

Huron Hospital a Cleveland Clinic hospital

Cultivating a Mindset of Healthy
Eating for the Community and Our
Employees



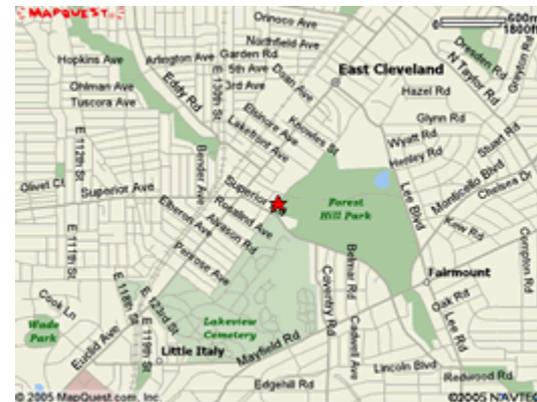
Huron Hospital, East Cleveland, OH



- Huron Hospital is located in East Cleveland, OH, a community adjacent to Cleveland.
- We are located two miles South of Lake Erie in an urban community.

Huron Hospital

- 135 Year Old Hospital located on the former estate of John D. Rockefeller
- Located in East Cleveland, OH, the second poorest community in the Midwest



East Cleveland, OH



NDR1ALS



Market Conditions of East Cleveland, OH

- Average median income is \$20,000 for family of four while Ohio's median income is \$48,000. 26% of the community lives below the poverty line compared to 9% of families nationally.
- Second highest penetrating trauma in the State of Ohio.
- 80% of the women delivering babies are not married.
- High unemployment rate of 9.8%.
- 60% of our patients have diabetes. Other chronic conditions include hypertension, vascular disease, and obesity.

Our Mission Concept

- Reaching Out to Our Employees, Patients, and the Community with Concepts of Healthy Lifestyle and Eating
- Issues of Healthy Lifestyles Including Smoking, Food, Exercise, and Wellness.
- Food is Social, Cultural, and Ingrained into Our Daily Lives.
- We need to reach out to people in different ways to make an impact on their health.

Our Wellness Effort History

- **July 2005:** Hospital campus designated smoke-free
- **January 2007:** Cleveland Clinic offered free smoking cessation services to all Cuyahoga County residents for six months
- **February 2007:** Banned trans-fats from all public and patient menus
- **May 2007:** Began converting vending machines to replace unhealthy food items with healthy snack choices
- **September 2007:** Stopped hiring smokers
- **November 2007:** Cleveland Clinic created the country's first Chief Wellness Officer position, with the appointment of Michael F. Roizen, MD
- **January 2008:** Cleveland Clinic established the Wellness Institute
- **2008:** Offered exercise classes for employees
- **July 2008:** Started free smoking cessation treatment and medication for health plan employees
- **June 2008:** Launched weekly farmers market for employees and community
- **August 2008:** Implemented free Weight Watchers services for health plan employees
- **August 2008:** Offered first class of Healthy Cooking participants, a lifestyle modification program for the community, to improve outcomes for blood press, diabetes and heart disease
- **August 2008:** Converted to a latex safe environment by eliminating all latex products with substitutes if available.
- **November 2008:** Initiated free memberships to Curves and Cleveland Clinic-owned fitness centers for health plan member employees
- **January 2009:** Rolled out GO Foods healthy labeling in cafeteria

Huron Hospital Sustainability Efforts

- Started in 2005 through leadership of President Gus Kious, MD
- Goal to reduce waste by 50%
- Accomplished 37% in first year through recycling, reducing, & recycling
- Eliminated mercury, donated 12,000 pounds of product to third world countries, consolidated printers, copies, and faxes, created energy saving efforts in water, electricity, and gas, became latex safe, eliminated Styrofoam in cafeteria, replaced disposable with china, converted to low VOC paint, and created sustainable purchasing program.



Huron Hospital Surroundings

- Intersection of a “food desert” – an impoverished, inner-city community without easy access to healthy foods. Available food is high-calorie, high sodium foods.
- 12 acre asphalt area surrounded by apartments and homes.

City Fresh Collaboration

City Fresh is a nonprofit program of the New Agrarian Center (NAC) and seeks to build a more just and sustainable local food system in Northeast Ohio. It improves access to fresh, locally grown food for urban residents and increasing marketing opportunities in the city for local farmers. We are a movement of volunteers, farmers, youth and community members committed to local food and health in our community.

The City Fresh program impacts the local food system through the development of neighborhood food centers called Fresh Stops, nutrition education, facilitation of garden installations in urban areas, the cultivation of direct farm to business connections, and the City Fresh Youth program.



Building A Community Garden

- Installed grow lights in cafeteria and grew seeds in March.
- Worked with City Fresh
- Purchased worms from a worm farm.
- Purchased plants from Religious Commune.
- Purchased dirt and straw.



Huron Hospital Plants Organic Garden

- **East Cleveland: Huron Hospital to plant organic garden**
- **Posted by [Sun News](#) May 28, 2008**
- Huron Hospital employees and community residents will break ground on a new organic garden Friday at the hospital, 13951 Terrace Road.
- Bring your shovels from 10 a.m. to 1 p.m. Friday and join a free garden workshop run by Maurice Small of City Fresh and help build the hospital community garden, rain or shine. Learn the basics of sheet composting and asphalt gardening in the process.
- Call (216) 761-2955.

The Garden Process

- Biodegradable garbage and trash used.
- Raised bed garden is created on top of the soil and no tilling is required. Lasagna gardening creates layers of cardboard, paper, food waste, soil, and earthworms with straw bales surrounding the perimeter to keep everything in place.



Community Garden



Huron Hospital's Garden





Huron Hospital's Garden

2008/07/15

City Fresh Stop

- Provide access to fresh, local foods to community and employees weekly.
- Shareholders pay one week in advance and return for their “share” of fresh produce.
- Education and recipes provided.
- Community increasingly involved as season progressed.





2008/0

Local Food Purchasing

- **Collaboration with several local farmers directly and through City Fresh to buy local produce during growing season.**
- **Started summer of 2008 mainly with zucchini, tomatoes, cabbage, cucumbers and berries.**
- **Compiled data of usage of locally grown produce items to provide farmers with goal to grow 100% of some of the items we need during the summer months.**
- **Challenge to have menu in cafeteria reflect locally available produce.**



Geauga Family Farms

- Summer of 2008 began purchasing produce from local (Amish) and other City Fresh affiliated farms – direct.
- Benefit of fresh, premium quality at competitive prices.
- Building relationships and trust that support the local economy





12 SQUEEZABLE 1 LB.
PURE HONEY

90-18
X 14

2008/08/06

Local Farmer's Market



Darren Bland
Executive Chef

12 1 LB.
PURE HONEY

2008/08/06



2

3.00

2008/08/06

Healthy Cooking Class Pilots

Connecting with the community to
educate about food and wellness

Cooking in our hospital kitchen



- 6-weekly classes
- Community participants from churches and schools
- Learning from chef, dietitian and each other
- Connecting what we do for patients with what they are doing in class
- Enjoying a meal together every week

Cooking for Health

- Introducing more vegetables and fruits
- Exposure to locally available produce to utilize the harvest
- Using herbs and reducing sodium
- Techniques for reducing fat in comfort foods



Goals of cooking class pilot



- Positive connection with community
- Encourage healthy eating and wellness
- Increase knowledge and skills for cooking healthier meals
- Utilize hospital garden and City Fresh for local food access

Outcome of Pilots

- Positive survey results
- Two participants became weekly volunteers at City Fresh stop for Huron Hospital
- Hired on one class participant for full-time dietary position

Food Waste

- As part of the overall waste that hospitals produce, food waste is a large part of the waste stream and should not be overlooked.
 - Patient Tray Services
 - Dining in the Cafeterias
 - Kitchen food scraps



Composting

- Composting is a part of the total waste stream in hospitals, and many of the items can be composted:

- Food scraps
- Biodegradable paper products
 - » To-go container, napkins
- Biodegradable utensils
- Paper products



Separation of Cafeteria Waste



Sansai Environmental Technologies, LLC

- Cleveland-based 17-acre building dedicated to vermicomposting
- Sansai employs worms to make premium soil for use in agriculture, lawns and gardens
- Huron donates pre and post consumer compostable waste to Sansai



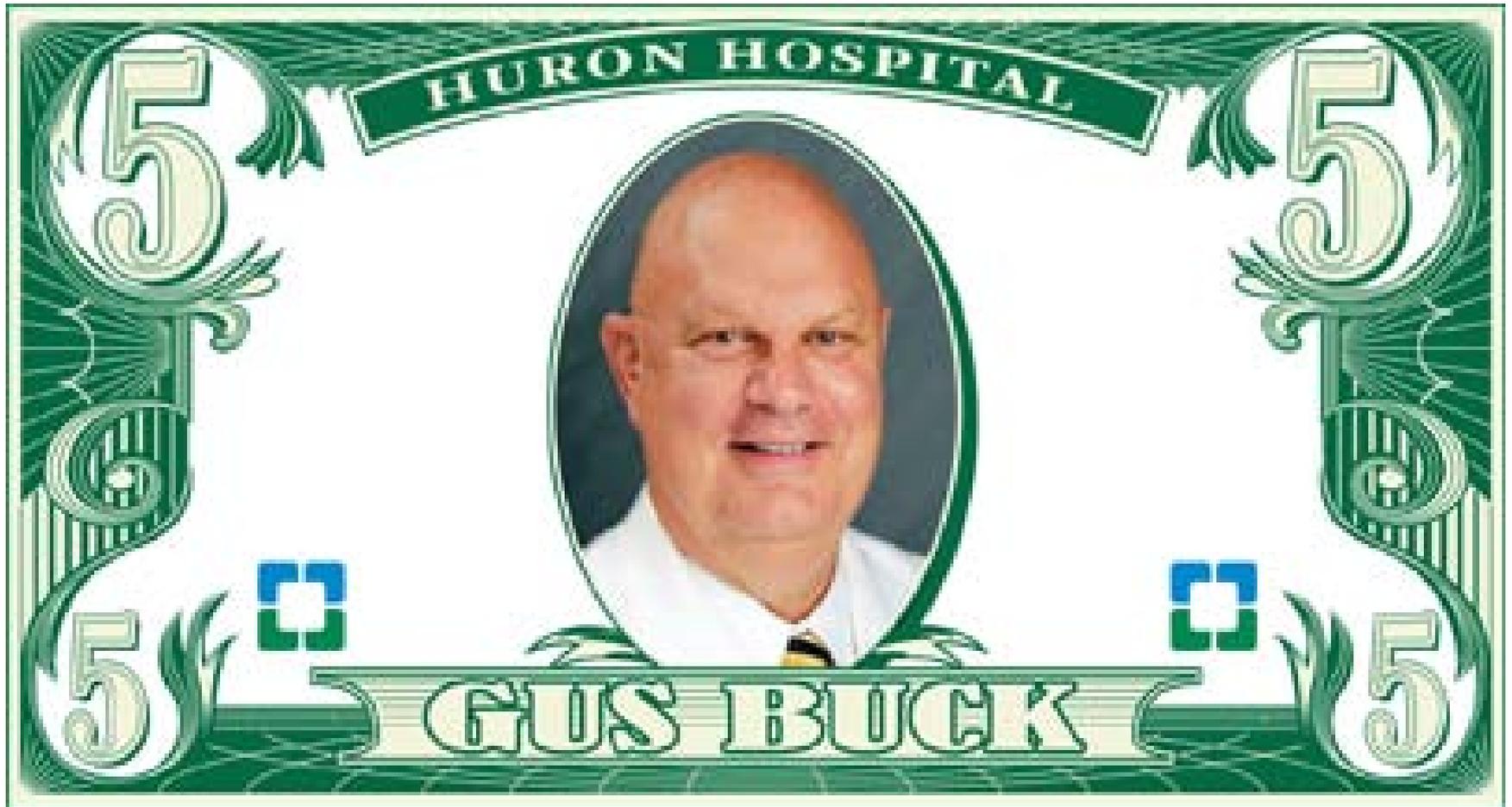
Sansai's Work Force



Capturing Compostables

- Not all waste is compostable (Styrofoam).
- Not all waste is of food base.
- Removing obstacles to make composting easy on staff is not always well received.
- Removing styrofoam products and replacing them with biodegradable paper products would seem an easy fix to compost.
- Resistance to change. Perceived that Styrofoam sturdier than paper product.
- Education, education, education – embrace idea.

Employee Engagement and Rewards

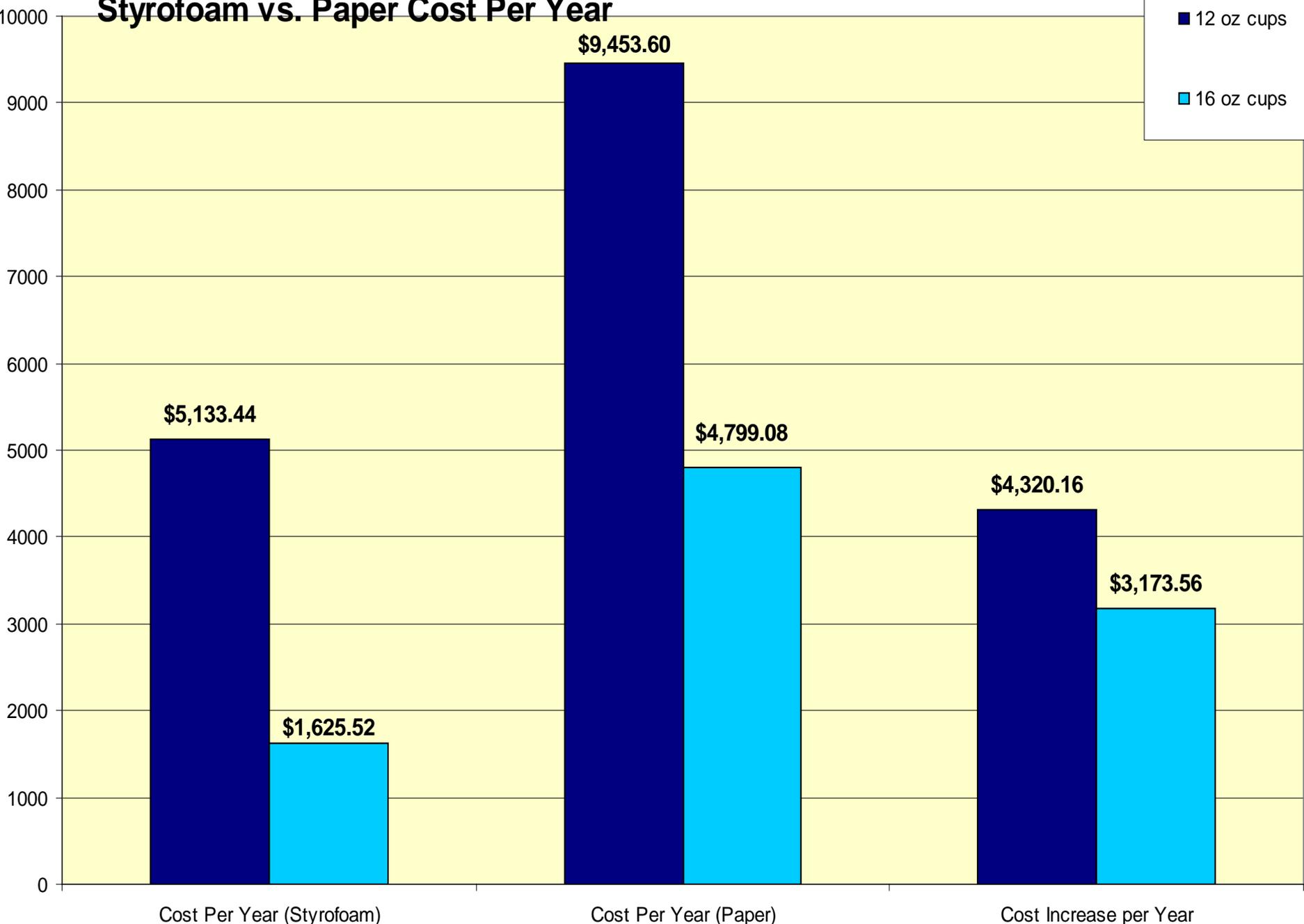


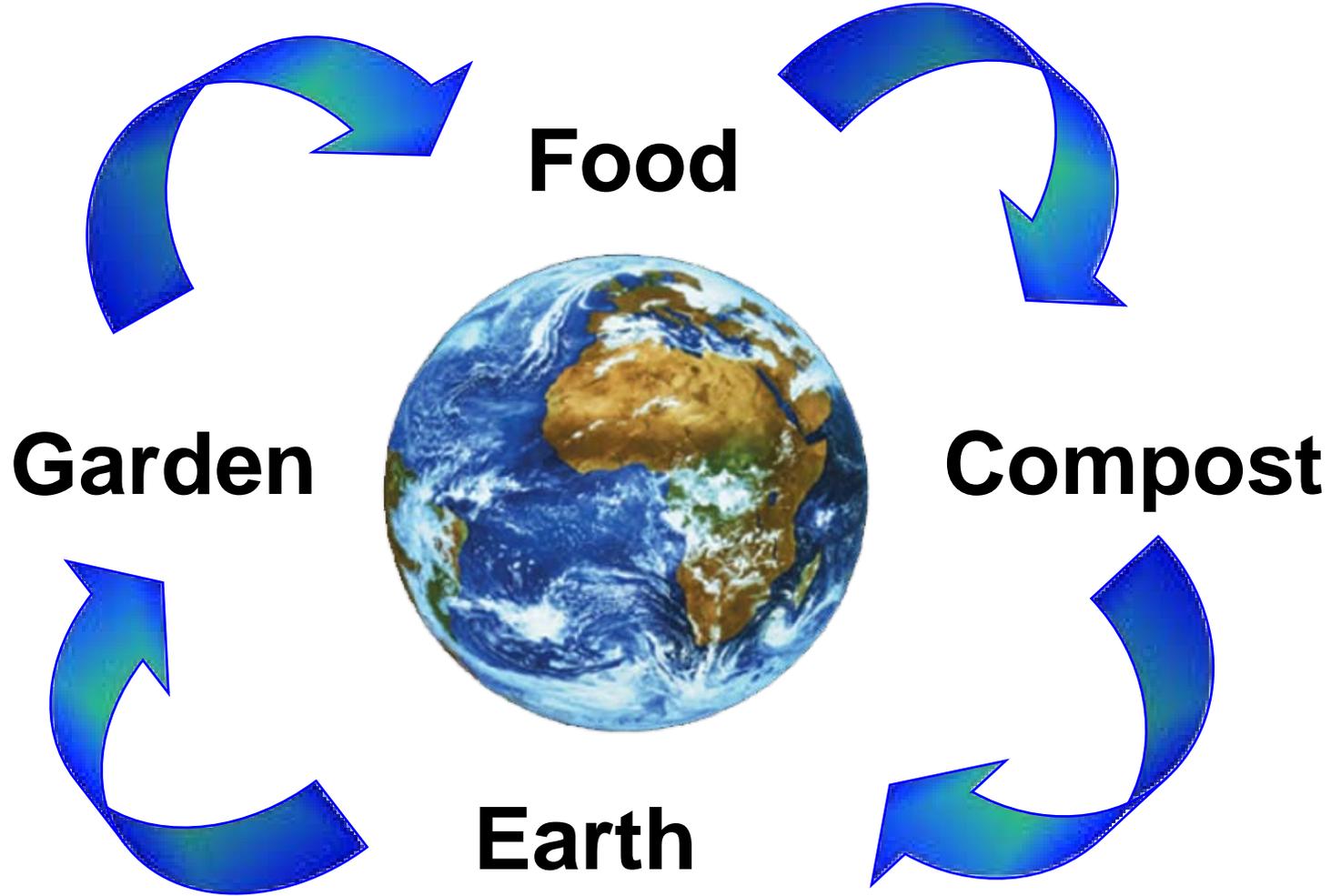
Challenges in Composting

- Increased cost of using biodegradable paper products vs. styrofoam products.
- Staff Education
- Deciding on on-site composting vs. offsite composting
- Storage Space for Compostable Material
- Finding Appropriate Vendor to Use Compostable Materials

Styrofoam vs. Paper Cost Per Year

- 12 oz cups
- 16 oz cups





Cleveland – Cuyahoga County Food Policy Coalition

- Goal to promote healthy, equitable and sustainable food system in city/county area.
- Local purchasing work group.
- Community gardens – locations and support. East Cleveland garden committee.
- Farmer markets – strategic planning.

Community Outreach Garden Party





East 79th St.

Rehab Garden

East 79th St.





Community healthy cooking class

\$\$\$ Financial \$\$\$

Crown Point pure organic plants

Plant seeds indoors

Sansal worm farm

City Fresh growers

Harvesting our produce

Local farmers connection

Compostable dinnerware

Employee Engagement

Produce baking contest

Connection to community residents

Building Community Relationships

Multidisciplinary Team

- Administrator
- Nurse Director
- Materials Manager
- GME Manager
- School of Nursing
- Nutrition Director
- Support Service Mgr.
- Minority Health Group
- Grace Long Term Care
- Physician Liaison



YouTube - *Huron Hospital Garden*

- YouTube - *Huron Hospital Garden*
- 4 min 15 sec
- ***Huron Hospital Garden.***
www.youtube.com

Take Aways

Community Connection

- Strong Relationship Building with Community & Patients
- Synergy Creating Stronger Focus on Healthier Options
- Caring About Our Community and Making A Difference

Employee Connection

- The More We Do, The More We Learn
- High Levels of Employee Engagement & of Involvement
- Practical Approach, Measurable Outcomes, See Immediate Impact
- Variety/Diversity of Activities Create Motivator for Food Service Staff

Contact Information

Michael O'Connell, MHA, FACHE, FACMPE

Vice President, Operations and Physicians Services

moconnel@cchseast.org

216-761-7967

Sandra Liptow, RD, LD

Director of Nutrition Services

sliptow@avifoodsystems.com

216-761-7935

Gabriele Olinchic

Manager, Materials Management

golinchi@cchseast.org

216-761-2951