



NOURISHMENT



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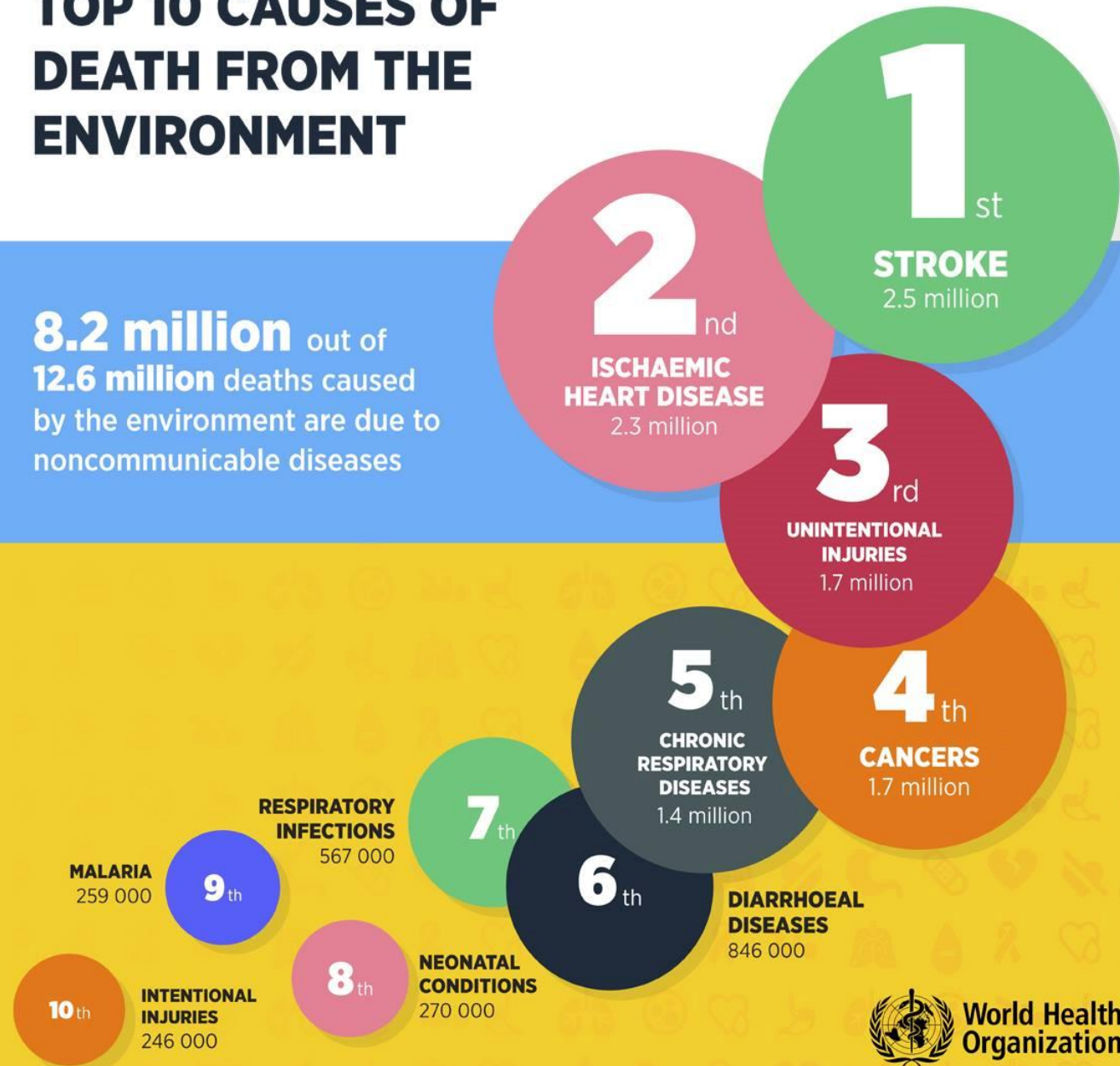
ISSUE

Poor nutrition is a top contributor to disease, accounting for more than one in every five deaths globally. Unhealthy diets pose a greater risk to morbidity and mortality than drug, alcohol and tobacco use combined.¹



TOP 10 CAUSES OF DEATH FROM THE ENVIRONMENT

8.2 million out of **12.6 million** deaths caused by the environment are due to noncommunicable diseases



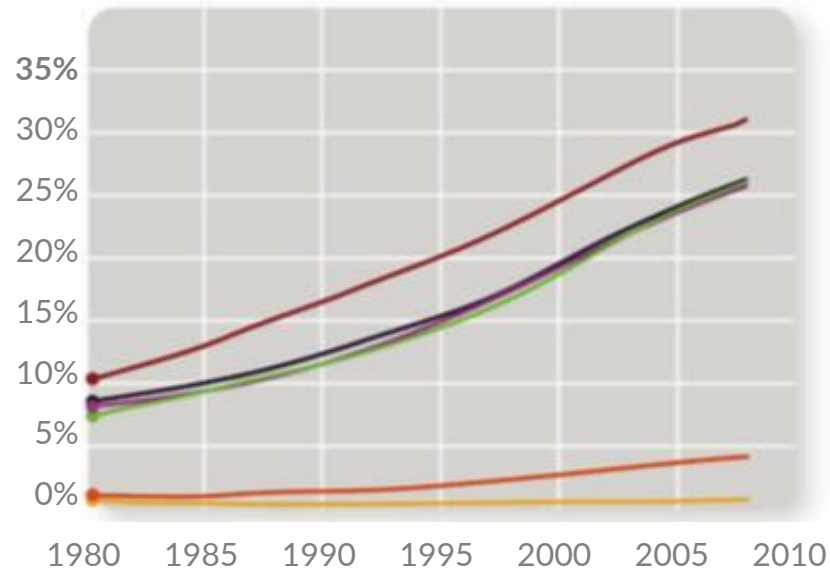
World Health Organization

#EnvironmentalHealth

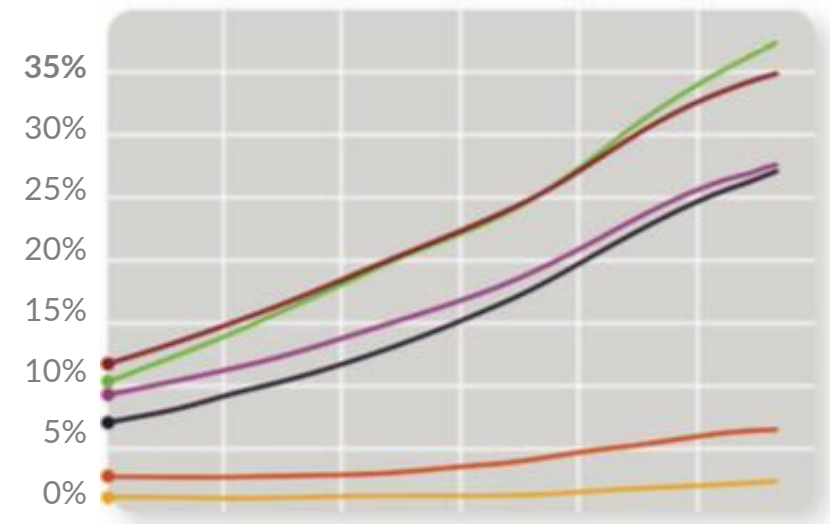
OBESITY PROBLEM



OBESITY PREVALENCE IN MEN



OBESITY PREVALENCE IN WOMEN



(1) Based on data from 1990-2008 conducted by the Behavioral Risk Factor Surveillance System. Finkelstein et al. (2012).

- 2/3 OF ALL AMERICAN ADULTS ARE OVERWEIGHT.
- 1/3 OF ALL AMERICAN ADULTS ARE OBESE.
- 51% WILL BE OBESE BY 2030.

Make the **Healthy** choice the **Easy** choice



GOALS + INTENTS

A BALANCED DIET

-
- EATING UNHEALTHY IS LINKED WITH A 66% RISK OF LOSS OF PRODUCTIVITY.¹
 - ADULTS WITH THE GREATEST KNOWLEDGE OF NUTRITION ARE 25% MORE LIKELY TO EAT A HEALTHY DIET.²
 - GREATER FRUIT AND VEGETABLE INTAKE IS ASSOCIATED WITH A 27% LOWER ODDS OF DEPRESSION.³
 - LOW FRUIT AND VEGETABLE INTAKE IS AMONG THE TOP 10 SELECTED RISK FACTORS FOR GLOBAL MORTALITY.

¹ Population Health Management, Vol. 17, 2014.

² Nutrition Knowledge and Food Intake. Wardle, J, Parmenter, J and Waller. 3, s.l.: ELSEVIER, 2000, Vol. 34, pp. 269-275.

³ The association between fruit and vegetable consumption and mental health disorders: evidence from five waves of a national survey of Canadians. McMartin, SE, FN, Jacka and Colman, I. 3-4, s.l.: Preventative Medicine, 2013, Vol. 56.



LACK OF BALANCED DIET

LOW FRUIT AND VEGETABLE INTAKE IS AMONG THE TOP 10 SELECTED RISK FACTORS FOR GLOBAL MORTALITY.



GOALS + INTENT

**DRASTIC INCREASE IN
SUGAR CONSUMPTION.**

THE 52 NAMES OF SUGAR

80% OF FOOD ITEMS IN U.S. GROCERY STORES ARE
SPIKED WITH ADDED SUGAR

CARAMEL

GLUCOSE SOLIDS

HONEY

TURBINADO SUGAR

DEXTRAN

ICING SUGAR

DIATASE

MOASSES

DEHYDRATED CANE JUICE

TREACLE

MAPLE SYRUP

SUGAR (GRANULATED)

TO NAME A FEW...



NOURISHMENT

IMPACT

Research shows that individual change is more likely to occur when environmental conditions and influences are aligned to support individual behaviors.^{2,3}





HABITS ARE TRIGGERED BY ENVIRONMENTAL CLUES.

GOALS + INTENTS

ENVIRONMENTAL CUES

- 1.6 BILLION IS SPEND BY THE FOOD INDUSTRY ANNUALLY IN THE U.S. SPECIFICALLY MARKETING CEREAL, FAST-FOOD AND SOFT DRINKS TO CHILDREN AND ADOLESCENTS.
- ACCORDING TO THE INSTITUE OF MEDICINE (IOM), THIS IS 'OUT OF BALANCE WITH RECOMMENDED HEALTHFUL DIETS', CONTRIBUTING TO UNHEALTHY DIETARY PATTERNS AND PUTTING THE HEALTH OF AMERICAN YOUTH AT RISK.

ENVIRONMENTAL CUES TRIGGER CRAVINGS

CLASSICAL CONDITIONING

A LEARNING PROCESS IN WHICH AN INNATE RESPONSE TO A POTENT STIMULUS COMES TO BE ELICITED IN RESPONSE TO A PREVIOUSLY NEUTRAL STIMULUS; THIS IS ACHIEVED BY REPEATED PAIRINGS OF THE NEUTRAL STIMULUS WITH THE POTENT STIMULUS



GOALS + INTENTS

CUES TRIGGER CRAVING

THE PROXIMITY AND ACCESSIBILITY OF FOOD AND IMAGES OF FOOD ARE ENVIRONMENTAL CUES THAT STIMULATE THE DESIRE TO EAT, WHICH CONTRIBUTES TO A HABIT LOOP OF MINDLESS EATING AND OVEREATING.

If the Candy Dish is 6 Feet Away, you Eat
 $\frac{1}{2}$ as Much



POSITIVE CHANGES

ALTERING OUR ENVIRONMENT CAN MAKE POSITIVE CHANGES IN OUR NUTRITIONAL AND OVERALL HEALTH.

ADDING A FRUIT BOWL AT CHECKOUT – 102% SALES INCREASE

ASK ‘DO YOU WANT A SALAD WITH THAT?’ – 48% SALES INCREASE

GOALS + INTENTS

TRANSPARENCY

KNOW WHAT'S IN YOUR FOOD



INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE [VITAMIN B₁], RIBOFLAVIN [VITAMIN B₂], FOLIC ACID), CORN SYRUP, SUGAR, SOYBEAN AND PALM OIL (WITH TBHQ FOR FRESHNESS), CORN SYRUP SOLIDS, DEXTROSE, HIGH FRUCTOSE CORN SYRUP, FRUCTOSE, GLYCERIN, CONTAINS 2% OR LESS OF COCOA (PROCESSED WITH ALKALI), POLYDEXTROSE, MODIFIED CORN STARCH, SALT, DRIED CREAM, CALCIUM CARBONATE, CORNSTARCH, LEAVENING (BAKING SODA, SODIUM ACID PYROPHOSPHATE, MONOCALCIUM PHOSPHATE, CALCIUM SULFATE), DISTILLED MONOGLYCERIDES, HYDROGENATED PALM KERNEL OIL, SODIUM STEAROYL LACTYLATE, GELATIN, COLOR ADDED, SOY LECITHIN, DATEM, NATURAL AND ARTIFICIAL FLAVOR, VANILLA EXTRACT, CARNAUBA WAX, XANTHAN GUM, VITAMIN A PALMITATE, YELLOW #5 LAKE RED #40 LAKE, CARAMEL COLOR, NIACINAMIDE, BLUE #2 LAKE, REDUCED IRON, YELLOW #6 LAKE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B₆), RIBO



INGREDIENTS:
GRAPEFRUIT

THE AVERAGE SIZE OF AN AMERICAN
DINNER PLATE HAS INCREASED ALMOST 23%
SINCE 1900.

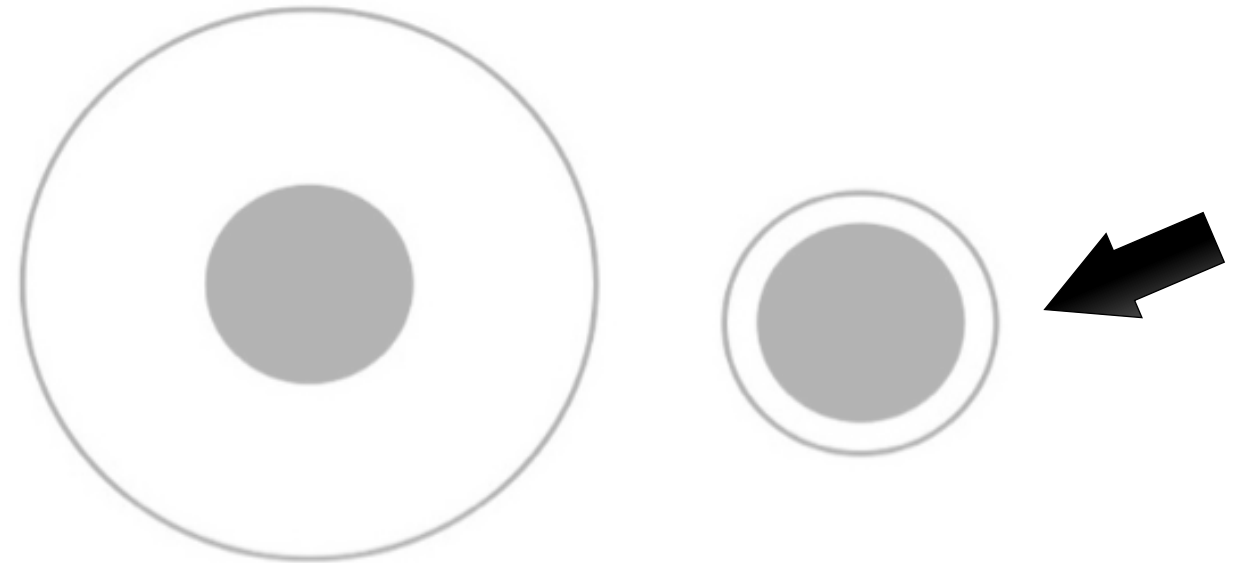


OPTICAL ILLUSIONS AND YOUR DIET

**CAN YOU TELL WHICH DOT IS
LARGER?**

THE ILLUSION MAKES ONE DOT APPEAR LARGER
THAN THE OTHER.

EVERY TIME YOU FILL YOUR PLATE, THIS ILLUSION
AFFECT HOW MUCH FOOD YOU TAKE, AND HOW
MUCH FOOD YOU THINK YOU'VE TAKEN.





NOURISHMENT

Encourage better eating habits by creating food environments where the healthiest choice is the easiest choice.

- N01 Fruits and Vegetables*
- N02 Nutritional Transparency*
- N03 Refined Ingredients
- N04 Food Advertising
- N05 Artificial Ingredients
- N06 Portion Control
- N07 Nutrition Education
- N08 Mindful Eating
- N09 Special Diets
- N10 Food Preparation
- N11 Responsible Food Sourcing
- N12 Food Production
- N13 Local Food Environment
- N14 β Red and Processed Meats



N01 FRUITS AND
VEGETABLES

N13 LOCAL FOOD
ENVIRONMENT

N10 FOOD
PREPARATION



N03 REFINED
INGREDIENTS

N05 ARTIFICIAL
INGREDIENTS

N11 RESPONSIBLE
FOOD SOURCING

N14 β RED AND
PROCESSED MEATS

N02 NUTRITIONAL TRANSPARENCY

1. Provide Nutritional Information
2. Address Food Allergens
3. Label Sugar Content
4. Food allergy training and signage

N09 SPECIAL DIETS

Provide alternative food choices to individuals with dietary restrictions, food allergies or intolerances and label common food allergens.





N04 FOOD ADVERTISING

N07 NUTRITION EDUCATION

- Offer for free quarterly one of the following:
 - Healthy cooking demonstrations
 - Nutrition education sessions
 - Individual nutrition consultations
 - Gardening or planting workshops

N06 PORTION SIZES

Promote healthy portion sizes and reduce unintended overconsumption and food waste.

- a. All standard menu items do not contain more than 650 Cal, or a version or portion of the standard menu item is available at a smaller size and lower cost for at least 50% of all standard menu items containing more than 650 Cal.
- b. Where food is self-serve (e.g., buffet), dishware does not exceed the following sizes per occupant type:

Dishware	Primary School Students	Secondary School Students	Adults
Circular plates, diameter	8 in	10 in	10 in
Non-circular plates, surface area	49 in ²	79 in ²	79 in ²
Bowls, volume	8 fl oz	12 fl oz	16 fl oz
Cups, volume	8 fl oz	12 fl oz	16 fl oz



N08 MINDFUL EATING

Encourage mindful eating behaviors
and communal dining opportunities

1. Support Mindful Eating
 - Provision of dedicated eating spaces
 - Designated meal periods





WELL IN PRACTICE

NOURISHMENT

ARUP OFFICE – CORK, UK

N12 FOOD PRODUCTION

Provide opportunities for on-site food production and increase food access.

1. Provide Gardening Space





WELL IN PRACTICE

ROOFTOP GARDEN

COOKFOX ARCHITECTS – NEW YORK CITY, UNITED STATES



**A poor decision at lunch
can compromise your
entire afternoon.**

Choose whole foods, leafy greens, lean prot
and healthy fat (Omega-3) to fuel you for
rest of the day.

MENARCO
TOWER











WELL IN PRACTICE

ROOFTOP GARDEN

COOKFOX ARCHITECTS – NEW YORK CITY, UNITED STATES