Connecting Public Health and the Food Industry

Reducing Sodium Through Food Manufacturing

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MaineHealth & It’ll Be Pizza Co.

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MaineHealth

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MaineHealth’s Vision

Working together so our communities are the healthiest in America
Members
Franklin Community Health Network
Maine Behavioral Healthcare
Maine Physician Hospital Organization
Maine Medical Center
Memorial Hospital (NH)
HomeHealth Visiting Nurses
Lincoln County Healthcare
NorDx
Pen Bay Healthcare
Southern Maine Health Care
Waldo County Health Care
Western Maine Healthcare
Synernet

Strategic Affiliates
MaineGeneral Health
Mid Coast Health Services
St. Mary’s Health System
MaineHealth is . . .

- An integrated, nonprofit health system with 10 member and 3 affiliate hospitals
- The largest health system in Northern New England; 38 of all hospital discharges in Maine were from a MH hospital in 2012
- Home to a regional Physician Hospital Organization (PHO) with more than 1,200 independent and employed physicians, including 300+ PCPs and regional ACOs
- A network of home health and rehabilitative service organizations aligned with acute care services
- A frequent partner of public and private sector organizations
MaineHealth’s Commitment to Obesity Prevention

• Incorporate obesity prevention into strategic plans and annual focused goals
• Facilitate system-wide hospital Food Service Task Force
• Partner with employee wellness program, Works on Wellness
• Disseminate *Let’s Go!* childhood obesity prevention program
• Participate in national Partnership for a Healthier America’s *Hospital Healthy Food Initiative*
• Implement CDC Sodium Reduction in Communities Program
Hospital Healthy Food Initiative

• In 2012 MaineHealth signed on to increase access to healthier foods and beverages in our hospitals’ cafeterias and on patient menus

• Hospitals are required to adopt standards for 3 years:
  - Boost access to fruits and vegetables
  - Focus on preparing healthier foods (eliminate deep fat fryers)
  - Make healthy meals more affordable
  - Encourage healthier beverage choices
  - Label foods with nutrition information
  - Market healthy foods in cafeterias & on menus
A Local Story: Maine Medical Center

• Largest medical center in Maine
  - 637 licensed beds
  - Employs more than 6,000 people

• Impressions Cafe
  - Largest restaurant in Maine
  - Serving 3,000 meals daily
How can we procure products that will reduce the amount of sodium in our meals?
One way to find lower sodium products…
Ask your vendor to create them!
History of Portland Pie Co. & It’ll Be Pizza Co.

Portland Pie Co. Restaurant & Pub

IT’LL BE PIZZA COMPANY
SPECIALTY PIZZA SUPPLIES
Pizza Dough Distribution
Whole Grain Dough
Creating the Low Sodium Dough
It’ll Be Pizza Consulting
Uses for Low Sodium Dough

1. Pizza
2. Breadsticks
3. Garlic Knots
4. Stuffed Breadsticks
Sodium Reduction in Communities Program

The program aims to increase access to and accessibility of lower sodium food options, to reduce sodium intake, and to continue to build practice-based evidence around effective population-based strategies to reduce sodium consumption at the community level.
Reformulating Pizza Recipes
Maine Medical Center’s Modified Pizza Recipe

Roughly 350 slices of pizza per day

<table>
<thead>
<tr>
<th></th>
<th>Sodium Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Previous Pizza Dough</td>
<td>218 mg per serving</td>
</tr>
<tr>
<td>It’ll Be Pizza Dough</td>
<td>164 mg per serving</td>
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</tbody>
</table>

25% Lower Sodium
Cheese Pizza

Low Sodium Dough
Reduced Cheese
Scratch-made Low Sodium Pizza Sauce

571 mg to 445 mg
22% Sodium Reduction
## Pepperoni Pizza

Original Recipe vs. Reformulated Pepperoni Pizza Recipe

<table>
<thead>
<tr>
<th>Component</th>
<th>Original Recipe</th>
<th>Reformulated Pepperoni Pizza Recipe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>767 mg</td>
<td>641 mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>85 mg</td>
<td>70 mg</td>
</tr>
<tr>
<td>Total Fat (g)</td>
<td>13 g</td>
<td>10 g</td>
</tr>
<tr>
<td>Sat. Fat (g)</td>
<td>3 g</td>
<td>2 g</td>
</tr>
<tr>
<td>% Sat. Fat</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Tr. Fat (g)</td>
<td>1 g</td>
<td>0.8 g</td>
</tr>
<tr>
<td>Chol. (mg)</td>
<td>50 mg</td>
<td>40 mg</td>
</tr>
<tr>
<td>CHO (g)</td>
<td>20 g</td>
<td>15 g</td>
</tr>
<tr>
<td>Fiber (g)</td>
<td>2 g</td>
<td>1 g</td>
</tr>
<tr>
<td>Sugar (g)</td>
<td>5 g</td>
<td>3 g</td>
</tr>
<tr>
<td>Protein (g)</td>
<td>10 g</td>
<td>8 g</td>
</tr>
</tbody>
</table>

### Changes

- **Low Sodium Dough**
- **Reduced Cheese**
- **Scratch-made Low Sodium Pizza Sauce**

### Reductions

- **767 mg to 641 mg**
- **16% Sodium Reduction**
Benefits & Challenges of Collaboration

**MaineHealth**

**Benefits:**
- Improved nutritional profile for popular food items
- Support local business
- Provides all MaineHealth facilities access to products through major distributors

**Challenges:**
- It takes time!
- Negotiating a competitive sale price

**It’ll Be Pizza Company**

**Benefits:**
- Increased brand recognition
- Public service
- Increased sales
- MaineHealth supports their facilities purchasing this healthier product across the board

**Challenges:**
- Competitive sale price
- Increased demand
Next Steps

• Year 2 of our Sodium Reduction in Communities Program
• 5 additional MaineHealth member facilities
• Share information across the health system
• Recipe reformulation & development
• Product substitution
Thank you!
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