Go for Green 2.0: A Performance Nutrition Initiative

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Disclosure Information

The information presented in this activity represents the opinions of the author and not those of the Department of Defense or the Uniformed Services University.

Beth Moylan has no financial interests or relationships to disclose.
Go for Green® 2.0

• A military initiative designed to improve the performance, readiness, and health of military service members through nutrition.

• Nudges diners toward better food and beverage selections, without removing personal choice.

• Uniquely blends labeling, food placement and behavior change science.
G4G 2.0 Program Requirements

#1. Standardized Dissemination of Program

#2. Coding Algorithm

#3. Menu Coding Goals

#4. Food Cards, Menu Boards

#5. Food-placement strategies

#6. Promotion of Green-coded Foods

#7. Marketing

#8. Staff Training
Tailored for the active-duty Military

- Requests for performance-focused fueling
- Where MSM already are eating
- Messaging: performance-focused education
- Target Audience: 18-35 y.o.
- Sodium code separate from nutritional quality
- Impacts Total Force Fitness
- Aligns with other DoD initiatives
- Dining Facility Marketing Toolkit

A Defense Center of Excellence
Go for Green® 2.0 – Quick History

Original (G4G 1.0)
- Started with Soldier Fueling Initiative
- Adopted by Army, Air Force, Navy
- This version was in Healthy Base Initiative
- Fueled to Fight® was adopted by Marine Corps

G4G 1.5
- Tested in 2015 as part of the Army Performance Triad (P3) pilot at selected US Army Dining Facilities (DFAC)
- Implemented in 2015 at Navy afloat and ashore

G4G 2.0
- G4G 2.0 Program Requirements staffed/published August 2017
- Implementation plans in progress
Performance Triad (P3) Pilot

Implemented Go for Green® (version 1.5) in DFACs at the following locations:

• Fort Campbell
• Fort Riley
• Fort Bragg
• Joint Base Lewis McCord (JBLM)
• Fort Benning

Snapshot of Successes

- Increased availability of healthy food options
- Increased promotion of healthy food options
- Increased presentation of nutrition information

Source: Army Public Health Center, Performance Triad Pilot Technical Report
Case Study: DFAC at JBLM

DFAC markedly **improved the food labeling** during G4G/P3 Pilot.

What percent of food items were labeled in the DFAC? (Single Day Snapshot)

<table>
<thead>
<tr>
<th>Before P3 (n=178)</th>
<th>After P3 (n=173)</th>
</tr>
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<tbody>
<tr>
<td>0%</td>
<td>68%</td>
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</table>

What proportion of the DFAC items were Green, Amber, and Red? (Single Day Snapshot; n=172)

- Green: 30%
- Amber: 41%
- Red: 29%

Data Source: Army Public Health Center, G4G Observational Environmental Assessments
Case Study: DFAC at JBLM

Cannon and Castle showed an increase in food placement strategies to promote Green-coded food choices among consumers.

Percentage of G4G Best Practices for Food Placement Met
(Single Day Snapshot)

Before P3
15%

After P3
44%

Data Source: Army Public Health Center, G4G Observational Environmental Assessments
Case Study: JBLM Focus Groups

• 56% specifically mentioned how Go for Green® rearranged the DFAC layout to make healthier options more prominent (e.g., put fast food behind salad bar).

• 61% indicated changes still needed in DFAC: more healthy choices, hours of operation amenable to a Soldier’s schedule.

Data Source: Army Public Health Center, Performance Triad Focus Groups
Voice of the Soldier

“... the guys that eat in the barracks or like dining facilities ... they don’t think about what they’re actually eating, and how it affects them.”

“[Healthy food] should be provided for them [Soldiers] in the DFAC because they’re not getting additional money to go out and buy better food at restaurants. So, the DFAC really needs ... more nutritional selections available to the Soldiers.”

“You’re lookin’ at an institutional change ... to make this [P3] effective.”

Data Source: Army Public Health Center, Performance Triad Pilot Qualitative Data
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Keys to Success

• Standardization
  ▪ Defined Program Requirements
  ▪ Menu Goals and Guideline Cards
  ▪ Toolkits, Checklists, Worksheets
  ▪ Templates for Marketing

• Training at all levels

• Policy established

• Continuous improvement mindset:
  ▪ Ongoing case studies
  ▪ Ongoing research studies

Literature suggests that implementing G4G 1.5 strategies to fidelity will more effectively help dining facilities influence military nutrition environments.

Data Source: APHC Performance Triad Pilot Technical Report
Challenges: Enable Future Success

- Culture shift around nutrition
- Demand drives change & sales
  - Top-down from leadership
  - Bottom-up requests of Military Service Members (MSM)
- Multi-levels policies are needed
  - Operational duties at DFAC level
  - Inspections
- Technology infrastructure around menus and supplies
**Future of Go for Green® 2.0**

- **Armed Forces Recipe Service**

- **Research Study: Effectiveness of G4G 2.0**
  - Collaboration of USU/CHAMP, USARIEM and AFRS
  - Soldier dietary choices and, attitudes and knowledge around nutrition

- **Enterprise-wide implementation of G4G**
  - Army roll-out of G4G 2.0; Pilot testing in G4G/P3
  - Air Force pursuing pilot tests of G4G 2.0 and plan for replicability
  - Navy implemented G4G 1.5
  - Marine Corps implemented Fueled to Fight

- **Success in reaching G4G 2.0 at program fidelity**
  - Technical/operational support
  - Marketing and nutrition messaging
We acknowledge Jennifer Billington, Armed Forces Recipe Service, Combat Feeding Directorate who has co-led the revision of G4G 2.0 and all of our team at CHAMP, for their hard work.

We acknowledge the contributions of well over 50 dietitians and other food service professionals who were actively engaged in revision of G4G 2.0.

Support for G4G 2.0 is not limited to the nutrition community; the progress of G4G 2.0 would not be possible without the support of champions at all levels of military service and leadership.
For Further Information

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G4G 2.0 Website hosted by HPRC
https://www.hprc-online.org/page/go-for-green

CHAMP Website
https://www.usuhs.edu/champ