
39 would be to increase the percentage of healthy foods and beverages contained in vending
40 machines to seventy-five percent, with at least fifty percent of the products meeting the
41 criteria for the Healthiest category and twenty-five percent meeting the criteria for the
42 Healthier category as defined in Board of Health Guideline and Recommendation 11-02.

43 B. The council clarifies that sale of bottled water in King County vending
44 machines does not conflict with Ordinance 16129, which restricted the use of King
45 County funds in purchasing single serving bottled water when potable water is available,
46 because King county funds are not used to make purchases from vending machines.

47 C. The council requests the executive to implement marketing strategies for
48 vending machines located in King County facilities that are consistent with those
49 identified in Board of Health Guideline and Recommendation 11-02 to encourage
50 individuals to choose healthy options from vending machines. The strategies include:
51 using education and marketing to promote Healthier and Healthiest products; using
52 signage to identify which products are Healthiest and Healthier; working with vendors to
53 determine the feasibility of keeping prices for Healthiest and Healthier items low;
54 ensuring vending machines post calories next to each item or its selection button; limiting
55 advertising on vending machines to products found in the Healthiest and Healthier
56 categories; and placing Healthiest and Healthier products at eye level in vending
57 machines.

58 D. The council requests the executive to report progress on negotiations with
59 vendors and implementation of pricing and marketing strategies by December 1, 2011.\

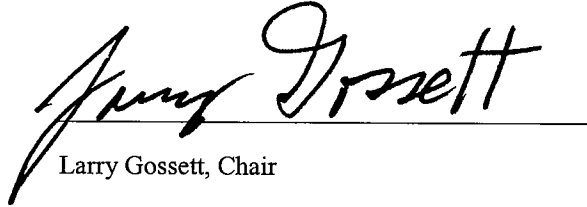
60 E. The council requests the executive to report to the council on the results of
61 implementation of this motion by December 1, 2012. The report shall include
62 information on any changes in county vending machine usage; challenges or difficulties
63 in finding vendors to stock the machines; and input from vendors and employees on the
64 increased percentages in healthy foods and beverages. The report should be filed in the

65 form of a paper original and an electronic copy with the clerk of the council, who shall
66 retain the original and provide an electronic copy to all councilmembers.
67

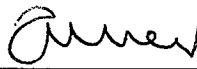
Motion 13515 was introduced on 5/2/2011 and passed as amended by the Metropolitan King County Council on 7/11/2011, by the following vote:

Yes: 8 - Mr. Phillips, Mr. von Reichbauer, Mr. Gossett, Ms. Hague,
Ms. Patterson, Ms. Lambert, Mr. Ferguson and Mr. McDermott
No: 1 - Mr. Dunn
Excused: 0

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON


Larry Gossett, Chair

ATTEST:



Anne Noris, Clerk of the Council

Attachments: A. Guideline & Recommendation 11-02



Signature Report

July 12, 2011

13515

Guideline & Recommendation

Proposed No. G&R11-02.2

Sponsors

1 A GUIDELINE AND RECOMMENDATION to improve
2 the nutritional quality of food and beverages in vending
3 machines as one strategy to ensure King County residents have
4 access to healthy food and beverage options where they live,
5 learn, work and play.

6 The Board of Health adopts guidelines that are intended to increase access to healthy
7 food and beverages in vending machines. The guidelines use a foods-based approach, rather than
8 simply looking at calories, fat, sugar and sodium with the goal of promoting foods that help
9 residents meet the recommendations of the Dietary Guidelines for Americans, 2010. In the
10 Healthy Vending Guidelines, food and beverages are organized into three categories, Healthiest,
11 Healthier and Limited. Additionally, appropriate thresholds for calories, fat, sugar and sodium
12 are provided for Healthiest and Healthier food and beverage categories. Finally, the guidelines
13 identify strategies for increasing the availability of Healthiest and Healthier foods and beverages,
14 and for promoting these products through pricing and marketing. The guidelines are available for

Guideline & Recommendation

- 15 use across King County by public and private entities including worksites, local governments,
16 hospitals, social service organizations, childcare and after-school care programs, and schools.
17

Guideline & Recommendation was introduced on and passed by the Board of Health on 4/21/2011, by the following vote:

Yes: 9 - Ms. Frisinger, Mr. Hutchinson, Mr. Conlin, Ms. Patterson,
Ms. Lambert, Mr. Licata, Ms. Clark, Dr. Nicola and Mr. McDermott
No: 0
Excused: 1 - Dr. Danielson

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON

Larry Gossett, Chair

ATTEST:

Anne Noris, Clerk of the Council

APPROVED this ____ day of _____, _____.

Dow Constantine, County Executive

Attachments: A. Healthy Vending Guidelines amended April 21, 2011