

# Webinar Will Begin Momentarily

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Professional Education Series

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# Helping Your Clients Navigate Plant-Based Eating: Exploring Clinical Approaches and the New Dietary Guidelines



## WEBINAR HOST:

**Keith Hine MS, RD**

Sr. Director of Healthcare & Sports  
Orgain



## WEBINAR PRESENTER:

**Sherene Chou, MS, RD**

Registered Dietitian



# HELPING YOUR CLIENTS NAVIGATE PLANT-BASED EATING

Exploring Clinical Approaches and the New Dietary Guidelines



Presented by  
Sherene Chou, MS, RDN



# Learning objectives

- 1 Review current, evidence-based guidance for plant-based foods
- 2 Discover levers driving trends in institutions, policies and menus towards plant-based foods
- 3 Describe guidelines and approaches used by institutions to shift to plant-forward diets
- 4 Summarize three factors practitioners need to consider when recommending plant-based foods

# What's on the Menu?

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- Introduction of Plant-Based Diets
- Review Evidence-Based Guidance +  
Levers Driving Plant-Based Trends
- Guidelines and Approaches Used by Institutions
- Top 10 Strategies for Plant-Based Eating
- Q&A





WHAT'S IN A NAME?

## PLANT-FORWARD

"Plant-forward" is a big-tent concept for dietary and food system transformation that includes a whole range of healthier, more sustainable culinary approaches—from those that contain poultry, fish, dairy, and/or small amounts of meat to vegetarian and vegan offerings. Also called "plant-rich" or "more plant-based." A person following such a dietary pattern might be identified as a flexitarian.

MENUS CHANGE



WHAT'S IN A NAME?

## VEGETARIAN

Dishes or dietary patterns that do not contain meat, poultry, or fish but may, or may not, contain dairy, eggs, and/or honey, and individuals who do not eat meat, poultry, or fish but may, or may not, eat dairy, eggs, and/or honey.

MENUS CHANGE

# DEFINING "PLANT-BASED"

The Culinary Institute of America and Harvard T.H. Chan School of Public Health



WHAT'S IN A NAME?

## PLANT-BASED

Used to refer to ingredients and foods themselves, i.e., fruits and vegetables (produce); whole grains; beans, other legumes (pulses), and soy foods; nuts and seeds; plant oils; and herbs and spices. Could also mean vegan or vegetarian dietary patterns. Different from "plant-forward," which refers to the style of cooking and eating that emphasizes and celebrates these foods, but is not limited to them.

MENUS CHANGE



WHAT'S IN A NAME?

## VEGAN

Dishes or dietary patterns that do not contain any ingredients that come from animals, and individuals who do not eat any ingredients that come from animals.

MENUS CHANGE

# PLANT-BASED DEFINED



The **Certified Plant-Based** program defines plant-based food to make it easy for consumers to choose a finished product that consists of ingredients derived from plants including vegetables, fruits, whole grains, nuts, seeds and/or legumes. (2019) (e.g. plant-based Orgain products)

## **Plant-based is a diet based on foods derived from plants**

with a focus on whole foods, including vegetables, whole grains, nuts, seeds, legumes, and fruits and the elimination of processed foods. It excludes meat, poultry, fish, eggs, dairy products, and foods processed with animal products. (2019)



California Department of  
**EDUCATION**



## **PLANT-FORWARD**

A style of cooking and eating that **emphasizes and celebrates, but is not limited to, plant-based foods**—including fruits and vegetables (produce); whole grains; beans, other legumes (pulses), and soy foods; nuts and seeds; plant oils; and herbs and spices—and that **reflects evidence-based principles of health and sustainability.** (2019)

# The most appealing plant-based option? Plants.

While one-third of people look to eat more meat analogues, including two in five Millennials, most consumers plan to increase their intake of fruits, veggies, nuts, and whole grains, while not many are trying to cut their consumption of certain foods.

	INCREASE YOUR INTAKE	NOT CHANGE YOUR INTAKE	DECREASE YOUR INTAKE	
Plant-based foods (fruits, vegetables, nuts, whole grains)	58%	38%	4%	↳ Millennials (67%) more likely to INCREASE intake
Seafood	41%	50%	9%	
Plant-based meat substitutes / analogues	33%	51%	16%	↳ Millennials (40%) more likely to INCREASE intake
Poultry	30%	58%	12%	
Red meat	21%	48%	31%	

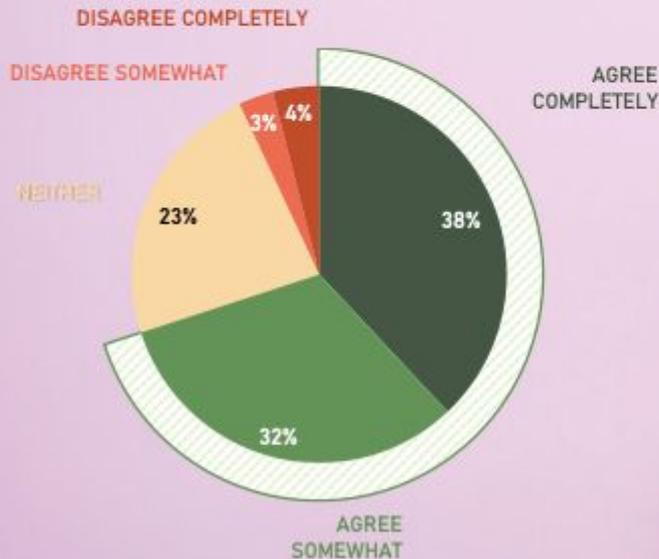
for each of the following types of protein, are you trying to...

# Plant-forward eating seems better to consumers.

If society reduced consumption of meat and increased consumption of plant-based foods...

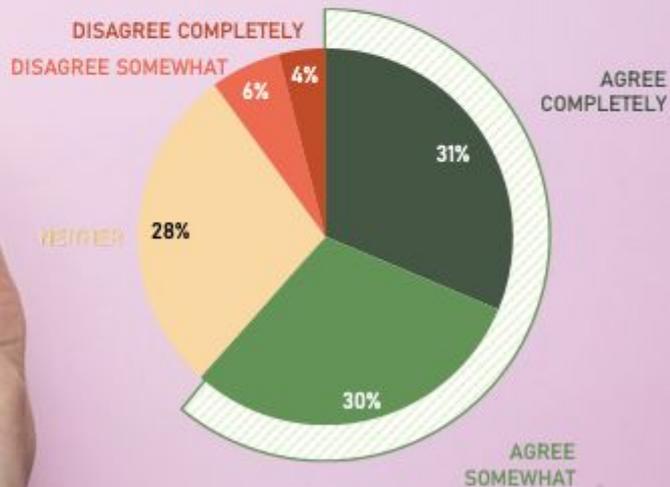
## 70%

OF CONSUMERS AGREE WE WOULD BE HEALTHIER



## 62%

OF CONSUMERS AGREE WE WOULD HAVE LESS OF A NEGATIVE IMPACT ON THE ENVIRONMENT





ECONOMY JANUARY 27, 2020

## Nearly One in Four in U.S. Have Cut Back on Eating Meat

BY JUSTIN MCCARTHY AND SCOTT DEKOSTER

### Reasons for Eating Meat "Less," "Rarely" or "Never"

(Asked of those who are eating less meat or who rarely or never eat meat) Would you say each of the following is a major reason, a minor reason, or not a reason why you [have been eating less meat / rarely eat meat] / do not eat meat)?

	<b>Major reason</b>	<b>Minor reason</b>	<b>Not a reason</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Concern about your health	70	20	10
Concern about the environment	49	21	30
Concern about food safety	43	22	34
Concern about animal welfare	41	24	35
Convenience because other family members [are eating less meat/rarely eat meat/do not eat meat]	16	24	59
You see a lot of other people doing it	15	19	64
Religious reasons	12	17	72

Sept. 16-30, 2019, with a random sample of 2,431 adults, aged 18+ living in all 50 U.S. states and the District of Columbia.



Dietary  
Guidelines  
for Americans

The Dietary Guidelines is designed for policymakers and nutrition and health professionals to help all individuals and their families consume a healthy, nutritionally adequate diet. The information in the Dietary Guidelines is used to develop, implement, and evaluate Federal food, nutrition, and health policies Dietary Guidelines for Americans, 2020-2025. It also is the basis for Federal nutrition education materials designed for the public and for the nutrition education components of USDA and HHS nutrition programs.

**There are 4 overarching Guidelines** in the 2020-2025 edition:

- Follow a healthy dietary pattern at every life stage.
- Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations.
- Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits.
- Limit foods and beverages higher in added sugars, saturated fat, and sodium, and limit alcoholic beverages.

**A healthy vegetarian dietary pattern can be achieved by incorporating protein foods from plants. Compared with the Healthy U.S.-Style Dietary Pattern, the Healthy Vegetarian Dietary Pattern is higher in soy products (particularly tofu and other processed soy products); beans, peas, and lentils; nuts and seeds; and whole grains. Inclusion of dairy and eggs make this an example of a lacto-ovo vegetarian pattern. Meats, poultry, and seafood are not included.**

# WHAT'S NEW FOR PLANT-BASED?

## PLANT-BASED MILK ALTERNATIVES

“Plant-based milk alternatives, which are sometimes referred to as milk alternatives, include beverages made from plants, such as soy, oat, rice, coconut, and almond. These beverages should not be used in the first year of life to replace human milk or infant formula. They may come in different flavors and some forms have added sugars. Unsweetened versions of these beverages may be accommodated in small amounts in the diet during the second year of life, but most have significantly less protein than cow milk and are not always fortified with calcium and vitamin D. Among plant-based milk alternatives, only fortified soy beverage is currently considered a dairy equivalent. Thus, consuming other plant-based beverages does not contribute to meeting dairy recommendations.”

**Recommend: Fortified soy milk, fortified plant milks (peas, hemp, etc.)**

# Position of the Academy of Nutrition and Dietetics: Vegetarian Diets



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### ABSTRACT

It is the position of the Academy of Nutrition and Dietetics that appropriately planned vegetarian, including vegan, diets are healthful, nutritionally adequate, and may provide health benefits for the prevention and treatment of certain diseases. These diets are appropriate for all stages of the life cycle, including pregnancy, lactation, infancy, childhood, adolescence, older adulthood, and for athletes. Plant-based diets are more environmentally sustainable than diets rich in animal products because they use fewer natural resources and are associated with much less environmental damage. Vegetarians and vegans are at reduced risk of certain health conditions, including ischemic heart disease, type 2 diabetes, hypertension, certain types of cancer, and obesity. Low intake of saturated fat and high intakes of vegetables, fruits, whole grains, legumes, soy products, nuts, and seeds (all rich in fiber and phytochemicals) are characteristics of vegetarian and vegan diets that produce lower total and low-density lipoprotein cholesterol levels and better serum glucose control. These factors contribute to reduction of chronic disease. Vegans need reliable sources of vitamin B-12, such as fortified foods or supplements.

J Acad Nutr Diet. 2016;116:1970-1980.

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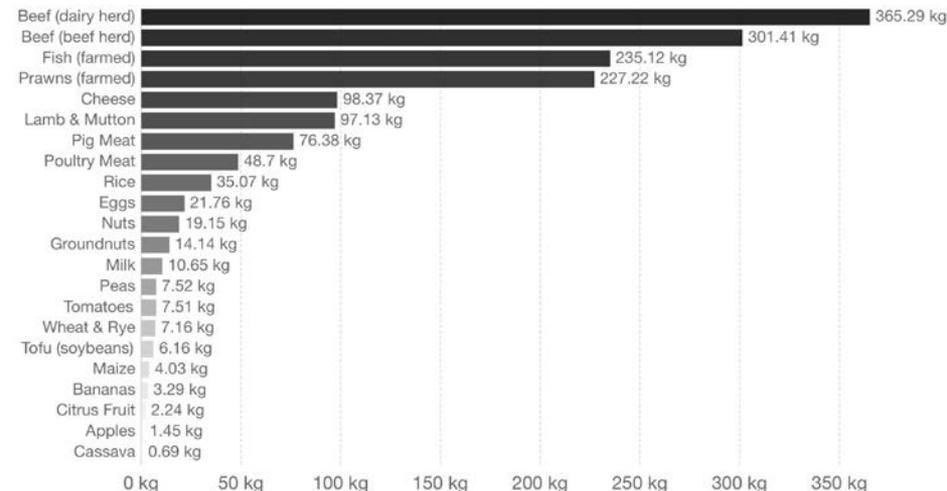
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# THE ENVIRONMENT + FOOD SYSTEMS

## Eutrophying emissions per kilogram of food product

Eutrophying emissions represent runoff of excess nutrients into the surrounding environment and waterways, which affect and pollute ecosystems. They are measured in kilograms of phosphate equivalents (PO<sub>4</sub>eq).



Source: Poore, J., & Nemecek, T. (2018). Reducing food's environmental impacts through producers and consumers.

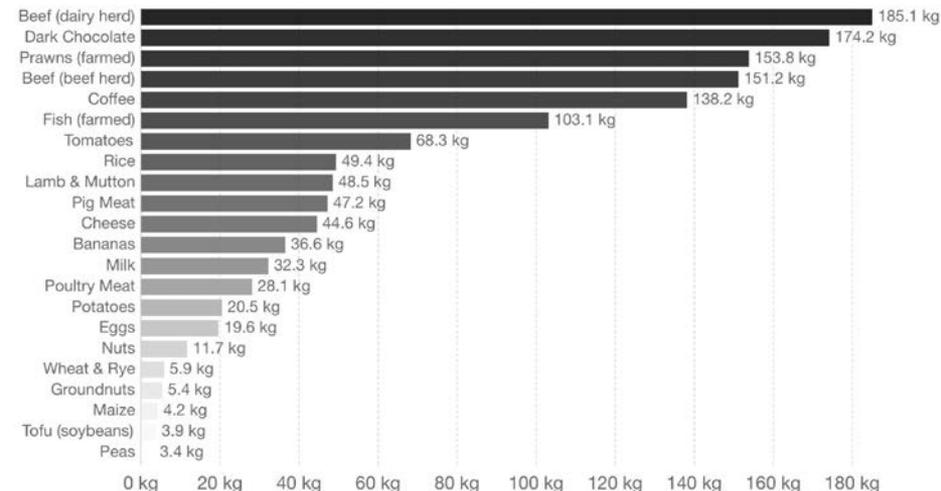
Note: Data represents the global average eutrophying emissions from food products based on a large meta-analysis of food production covering 38,700 commercially viable farms in 119 countries.

OurWorldInData.org/environmental-impacts-of-food • CC BY

Our World  
in Data

## Eutrophying emissions per 100 grams of protein

Eutrophying emissions represent runoff of excess nutrients into the surrounding environment and waterways, which affect and pollute ecosystems. They are measured in kilograms of phosphate equivalents (PO<sub>4</sub>eq).

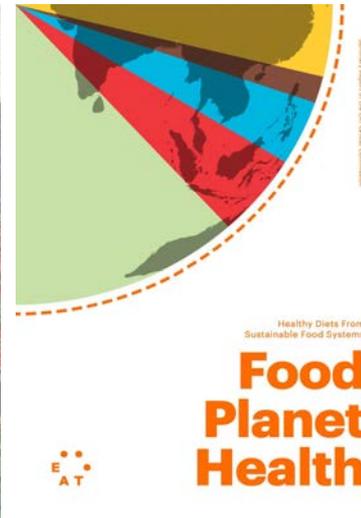
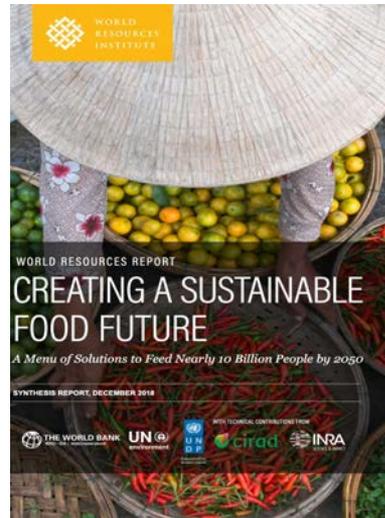
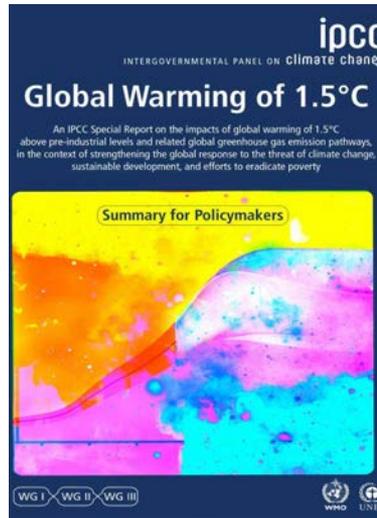
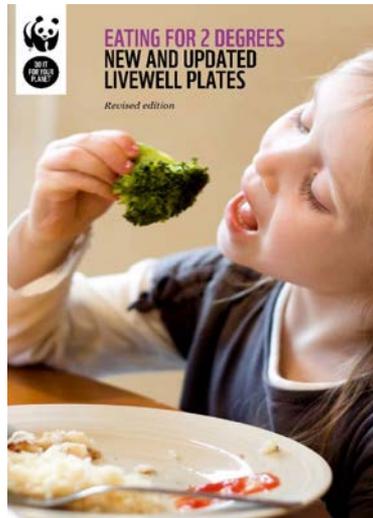


Source: Poore, J., & Nemecek, T. (2018). Additional calculations by Our World in Data.

Note: Data represents the global average eutrophying emissions from food products based on a large meta-analysis of food production covering 38,700 commercially viable farms in 119 countries.

OurWorldInData.org/environmental-impacts-of-food • CC BY

Our World  
in Data



# GLOBAL BLUEPRINTS FOR SUSTAINABLE FOOD

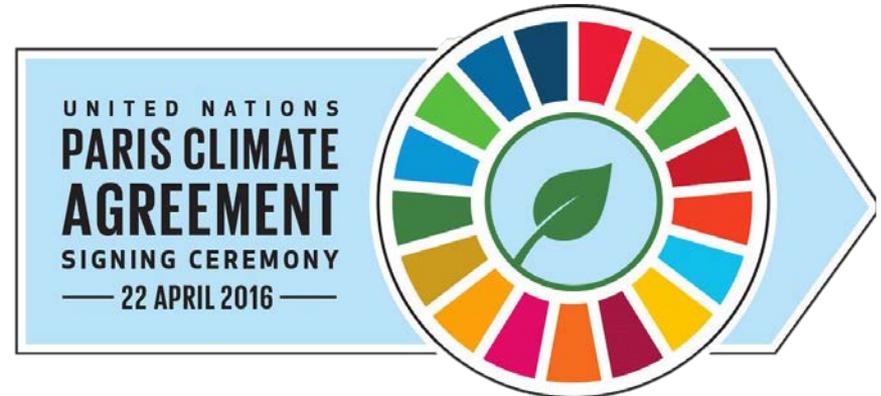
# EAT Lancet: Solving for a World of 10 Billion in 2050

37 experts from 16 countries

Science Based Targets that consider 3 elements:

- Health and Nutrition Goals of SDGs
- Climate Targets of Paris Climate Accord
- 6 Planetary Boundaries: climate, biodiversity, land, freshwater, nitrogen and phosphorus

Concludes that change to global food systems can provide win-win diets (healthy AND environmentally sustainable) to everyone by 2050



# EAT Lancet RECOMMENDATIONS

## The Planetary Health Diet



	Macronutrient intake grams per day (possible range)	Caloric intake kcal per day
Whole grains Rice, wheat, corn and other	232	811
Tubers or starchy vegetables Potatoes and cassava	50 (0-100)	39
Vegetables All vegetables	300 (200-600)	78
Fruits All fruits	200 (100-300)	126
Dairy foods Whole milk or equivalents	250 (0-500)	153
Protein sources		
Beef, lamb and pork	14 (0-28)	30
Chicken and other poultry	29 (0-58)	62
Eggs	13 (0-25)	19
Fish	28 (0-100)	40
Legumes	75 (0-100)	284
Nuts	50 (0-75)	291
Added fats		
Unsaturated oils	40 (20-80)	354
Saturated oils	11.8 (0-11.8)	96
Added sugars		
All sugars	31 (0-31)	120

# GLOBAL FRAMEWORK CONSENSUS?

Global Frameworks	Year	Promotes dietary biodiversity	Promotes plant-based diets	Moderate red meat consumption	Limit processed meat	Moderate dairy consumption	Encourages sustainable seafood consumption	Limit ultra-processed foods	Promotes local or seasonal foods	Food and packaging waste reduction	Animal welfare	Directly links diets to sustainability	Link
Menus for Change (CIA)	2019	X	X	X	X	X	X	X	X	X	X	X	<a href="#">Menus of Change</a>
WWF	2011	X	X	X	X	X	X	X	X	X	X	X	<a href="#">WWF Livewell</a>
EAT Lancet	2018	X	X	X	X	X	X	X		X	X	X	<a href="#">EAT Lancet</a>
Harvard Plate	2011	X	X	X	X	X	X	X		X		X	<a href="#">Harvard Healthy Plate</a>
EU Live Well	2013	X	X	X	X	X				X		X	<a href="#">Livewell for Life</a>
WRI Shifting Diets	2016	X	X	X	X	X		X		X	X	X	<a href="#">Shifting Diets</a>
British Dietetic Association (BDA)	2019	X	X	X	X	X	X	X	X	X	X	X	<a href="#">One Blue Dot Guide</a>
Percentage mentioned		100.0%	100.0%	100.0%	100.0%	100.0%	71.4%	85.7%	42.9%	100.0%	71.4%	100.0%	

Chart courtesy of Chris Vogliano, PhD, RD

# SUSTAINABLE DIET FRAMEWORK

## Eating patterns for health and environmental sustainability

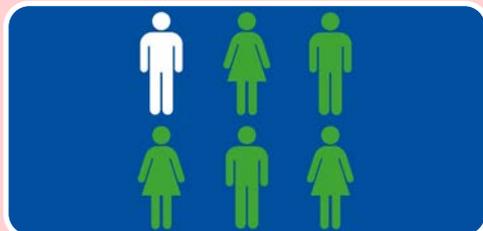
A new project from the BDA to help people eat healthily for the planet.



From The British Dietetic Association with support from the science and nutrition team at Alpro



# COLLECTIVE ACTION NEEDED



**15.5%**  
1 out of every 6 deaths in the UK attributed to poor dietary habits alone

**By 2050**  
IPCC: need to keep global temperature rise below this  
▼ UK GHG emissions by 80%

**Win-Win**  
Diets can be better for us and better for the planet

# TOOLKIT DATA AND RESOURCES

▼ 31% GHG emissions

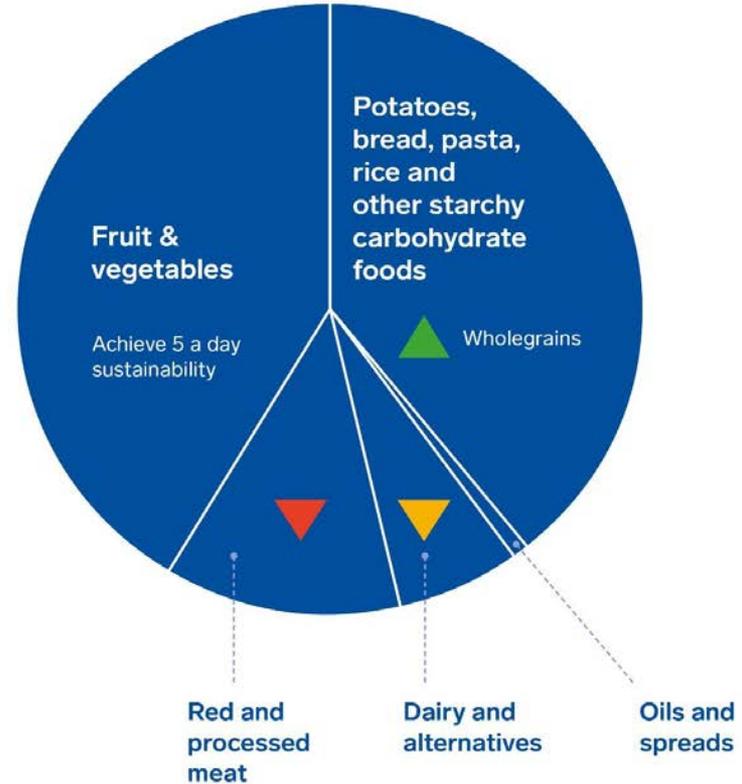
▼ 34% Land use

▼ 17% Water use

▲ 17.9m Years of healthy life

▼ Calories  
Sat fat  
Sugars  
Salt

✓ Fibre  
5-a-day  
Vits & mins





**“Food is our most intimate and powerful connection to each other, to our cultures, and to the earth, and to transform our food system is to take one giant step towards healing our bodies, our economy, and our environment.”**

HEAL Food Alliance

# FOOD INSECURITY & HEALTH

The cycle of food insecurity and chronic disease begins when an individual or family cannot afford enough nutritious food

% of Households choosing between

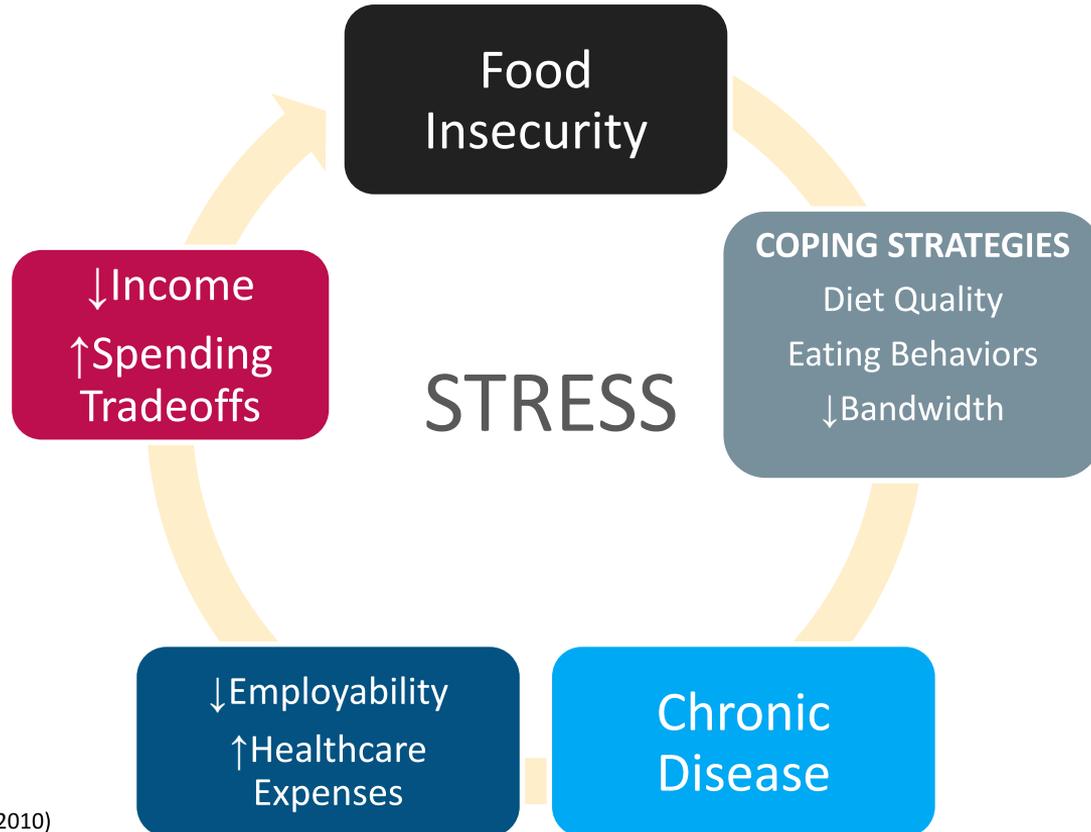
- Food and medical care (66%)
- Food and utilities (69%)
- Food and transportation (67%)
- Food and housing (57%)

(Feeding America 2014, NEJM 2010)

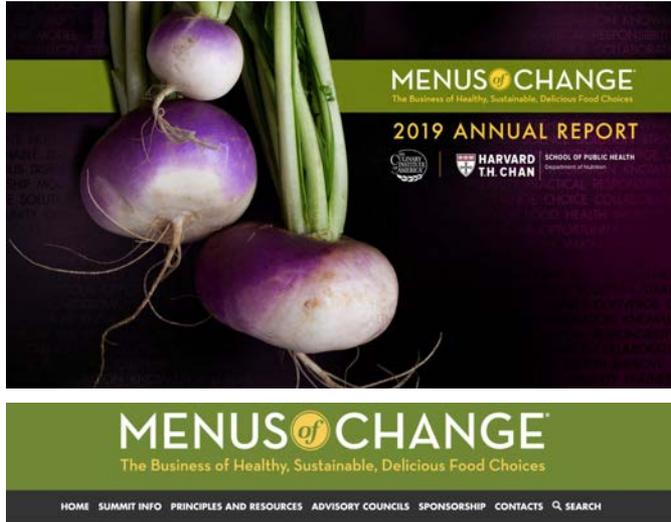


Photo by: Sherene Chou

# CYCLE OF FOOD INSECURITY & CHRONIC DISEASE



# 2 U.S. BLUEPRINTS: FOODSERVICE + HEALTHCARE FOR HEALTHY, SUSTAINABLE FOOD



## WEBCAST

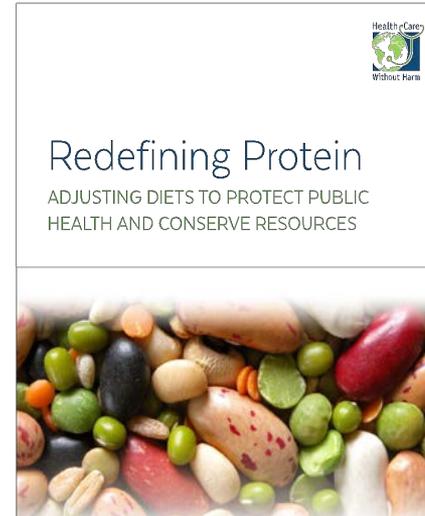
We are pleased to offer a live webcast of our 2020 Menus of Change: Virtual Series! Please feel free to share the link and discuss what you've learned on social media using #CIAMOC.

Scroll down to view videos from a previous weekly series, or watch a playlist of all 2020 Menus of Change videos here.

MENUS OF CHANGE: VIRTUAL SERIES, WEEK 1: JULY 22



Be sure to check out our introduction and overview for this year's virtual series, *Menus of Change 2020 Summit and Resources*, which is also your guide to all of the practical resources—including infographics, toolkits, and more—at the *Menus of Change* and *Plant-Forward Kitchen* websites, as well as the *Nutrition Source* website, curated by the Harvard T.H. Chan School of Public Health.



## Key Trends:

“Less Meat / Better Meat”

“Protein Flip” to emphasize plant proteins

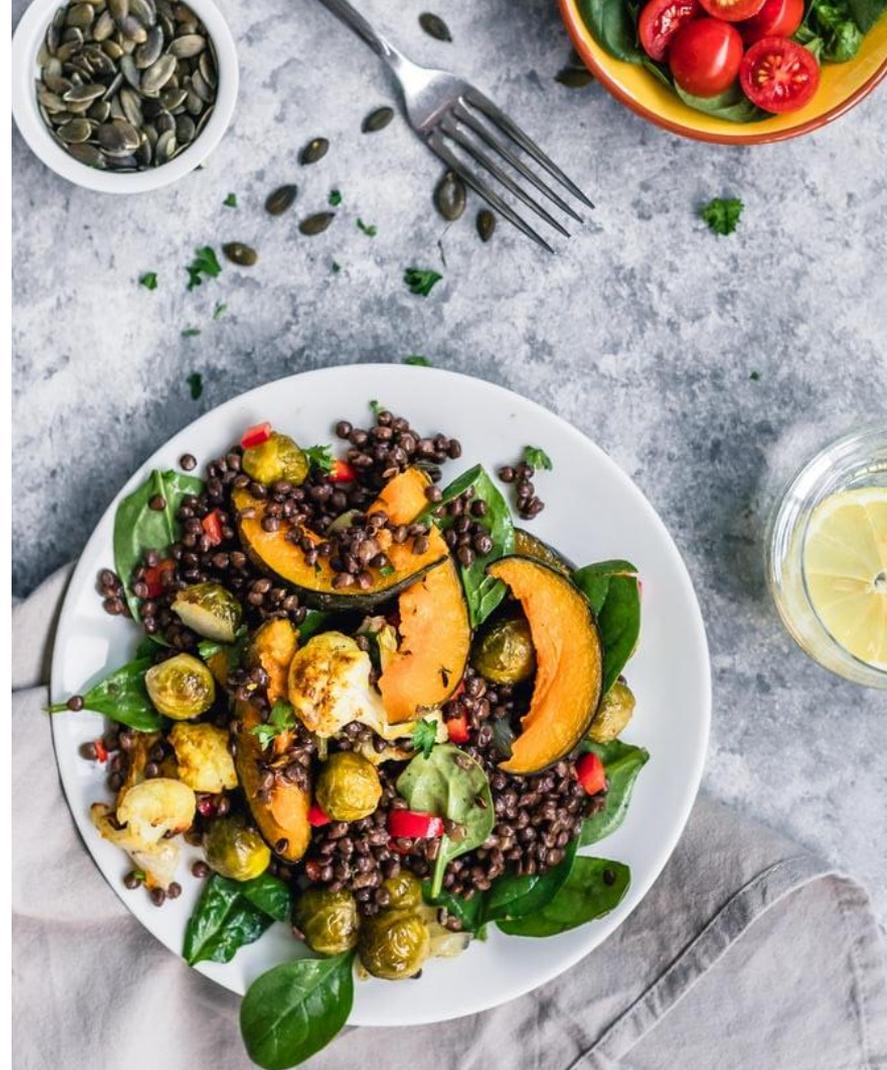
“Burger Blends” (i.e. mushroom)

# The Culinary Institute of America Harvard T.H. Chan School of Public Health

## QUALITY OVER QUANTITY

### SIX WAYS TO SHIFT THE VALUE PROPOSITION AROUND MEAT

1. **Reduce portion sizes of beef, pork, lamb, poultry, and cheese** while increasing options for portion choices including pricing, and serve less meat overall.
2. Buy and serve small amounts of **higher quality, more flavorful meats** from producers who **avoid the use of antibiotics and allow their animals to forage and graze**.
3. **Re-imagine and redesign menus** to move customers away from focusing on protein sources as they select their menu choices, while at the same time developing narratives that maintain price points and perceptions of value.
4. **Explore shifting meat to a “supporting role,”** as a condiment that adds flavor to other ingredients.
5. **Re-imagine the “mixed grill,”** pairing small amounts of beef or pork with chicken, fish, or vegetables.
6. **Explore marketing strategies and narratives that favor clear positives** (“fresh,” “seasonal,” “farm-to-table,” “global flavors,” etc.) over menu language that could be perceived as a mix of negatives and positives (“meatless” or “healthy” or “reduced calorie”).



# POLICIES IN HEALTHCARE

- 2019 two states (CA and NY) signed into law to provide plant-based meals in hospitals with more states to follow (e.g. making Orgain and other plant-based products available to patients)
- CA Senate Bill 1138 and NY Senate Bill S1471A
- St. Joseph Health System in Sonoma County, Calif., reports, “Vegetarian entrées cost about 50 percent less than meat entrées.” The hospital projects saving \$5,000 a year by serving more meat-free meals.



**first pilot program at a public hospital that is being renewed due to success and demand**

- [learn more here](#)

## Foods and Nutrition

### Healthful Food Options in Health Care Facilities H-150.949

**Topic:** Foods and Nutrition

**Meeting Type:** Interim

**Action:** Modified

**Council & Committees:** NA

**Policy Subtopic:** NA

**Year Last Modified:** 2019

**Type:** Health Policies

1. Our AMA encourages healthful **food options** be available, at reasonable prices and easily accessible, on the premises of Health Care Facilities.
2. Our AMA hereby calls on all Health Care Facilities to improve the health of patients, staff, and visitors by: (a) providing a variety of **healthy food**, including plant-based meals, and meals that are low in saturated and trans fat, sodium, and added sugars; (b) eliminating processed meats from menus; and (c) providing and promoting **healthy** beverages.
3. Our AMA hereby calls for Health Care Facility cafeterias and inpatient meal menus to publish nutrition information.

# AMERICAN COLLEGE OF CARDIOLOGY

## Recommendation Scope and Limitations

This is a basic set of recommendations that fills major gaps in hospital food services. It has two aims:

1. Promote health among hospital patients, staff, and visitors by providing healthful foods and the opportunity to learn new tastes.
2. Support clinicians seeking to introduce patients to healthful diet habits.

**“hospitalization can be a ‘teachable moment’ for patients who are ready to embrace nutrition as part of the healing process.” 2017**

## Guidelines for à la Carte Patient Menus

Most hospitals use à la carte menus, allowing patients to choose individual food items. For these menus, the following guidelines will apply:

- A least one plant-based main dish that is low in fat, sodium, and added sugars will be offered and promoted at every meal. For reference, a day's meals would be expected to provide <30g fat (apart from optional additions, below), <1,500mg sodium, and <25g added sugar.
- A minimum of 3 fruit and/or vegetable options will be offered at each meal.
- Trans fats will not be used.
- Processed meats will not be offered. "Processed meats" include bacon, sausage, ham, hot dogs, and deli meats.
- At least one dessert at lunch and dinner will emphasize fruit.
- For a "Mediterranean" variant, olive oil may be added.

# Physicians Committee

for Responsible Medicine

“In 2018, California enacted legislation similar to the new law in New York, and earlier last year, the Washington D.C. Council introduced the Healthy Hospitals Amendment Act of 2019. This bill would require hospitals in D.C. to improve the nutritional quality of their menus by eliminating processed meat such as bacon and hot dogs and making plant-based options available.”



**Meatless  
Monday:**  
Hospital Foodservice  
Program Guide



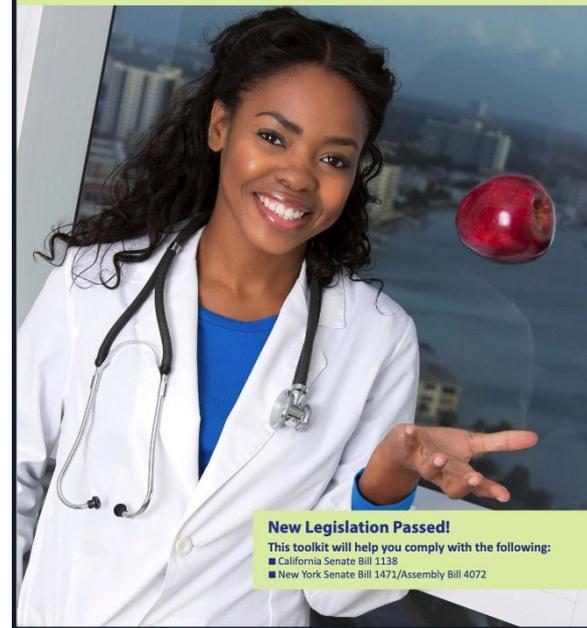
**Meatless Monday** Good for You.  
Good for the Planet.



Healthy FOOD  
in Health Care  
TOOLKIT

**Inside you'll find:**

- American Medical Association Resolution
- Tips to implement AMA Resolution
- Meal ideas from major contractors
- Testimonials from leading hospitals
- Links to recipes and other resources



**New Legislation Passed!**

- This toolkit will help you comply with the following:
- California Senate Bill 1138
  - New York Senate Bill 1471/Assembly Bill 4072

“**Meatless Monday** is promoted at New York-Presbyterian in New York City and at NYC Health+Hospitals, the largest public health care system in the United States as well as in other health care systems around the country. The concept has been adopted in more than 40 countries and translated to 22 languages. In 2020, it is expanding its efforts to engage even more organizations in reducing meat consumption.”

# HEALTH CARE WITHOUT HARM

The organization's most recent survey found that 69 percent of hospitals in their network are working to reduce meat in patient and retail settings.

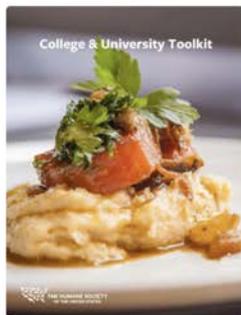
In 2018, Health Care Without Harm partnered with the World Resources Institute to bring the [Cool Food Pledge](#) to health care. The pledge aims to reduce signatories' greenhouse gas emissions from food purchasing by 25 percent by 2030. Health care signatories receive assistance in developing their plans to reduce their climate impact by implementing plant-forward menus.

To date, 30 health care facilities have signed on to the Cool Food Pledge, representing more than 35 million meals annually.



“Since 2015, the Humane Society of the United States has delivered plant-based training to nearly 11,000 culinary staff at large-scale food service operations, including working with more than 95 health care facilities to increase the availability of plant-based offerings in cafeterias, on patient menus, or both. In 2020, the HSUS is ramping up these efforts with a new training created specifically for chefs, dietitians and physicians within health care. The enhancement builds on the success the HSUS has seen already in the sector.

For example, Baptist Health South Florida sees more than 1 million patients annually. As a result of working with HSUS, after the first year of its launch there was a 93 percent increase in plant-based sales with an average of 40 percent of customers choosing the plant-based options daily. Prior to working with the HSUS, 5 percent of meals at New Jersey’s Valley Hospital were plant-based; now it’s 35 percent.”



### For colleges and universities

Our toolkit includes a complete planning guide, sample agendas, recipe list, ingredient list, equipment lists, station set ups and more.



### For K-12 schools and childcare programs

Our toolkit includes a complete planning guide, sample agendas, recipe list, ingredient list, equipment lists, station set ups and more.



### For hospitals and healthcare facilities

Our toolkits include a complete planning guide, sample agendas, recipe list, ingredient list, equipment lists, station set ups and more.

# PLANT FORWARD PLATES

THE OLDWAYS PLANT FORWARD PLATES HEALTHCARE TOOLKIT INCLUDES THE INFORMATION FOOD SERVICES PROFESSIONALS NEED TO PROVIDE DELICIOUS, THERAPEUTIC 100% PLANT-BASED MEAL OPTIONS IN HOSPITAL AND HEALTHCARE FOOD SERVICE SETTINGS.

When you download Plant Forward Plates, you will receive:

- over 40 recipes scaled up to 100 servings,
- therapeutic menu plans,
- HACCP instructions,
- nutritional analysis, and
- food ordering guides.

DOWNLOAD PLANT FORWARD PLATES FOR FREE >

The Plant Forward Plates Toolkit fee is being waived to encourage hospitals to make 2020 the year they add healthy and delicious plant-based meals to their menus. To download a free copy, visit <https://oldwayspt.org/pfp>



rediscover  goodness  
**OLDWAYS**  
 CULTURAL FOOD TRADITIONS

Plant Forward Plates Healthcare Toolkit

Seven-Day Menu Plan

Breakfast						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Savory Tofu Mushroom Savory Biscuits Rye Toast Margarine Jelly Grapefruit Juice Soy milk Coffee or Tea	Animal Biscuits Whole Pancakes with Cinnamon Peach Tempeh Bacon Tomato Juice Soy milk Coffee or Tea	Red Quinoa Breakfast Bowl with Apples, Pecans, and Flax Seeds Vegetable Juice Soy milk Coffee or Tea	Banana Muffin Muffin Veggie Sausage Links Orange Juice Soy milk Coffee or Tea	Southwest Breakfast with Black Beans and Corn Orange Juice Soy milk Coffee or Tea	Farmers Market Breakfast Tough Hash Whole Wheat Toast Margarine/Jelly Orange Juice Soy milk Coffee or Tea	English Breakfast Sautéed Ham, Egg, and Whole Grain English Muffin Margarine Jelly Cranberry Juice Soy milk Coffee or Tea
Lunch						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Red Lentil Soup with Root Vegetables Bacon Whole Grain Roll Margarine Avocado Salad with Olives and Tomatoes Fruit Sides Seasonal Fruit Coffee or Tea	Gar Bean Burger on Whole Grain Bun with Tomato and Avocado Slices Ketchup Mustard Cauliflower Clementine Salad Seasonal Fruit Coffee or Tea	Stress Tacos with Pinto Beans, Corn Salsa, and Shredded Cheese Cumin-Brown Rice Honey Ice Coffee or Tea	Tomato Soup Savory Tofu, Fennel, and Kale Power Bowl Whole Grain Muffin Margarine Banana Coffee or Tea	Vegetable Berlin Soup Plant-Based B.L.T. ("Bacon", Lettuce, Avocado) Sandwich Cinnamon Apple Cinnamon Soy Latte	Green Chickpea and Vegetable Filled Pita Tahini Salad Green Yogurt with Fruit Coffee or Tea	Vegetable Pizza with Cornmeal Crust Fruit Green Salad with Sunflower Seeds and Vinaigrette Seasonal Fruit Coffee or Tea
Dinner						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Buttermilk Spaghetti Squash Shanghai Sesame Snow Pea Stir Fry with Broccoli Creamy Yogurt Peach Parfait Coffee or Tea	Miso Ramen Stir Fry with Broccoli Plant-Based Chicken Calabrese Salad Rice Caramel Brown Rice Pudding Coffee or Tea	Baked Medley: Carrots, Lentils, and Baby Spinach Walnut Salad Whole Grain Hotion Bread Dark Chocolate Pesto Biscotti Coffee or Tea	Chickpea Miso with Brown Beans Rice Cucumber Tomato Salad Garlic Noodles Super Berry Chia Pudding Coffee or Tea	Penne Pasta with White Beans and Greens Cucumber Sandwich Banana Cakes Coffee or Tea	Homemade Veggie Pad Pua Tomato Avocado Basil Salad Ice Cream Coffee or Tea	Herbed Lentil Patties with Mushroom Sauce Mashed Potatoes Green Beans Vanilla and Vanilla Cream Coffee or Tea

## Successful Implementation of Healthful Nutrition Initiatives into Hospitals

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### ABSTRACT

Poor dietary quality is a leading contributor to mortality in the United States, and to most cardiovascular risk factors. By providing education on lifestyle changes and, specifically, dietary changes, hospitals have the opportunity to use the patient experience as a “teachable moment.” The food options provided to inpatients and outpatients can be a paradigm for patients to follow upon discharge from the hospital. There are hospitals in the United States that are showcasing novel ways to increase awareness of optimal dietary patterns and can serve as a model for hospitals nationwide.

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- There is significant variability in the standards that hospitals use with regard to inpatient and outpatient food programs.
- There are hospitals in the United States that are showcasing novel ways to increase awareness of optimal dietary patterns.
- Several hospitals have started inpatient 100% plant-based menus and outpatient education and access to healthier food options, illustrating that changes can be made in a hospital environment with good success and customer satisfaction.

**Table** Summary of Hospital Initiatives

	Inpatient Menu	Outpatient Menu	Other Initiatives
Kaiser Permanente		✓	Launched over 50 hospital- and clinic-related farmers markets in California. Developed virtual and on-site cardiac rehab program that provides kitchen basics.
Montefiore Health System	✓	✓	Implemented “Meatless Mondays” in the hospital cafeterias. Has intensive outpatient Saturday plant-based immersion program.
National Jewish Health/ St. Joseph Hospital NYC Health + Hospitals/ Bellevue	✓	✓	Launched intensive plant-based cardiac rehabilitation program. Launched intensive outpatient plant-based lifestyle program for cardiometabolic risk reduction. Implemented a “Meatless Monday” option into hospital menus. Offer annual plant-based healthy eating challenge for hospital staff.
Northwell Health	✓ Lenox Hospital only	✓	Established Northwell Healthy Choice nutrition criteria for meals and eliminated sugar-sweetened beverages and fried foods from menus. Offers free monthly teaching kitchens education.
Tampa Veterans Affairs	✓	✓	Established the HEAL cardiology clinic, which provides intensive outpatient support for nutrition and health.
United Medical Center		✓	Hosted plant-based lunch buffets accompanied by nutrition lectures. Offered taste tests to patients and replaced processed meat with meatless options.
University of Florida	✓	✓	Launched an intensive outpatient prevention program to lower cardiovascular risk

# TOP 10 STRATEGIES FOR PLANT-BASED EATING

1. Know Their Goals
2. Understand Their Motivation
3. Build Rapport and Trust
4. Use Evidence-Based Resources
5. Learn What's Accessible
6. Keep It Simple and Honor Traditions
7. Think Outside the Box
8. Focus More on Nutrient-Rich Foods
9. Learn About Food Restrictions
10. Recommend B12

Adapted from Counseling Vegan Clients  
By Matthew Ruscigno, MPH, RD  
<https://www.todaysdietitian.com/newarchives/1017p20.shtml>



# 1. KNOW THEIR GOALS

- What type of plant-based eating is your client interested in learning about?
- Vegan, vegetarian, flexitarian, Whole Food Plant-Based, other?





## 2. WHAT'S MOTIVATING THEM?

This will change your approach.

- Ethical reasons? Animal welfare
- Health?
- Weight loss?
- Religious reasons?
- Eating disorder?
- Others?

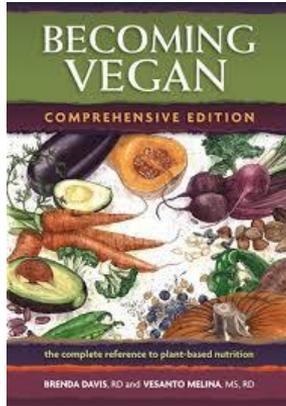
### 3. BUILD TRUST

- Helps to create open dialogue
- Understanding how to approach sensitive topics
- Allows clients to ask about questions they have and possible myths they've heard

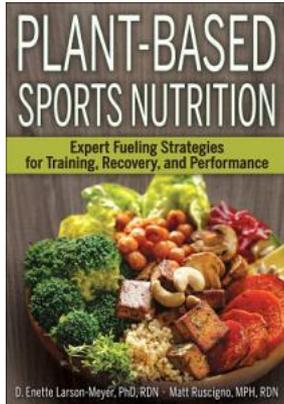


# 4. USE EVIDENCE-BASED RESOURCES

- Vegetarian Nutrition Dietetic Practice Group of the Academy of Nutrition and Dietetics (vndpg.org)
- Vegetarian Resource Group (vrg.org)
- VeganHealth.org by Jack Norris, RD (veganhealth.org)
- Anti-Diet Vegan Nutrition Course by Taylor Wolfram, RD (taylorwolfram.com)



**Becoming Vegan**  
Brenda Davis, RD  
Vesanto Melina, MS, RD



**Plant-Based Sports Nutrition**  
Dr. Enette Larson-Meyer  
Matt Ruscigno, MPH, RD



## Education Handouts

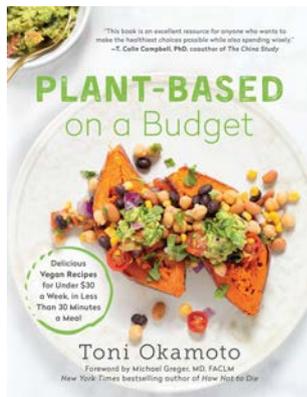
Research-based vegetarian diet handouts by registered dietitians are available as a resource for those looking for more written and reviewed by registered dietitians from the Vegetarian Nutrition Academy. If you have questions, or suggestions for future handouts, please contact us.

Eating Disorders (NEW!)	<a href="#">Download Consumer Version (PDF)</a>
Plant-Based Diets to Combat Climate Change (NEW!)	<a href="#">Download Consumer Version (PDF)</a>
Omega-3 Fatty Acids and Vegetarian Diets (NEW!)	<a href="#">Download Consumer Version (PDF)</a>
Vegetarian Diets in Pregnancy (Spanish) (NEW!)	<a href="#">Download Consumer Version (PDF)</a>
Soy Safety and Health Effects of Isoflavones (NEW!)	<a href="#">Download Consumer Version (PDF)</a>
B12 in Vegetarian Diets	<a href="#">Download Consumer Version (PDF)</a>
Choline in Vegetarian Diets	<a href="#">Download Consumer Version (PDF)</a>

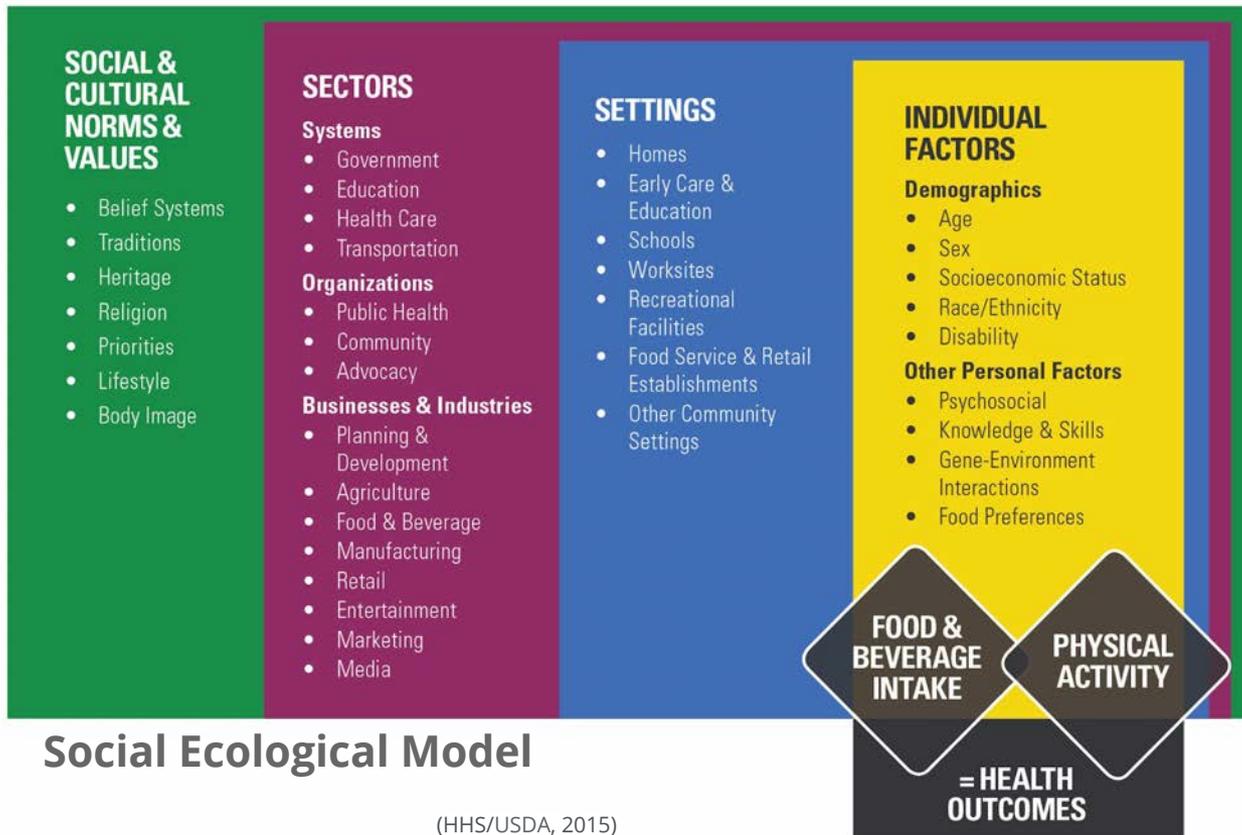


Free RDN Resources [www.vndpg.org](http://www.vndpg.org)

# 5. LEARN WHAT'S ACCESSIBLE TO THEM



“Professionals can help individuals or population groups by recognizing cultural diversity and developing programs and materials that are responsive and appropriate to their belief systems, lifestyles and practices, traditions, and other needs.”



# 6. KEEP IT SIMPLE AND TRADITIONAL



Photo by: Sherene Chou

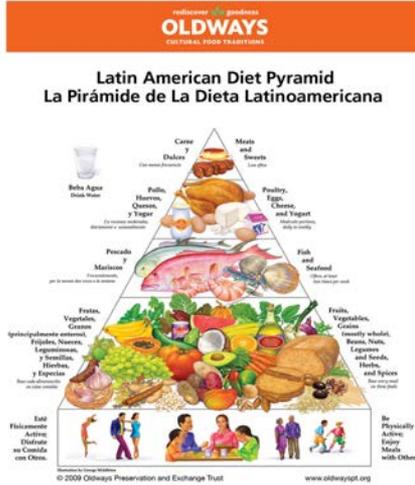


Photo by: Sherene Chou



Asian Diet Pyramid



Photo by: Sherene Chou

African Heritage Diet Pyramid



Mediterranean Diet Pyramid

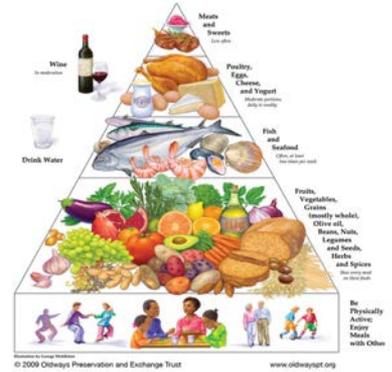


Photo by: Sherene Chou

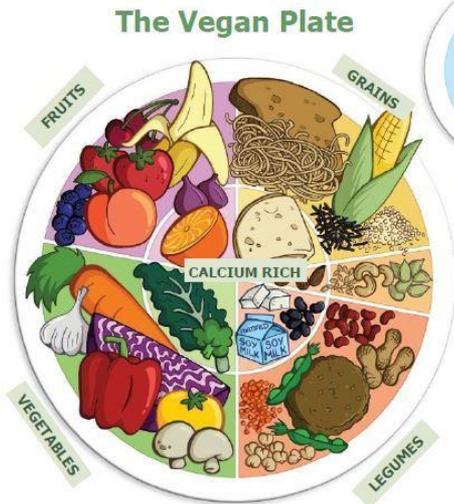
# FOOD SOVEREIGNTY

“Food sovereignty is the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems.”

Declaration of Nyéléni, the first global forum on food sovereignty, Mali, 2007 (US Food Sovereignty Alliance)



# 7. THINK OUTSIDE THE BOX



OTHER ESSENTIALS

NUTS & SEEDS



Holiday Spice Protein Pancakes Recipe



Kale & Bean Soup



Sweet Potato Protein Toast



## Becoming Vegan Comprehensive

By: Brenda Davis, RD;  
Vesanto Melina, MS, RD

# 8. FOCUS ON NUTRIENT-RICH FOODS

## PLANT-BASED MENU

The healthiest diets are those that are high in lentils, fruits and vegetables, beans, and whole grains. Eating these foods puts you on a path to lowering your risk of heart disease. We hope you enjoy this plant-based menu: *for your health, for your future.*

**How many fruits and vegetables do I need to eat?**

The American Heart Association recommends eight or more servings of fruits and/or vegetables per day. Eating more fruits and vegetables may help keep you at a healthy weight, live longer, and help lower your cholesterol and blood pressure.

**What is a serving size?**

**FRUITS:**

- 4-5 servings per day
- 1 medium fruit (about the size of a baseball)
- 1/4 cup dried fruit
- 1/2 cup fresh, frozen or canned fruit

**VEGETABLES:**

- 4-5 servings per day
- 1 cup raw leafy vegetables (about the size of a small fist)
- 1/2 cup cut-up raw or cooked vegetables
- 1/2 cup vegetable juice

### Breakfast

- STEAMING OATMEAL**  
With raisins, almonds and brown sugar
- OVERNIGHT OATS**  
Oatmeal rolled oats, chia seeds and fruit
- CHEERIOS**  
With soy milk
- WHOLE WHEAT TOAST**  
With peanut butter or avocado spread
- FRESH FRUIT PLATE**  
With bran muffin



### Dinner

- VEGETABLE PASTA PRIMA VERA**  
A mix of sautéed fresh vegetables in a light sauce over penne pasta
- TOFU VEGETABLE STIR FRY**  
Seasoned grilled tofu with sautéed green & red peppers, onions and broccoli
- BLACK BEANS & YELLOW RICE**  
Seasoned black beans over fluffy yellow rice



### Beverages

- HOT TEA
- ORANGE JUICE
- APPLE JUICE
- GRAPE JUICE
- CRANBERRY JUICE
- SOY MILK



### Lunch

- BLACK BEAN BURGER**  
Hearty black bean patty over a warm bun with option of lettuce, tomato and onion
- HUMMUS TOMATO SANDWICH**  
Fresh hummus over whole grain sandwich thins topped with tomato and spinach
- FRESH VEGETABLE WRAP**  
Tomatoes, carrots, cucumbers, olives and lettuce wrapped in an avocado spread whole grain wrap

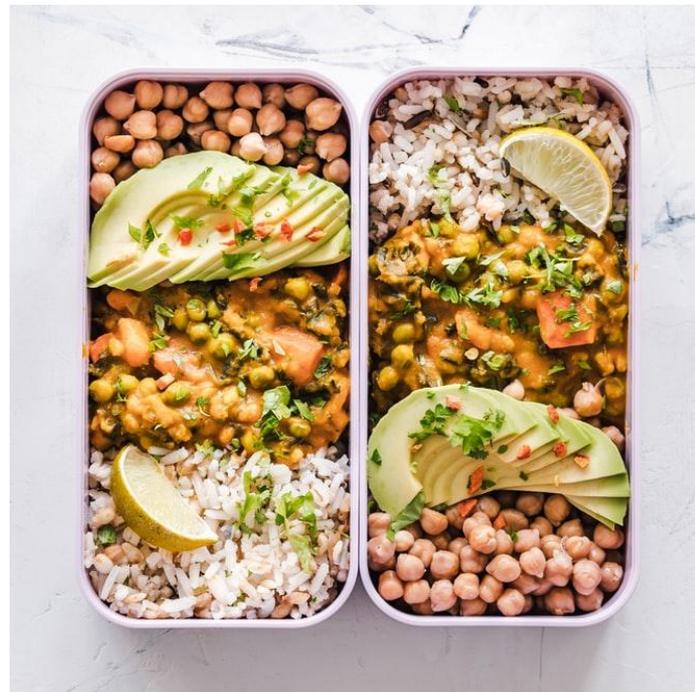


### Chef Specials

- SWEET POTATO & KALE OVER BARLEY**
- LENTIL BOLOGNESE OVER PASTA**
- CHICKPEA POTATO COCONUT CURRY**

For more information on heart healthy nutrition, prevention and more, visit [UFHealth.org/IntegrativeCardio](http://UFHealth.org/IntegrativeCardio).

**UFHealth**  
Shands



# WHAT ABOUT...MOCK MEATS?

“Vegetarian cooking in China owes a lot to Chinese Buddhist monks, who have existed in the country since the late Han dynasty (206 BCE to 220 CE), after Indian missionaries brought the religion to this part of Asia.

One key tenant of Buddhist ideology—alongside karmic retribution and worshipping the Buddha—is vegetarianism. Not wanting to break tradition when outsiders came to visit their monastery, China’s Buddhist monks would copy classic meat-based dishes, replacing the meat or fish with vegetables, tofu, or gluten.”



← find companies/brands

# 9. LEARN ABOUT FOOD RESTRICTIONS

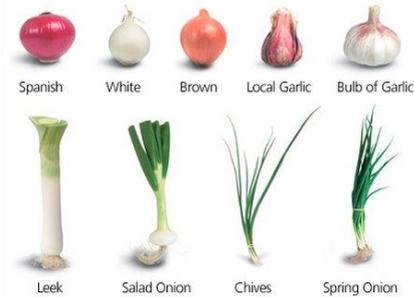


The FDA requires the **top 8 food allergens** in the US to be declared by common name on food labels.

**KIDS WITH FOOD ALLERGIES**  
A Division of the National Food Allergy Foundation of America

[kidswithfoodallergies.org](http://kidswithfoodallergies.org)  
This resource is made possible through sponsorship by Mylan Specialty.

The infographic features a row of eight colorful diamond-shaped icons representing allergens: a milk carton, an egg, a peanut, a nut, a wheat stalk, a crab, a soybean, and a fish. At the bottom left, there are four small icons representing a pill, a flower, a leaf, and a lung.



- Religion
- Allergy
- Intolerance
- Personal Choice
- Ethics

# 10. RECOMMEND VITAMIN B-12

“Vitamin B12 is generally found in all animal foods except honey while there is no reliable B12 in plant foods, including tempeh, seaweeds, and organic produce. Luckily, vitamin B12 is made by bacteria and doesn’t need to be obtained from animal products.” - Jack Norris, RD ([veganhealth.org/vitamin-b12/](http://veganhealth.org/vitamin-b12/))



Vitamin B-12 is not a component of plant foods. Fermented foods (such as tempeh), nori, spirulina, chlorella, algae, and unfortified nutritional yeast, cannot be relied upon as adequate or practical sources of B-12.





# HELPING YOUR CLIENTS NAVIGATE PLANT-BASED EATING

Exploring Clinical Approaches and the New Dietary Guidelines

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A top-down view of two dark blue ceramic bowls filled with a rich, dark broth. The bowls contain thin, white rice noodles, sliced chicken, mushrooms, carrots, and cubed tofu. The bowls are garnished with fresh green herbs like cilantro and sliced green onions. The bowls are placed on a light-colored wooden surface with a dark grey cloth underneath. The text 'THANK YOU' is overlaid in a white, bold, sans-serif font in the upper right quadrant, and 'Q & A' is overlaid in the same font in a white, bold, sans-serif font in the lower left quadrant.

THANK  
YOU

Q & A

**Thank you  
for joining  
us today.**



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**Keith Hine MS, RD**

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## WEBINAR PRESENTER:

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