



TO: Board of Health for Madison and Dane County  
FROM: American Heart Association/American Stroke Association  
DATE: April 13<sup>th</sup>, 2017  
RE: City of Madison's Good Food Purchasing Policy

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We are writing to express support for Resolution 46133, the City of Madison's Good Food Purchasing Policy. As the city works through defining the standards they will use and implementing this pilot program, we ask that the goal of providing healthier food choices in public places will continue to be a focal point of this policy. We also ask that as the city creates their Healthy Vending Standards, these standards are consistent with those developed by the American Heart Association (AHA), by the U.S. Department of Health and Human Services/General Services Administration (HHS/GSA), or by the National Alliance for Nutrition and Activity (NANA).

As part of its goal to improve the cardiovascular health of all Americans by 20% by 2020, the AHA defined seven important metrics for cardiovascular health, including diet, physical activity, smoking, body mass index, total cholesterol, fasting plasma glucose, and blood pressure.

What we eat and drink impacts our health, but we tend to eat what is easily available. Making healthy food and beverages available in public places lets children and families eat healthy, decreasing their risk for heart disease and diabetes.

Making healthy food available on government property also gives the employees, visitors to government property, and participants in government-sponsored programs an opportunity to make healthier lifestyle choices. When a government entity provides healthy options to its employees, it demonstrates that the government is committed to addressing the pressing issue of obesity.

This policy is a good start towards creating healthier options in public places and making the healthy choice the easy choice for Madison citizens. As this effort continues to progress and take shape, we hope the AHA can be partners in its development and that the city of Madison will see the benefit in providing healthy food options.

We thank you for your time and look forward to engaging in this conversation with you. If you have questions, please contact Ben Van Pelt with the American Heart Association at [Ben.VanPelt@heart.org](mailto:Ben.VanPelt@heart.org) or 815-474-3973.