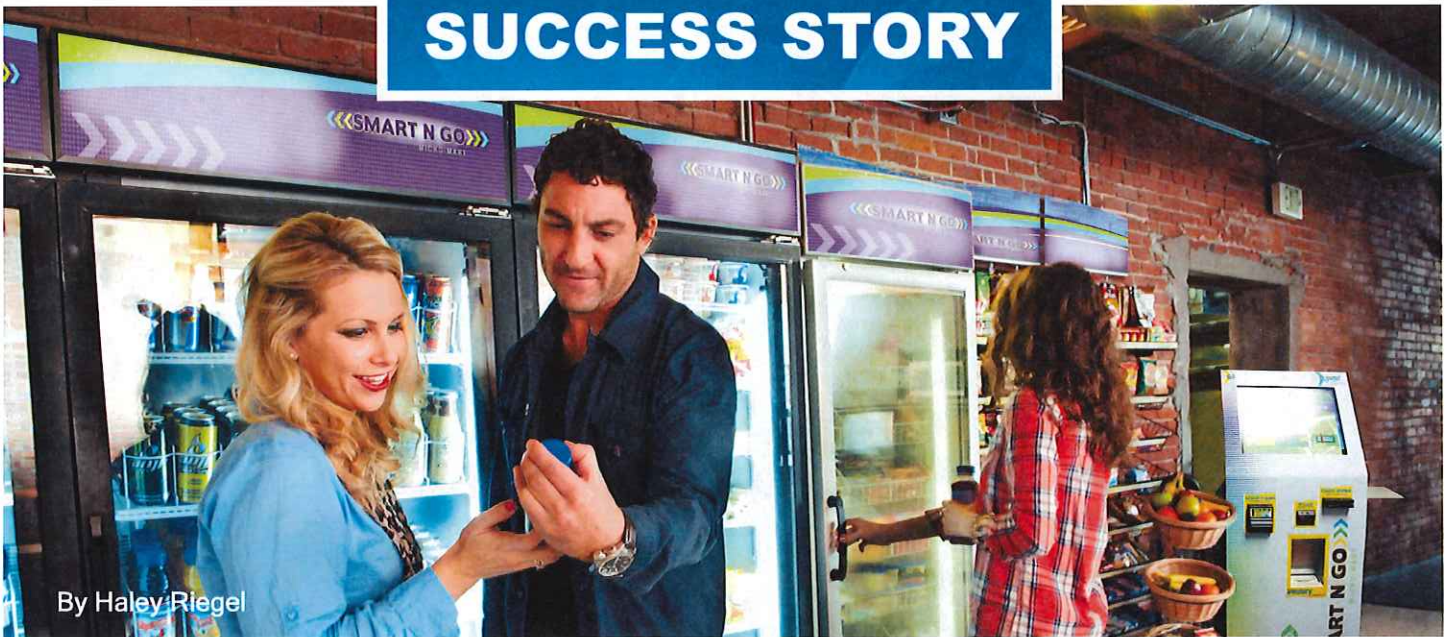


SUCCESS STORY



By Haley Riegel



Local YMCA Offers Healthy Vending

Summary

Understanding its role as a community hub for Montgomery County residents, the Greater Dayton YMCA implemented 100% healthy vending machines to make it easier for people to live a healthy lifestyle. Within its second year, healthy vending sales increased by 17% and more members are fueling their bodies with nutritious snacks to improve their health.

Challenge

Across the nation and in the Greater Dayton region, rates of obesity and chronic disease are increasing and being exacerbated by poor diet and sedentary lifestyle. According to the 2010 Montgomery County Community Health Assessment, 7 out of 10 adults are overweight or obese, increasing the risk for serious health problems. One step to improving our community's health includes improving our diets. People spend the majority of their day at work, school,

or other public buildings, so implementing healthy food and beverage guidelines in such places is essential to improve our community's health. Lack of access to healthy, affordable food contributes to health disparities. While reducing weight and chronic disease rates across Montgomery County is the overall goal, improving healthy food access among adults and children is an important step. Healthy snacks can help!

Solution

The Greater Dayton YMCA recognized an opportunity to re-evaluate beverage vending practices when the organization's vending contract came up for renewal that year. Instead of offering a few healthy options, the Greater Dayton YMCA contracted Nutrition Advantage to implement 100% healthy vending options. Nutrition Advantage stocks the vending machines with items for active people, including trail mixes and sports drinks, but also more traditional items, like

low-fat pretzels and popped chips. In addition to meeting the nutritional needs of their customers, the vending machines are also stocked with familiar brands that YMCA members are more likely to recognize and trust.

Your Involvement is Key

Eating a healthy diet is one of the most impactful ways we can improve our community's health. By providing healthy foods in the workplace, we are making it easier to live a healthy lifestyle. Contact Public Health - Dayton & Montgomery County to learn more about healthy vending and how to "make the healthy choice the easy choice" in your organization.



Results



Healthy vending at the Greater Dayton YMCA continues to be a success. In Nutrition Advantage's second full year with the Greater Dayton YMCA, sales increased 17% and more members are buying items from healthy vending. Initially, there was a little push-back from employees and members; however, it subsided over time and now the healthy vending machines are welcomed. To improve our community's health, the Greater Dayton YMCA chose to implement healthy snacks and beverages that promote "making the healthy choice the easy choice."

Sustainable Success

Public Health - Dayton & Montgomery County (PHDMC) encourages more Montgomery County organizations to "make the healthy choice the easy choice" by providing healthier options in their vending machines. If you are interested in healthy vending at your workplace, contact PHDMC for assistance in working with your current vendor to offer healthy options to your employees and your community. To ensure vendors understand your vision, PHDMC can help organizations implement healthy food and

beverage guidelines. It's also important to keep your vending customers interested by offering taste testing, monitoring sales, and choosing familiar brands that customers will recognize.

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