

# Seeds of Change



“Healthier for You and the Planet”

## PARTNERS

The Healthy Eating/Nutrition Subcommittee is co-led by two Registered Dietitians, Nicole Vargas, MPH, RD from the Human Resources Faculty and Staff Wellness program and Karen Fiorenza, MPH, RD, CHES, Nutrition Education Coordinator with UCR Dining Services. Seeds of Change represents Dining Services’ commitment to provide delicious, nutritious, sustainable, and socially responsible menu selections campus wide. The Healthy Eating/Nutrition workgroup uses this philosophy to increase promotion and education on foods that are Healthier for You and the Planet. With support from the HCN, these two departments, were able to come together and cross promote programs and services.

UCR Dining targets faculty, staff and students, with a primary focus on students. The Wellness programs’ main focus is faculty and staff. By working together and setting priorities both departments are able collaborate on a common goal. This has resulted in broader scope and expansion of nutrition education programs and services offered.

## CONTACT

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Healthy Eating/Nutrition Subcommittee

[http://wellness.ucr.edu/healthy\\_campus\\_initiative/hci\\_nutrition\\_healthy\\_eating.html](http://wellness.ucr.edu/healthy_campus_initiative/hci_nutrition_healthy_eating.html)

Dining Services: Seeds of Change

<http://dining.ucr.edu/seedsofchange/>



## OVERVIEW

UCR Healthy Campus – Healthy Eating/Nutrition Subcommittee, co-led by Nicole Vargas, Wellness Program Specialist and Registered Dietitian and Karen Fiorenza, Nutrition Education Coordinator and Registered Dietitian, is working on promotion and utilization of UCR Dining’s Seeds of Change (SOC) philosophy to encourage and promote more healthful food and beverage choices for the campus community. Seeds of Change was adapted from the Menus of Change program, a collaborative effort between the Harvard TH Chan School of Public Health and the Culinary Institute of America specifically designed for the food service industry which focuses on ingredient selection and production practices that are more sustainable and nutritious. The Healthy Eating/Nutrition Subcommittee is working on advancing Seeds of Change with these ongoing projects:

- Connect the Dots (of SOC principles) Program at Savor at the Glen Mor Market
- Seeds of Change Catering Menu Development to encourage more healthful and sustainable meetings on campus.
- Partnership with the School of Medicine to highlight SOC lunches at their Talk with the Doc Wellness Series.
- Make-over of Scotty’s Convenience store to highlight Seeds of Change options
- R-Daily Grind & Gourmet Peanut Butter program
- Dining Services Staff – Seeds of Change Training
- Barn Vegan Menu
- Nutrition Education Workshops
- Reduce Sugar Beverages Campaign
- Blended Burger Project

## PROJECT DETAILS

- **Connect the SOC Dots** - The “Connect the Dots” Program was piloted at Glen Mor Market in an attempt to “connect” previously rolled out single initiatives under one “Seeds of Change” philosophy. Labels were created for all food items at Savor at the Market highlighting those foods that met Seeds of Change criteria with the logo and color coded dots identifying which SOC principles were represented. This allows customers to identify foods that are representative of Seeds of Change and make more nutritious choices.

## DATA SNAPSHOT

**Connect the Seeds of Change Dots:**

202 students surveyed

**74%** stated the color coded legend help them understand the Seeds of Change principles.

**71%** thought the legend would help them make more nutritious food choices.

**R-Daily Grind Peanut Butter:**

259 participants

**70%** were unaware research suggests a daily intake of at least 20g of monounsaturated fat for heart health, which is the equivalent of eating 2T of peanut butter a day.

**89%** agreed or strongly agreed they were likely to make a behavior change because of attending this activity.

**Barn Vegan Menu:**

**100%** of those surveyed were pleasantly surprised by the taste of the menu items.

**Reduced Sugary Beverage Campaign at AI (Case Study 2015-2017):**

Sugarless beverage consumption

increased by **111%**

Higher sugary beverage consumption

decreased by **30%**.

Overall sugar reduction from beverages

decreased by **13%** over 2 years.**Seeds of Change Logo Representation:**

In 2017, **9%** were aware the SOC logo represents items that are "Healthier for you and the Planet"

In 2018 this increased to **62%**

**Blended Burger Project Yearly Impact:**Water savings of over 2.5 million gallonsGHG emissions reduction of over 80.4 metric tons

- **SOC Catering menu** – Karen worked closely with the Citrus Grove Catering team to design a SOC catering menu. This menu was piloted at 4 "Talk with the Doc" wellness workshops sponsored by the UCR School of Medicine. A plant-based SOC approved lunch was served at each event. All were well received and became the first additions to the new SOC catering menu. Other selections have since been added to address diverse campus needs.
- **Scotty Convenience Store make-over** – UCR student and Healthy Eating/Nutrition Subcommittee member Kishore Athreya was the recipient of a project grant that gave him \$1500 to make-over a section of the Scotty's c-store to highlight healthier food options.
- **R-Daily Grind and Gourmet Peanut butter program** – Dining services introduced this program as a commitment to sustainability and SOC. Peanut butter is ground fresh at Glen Mor Market and only contains one ingredient: Peanuts!
- **Dining Services Staff- SOC Training/Nutrition Education Workshops** – Dining services staff were surveyed to identify health topics of interest and their knowledge of SOC. 100% of the staff surveyed recognized the logo, but only 36% understood its meaning. 95% believe nutrition is important and 100% were interested in nutrition workshops. From this data, and with the help of a Dietetic Intern, a Health and Nutrition workshop series was implemented for staff. The 4 nutrition topics covered were well received.
- **Barn Vegan Menu** - The Barn introduced a new Vegan Menu to their existing offerings as part of our Seeds of Change. The purpose of this project was to assess the awareness and acceptance of this new menu, promote its use, and educate patrons as to the positive impact of plant based intake on health and the planet. Multiple vegan menu item tastings were held to dispel the potential preconceived notion that plant based food options don't taste "good" and patrons were surveyed on an ongoing basis with respect to their awareness of the new vegan menu, if they had ever utilized it, and if so what item they ordered and what they thought of the taste.
- **Nutrition Education/Cooking Demo Workshops** – In partnership with The Highlander Chefs, a student organization, we coordinated 6 workshops. The student chefs were mentored by Chef John during their live cooking demos at the Glen Mor Market. A handout with the recipe, nutrition, and environmental impact information was disseminated to all participants subsequent to their tasting the final product. All recipes highlighted SOC principles and were simple enough to encourage reproducing recipes at home.
- **Reduce Sugary Beverage Campaign** - UCR Dining Services launched a "Reduce Sugary Beverage Campaign" campus-wide to combat the surge of increased sugar consumption secondary to beverage selection. The goal was a 10% overall reduction in sugar intake from beverages consumed on campus. From 2015 – 2017, there was an overall 13% reduction.
- **Blended Burger Project** – As part of our commitment to sustainability, UCR Dining Services implemented the Blended Burger at all of our Residential Restaurants. The burger is 30% mushroom which produces a substantial positive environmental impact and was well received by our UCR students. 459 surveys collected.

## PROCESS INSIGHT AND CHALLENGES

Since focusing our efforts on increasing awareness of Seeds of Change, we have seen a 23% increase in the recognition of the SOC logo but more importantly, a 53% increase in what that logo represents. All of our projects are collaborative, stressing the importance of campus partnerships and good communication. One persistent challenge we face is the controversy surrounding what "healthy" eating actually entails. Conflicting information, easily accessible by the general population, continues to confuse the masses. Our mission is to uphold evidence-based nutrition education programming to ensure credible information is delivered campus wide and our message is tailored to meet the needs of all intended targeted audiences.