“Go For Green” Program- Afghanistan DFAC Implementation

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Presentation Outline

1. Afghanistan G4G
   – Why revitalize
   – Nutrient Card Development
2. Marketing Plan
3. DFAC Pictures
4. Satisfaction Survey Results
5. Challenges
Why Revitalize “Go For Green”?

• G4G developed by the Joint Culinary Center of Excellence

• **Problem:**
  – Only implemented in ½ DoD DFACs (RC-E & RC-N)
  – Nutrient Cards vary site to site
  – Army-centered
  – Does not reflect 28-day CONOPS menu changes
  – No connection to national healthy eating messages

• **Goals:**
  – Make consistent & implement throughout Afghanistan
  – Develop new nutrient cards
  – Develop marketing plan to increase awareness of program
  – Rely on dietitian for updates to 28-day CONOPS menu
  – Assess satisfaction of customers and patrons
Color-Coded Nutrient Card Example

**Seasoned Broccoli**
- ¾ cup, 27 kcal, 0% fat, 3g fiber

**Fried Cabbage**
- ½ cup, 47 kcal, 57% fat, 1.4g fiber

**High Performance Food**
- Premium fuel for the Warrior Athlete
- Fresh, flavorful & nutrient dense
  - Choose frequently

**Moderate Performance Food**
- Higher in calories
- Lower in vitamins and minerals
  - Use Caution: Select less frequently

**Low Performance Food**
- Highest in calories
- Lowest in vitamins and minerals
  - May hinder performance; limit intake

- Varies with type of food item
  - Basics are serving size, kcal & % fat
  - Some have sugar or fiber
  - Color code and words to confirm
- Place on serving line close to food item
- Emphasizes USDA “MyPlate” concept
- Lamination helps preserve for reuse
- Common items used every day

**Go 4 Green!**
- Choose myplate.gov

**Example**
- Carrots Almandine
  - ½ cup, 76 kcal, 41% fat, 3g fiber

- Seasoned Broccoli
  - ¾ cup, 27 kcal, 0% fat, 3g fiber
Color-Coded Nutrient Chart Example

**Pasta Bar – Remember to Go 4 Green!**

Choose red sauces over cream or cheese-based sauces!

### High Performance Food
- Premium fuel for the Warrior Athlete
- Fresh, flavorful & nutrient dense
  - Choose frequently

<table>
<thead>
<tr>
<th>Food</th>
<th>Serving</th>
<th>Calories</th>
<th>Fat (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marinara Sauce</td>
<td>½ cup</td>
<td>62 kcal</td>
<td>10%</td>
</tr>
<tr>
<td>Spaghetti Noodles</td>
<td>1 cup</td>
<td>207 kcal</td>
<td>4%</td>
</tr>
<tr>
<td>Vegetable Linguini</td>
<td>1 cup</td>
<td>200 kcal</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Moderate Performance Food
- Higher in calories
- Lower in vitamins and minerals
  - Use Caution: Select less frequently

<table>
<thead>
<tr>
<th>Food</th>
<th>Serving</th>
<th>Calories</th>
<th>Fat (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese Tortellini</td>
<td>1 cup</td>
<td>273 kcal</td>
<td>16%</td>
</tr>
</tbody>
</table>

### Low Performance Food
- Highest in calories
- Lowest in vitamins and minerals
- May hinder performance; Limit intake

<table>
<thead>
<tr>
<th>Food</th>
<th>Serving</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Alfredo Sauce</td>
<td>½ cup</td>
<td>200 kcal</td>
<td>80%</td>
</tr>
<tr>
<td>Cheese Sauce</td>
<td>¼ cup</td>
<td>122 kcal</td>
<td>59%</td>
</tr>
<tr>
<td>Garlic Bread</td>
<td>2 slices</td>
<td>259 kcal</td>
<td>45%</td>
</tr>
</tbody>
</table>

- All have individual nutrient cards
- Allows for DFAC flexibility
- Reduces card clutter on the line

Choose red sauces over cream or cheese-based sauces!
Marketing Plan

• Developed catchy logo
• Created DFAC Jack AFN radio commercial
• AFN DJs advertised around meal times
• Developed a series of DFAC G4G posters
  – Where to display?
  – Color printers available?
• Train DFAC staff – what, why, how to use…
• Survey to assess & improve
  – Customer satisfaction & usability
  – DFAC staff ease of use & perception of benefit
Poster: Go For Green Basics
- Used in CONUS program
- Replaced ‘Soldier’ with ‘Warrior’

- Added Afghanistan graphic
- Defined high & low performance foods
- Emphasized performance & health

GO FOR GREEN
Eat like an Athlete
Train like a Pro
Perform like a Champion

When selecting your food choices, choose mostly from the green and amber categories

Performance Nutrition is essential for:
- Improving Warrior Readiness
- Recovering Muscles
- Sustaining Health
- Maintaining and Enhancing Mental Performance
- Preventing Disease
- Enhancing Sustainability and Survivability

Limit choices that are high in calories and low in nutrients

High Performance Foods
- Premium fuel for the Warrior Athlete
  - Fresh and flavorful
  - Nutrient dense
  - Go for Green: Choose frequently

Moderate Performance Foods
- Higher in calories
- Lower in vitamins and minerals
Poster:

- Criteria for placing foods into each category
- Goal - educate patrons on why the foods are labeled a certain color
- RD determines the coding
- Add our logo: “Never go Full Red, Go for Green Instead!”
Poster: Never Go Full Red #1

Red vs. Green breakfast

- Actual DFAC food pictures
- Fun caption to grab attention
- Calorie differences
- Typical calories needs per meal is ~ 500-700 kcal

- Use “MyPlate” concept:
  - Visual food groups on plate
  - Fill ½ plate with fruits & veggies to dramatically decrease calorie content
**Poster:**
MyPlate Poster #1

- How to visualize 5 food groups on your plate

- Complements “Go For Green” program since it emphasizes similar concepts

- Generally these foods are green-labeled:
  - Fruits & veggies
  - Whole grain foods
  - Low fat foods
  - Water & low calorie beverages

- Also used other premade USDA materials
AFN Radio Commercials…

G4G sound byte

Chief & DFAC Jack

Chief & PVT Gump
Survey Says…

• 39 DFACs participated between Nov-Dec 2011

• 1113 customer responses
  – 54% used G4G cards regularly
  – 54% chose less ‘red’ foods
  – 57% chose to ‘Go For Green’ more often
  – 64% found G4G beneficial / 59% will continue

• 639 DFAC staff responses
  – 80% found easy to implement
  – 78% feel G4G is important / 73% feel beneficial to patrons
  – 75% plan to or already use G4G themselves
Survey Says…

• Top 3 comments about G4G
  – Helps / reminds me to make healthier choices
  – Color-coded cards are simple, quick & easy to use
  – Educates me on healthy vs unhealthy foods

• Top 3 areas of improvement
  – Need more green items; some days are mostly red
  – Staff education; wrong nutrient card used
  – Some DFACs don’t have color cards (B/W)
Challenges

• Not all sites have color printer
• Laminations supplies variable
• Not all facilities follow recipes in TM 10-412
  – Nutrient analysis on recipes takes time
• Afghan-centric specialty bar
  – Different at each location
  – No standard recipe available
• Some days limited ‘green’ items / excess ‘red’
• Continuity between RDs (Army & Air Force)
  – Currently 1RD deployed (AF RD at CJTH)
  – Access to menu change / Analyze & send consistent updates
• Lengthy process to change to CONOPS Menu
The Army’s Home for Health...

Saving Lives and Fostering Healthy and Resilient People

~ Partnerships Built on Trust