

Lucile Packard Children's Hospital Stanford

# Pricing Price healthy

#### **Promotion**

- Label nutritional content
   Signs to promote healthy items
   Periodic specials
- options lower than unhealthy items •Adjust pricing to favor healthy items over unhealthy items
- Policy
  - vending, meetings, events, gifts, incentives

### **Product**

- healthful products
   Eliminate sugar
- sweetened beverages
   Eliminate highest fat,
  highest calorie foods
- Snacks 100 calories or less
   More healthful kids menu
- More healthful kids menu Produce market
- Locally and organically grown food
- Reduce portion sizes
   Free "spa water"

## Preparation

- Remove deep fat fryer
   Eliminate trans fats and palm oil
- · Alter recipes to reduce salt, sugar and fat

#### Purchasing Practices

• Fruits, vegetables grown locally • Compostable service items

# Placement

- healthy items at Point of Purchas • Healthy items displayed more prominently
- Unhealthy items located away from main traffic areas

# The 7 P's of Creating a Healthy Hospital Nutrition Environment

Source: Lucile Packard Children's Hospital Stanford Center for Healthy Weight

