

Strategies to creating a successful healthy food program for vendors



- **Meet with key stakeholders.** Stakeholders should include:
 - Contract manager
 - Building management
 - Wellness committee
 - Upper management
- **Determine the customer's motivation**
 - Do they have a policy they need to comply with? If so, get a copy
 - Is support for their program coming from upper management or from a few employees? If so, encourage the company to gain support from management. Programs are most successful when support comes from the top.
- **Understand the customer's expectations**
 - Many people have different definitions of healthy. Figure out exactly what the customer is asking for.
 - See the Cater to Health "healthy foods page" for examples and ideas
- **Set goals and work slowly**
 - Encourage customers to complete an assessment of the program they hope to change. CTH provides assessment tools for vending, catering and cafeterias. This will help determine the starting point and make setting attainable goals easier.
 - Encourage input from employees. A brief survey of employees can be invaluable information on what will sell at a particular worksite.
 - Set defined goals so both you and the customer know what to expect from one another throughout the change.

For more information on healthy worksite food programs, visit www.eatwellworkwell.org