

# **Go for Green 2.0: A Performance Nutrition Initiative**

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*A Defense Center of Excellence*

**CHAMP**

Consortium for Health and Military Performance

# 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

## Go for Green® 2.0 Program Requirements Training

Updated: June 2017



### #1. Standardized Dissemination of Program

Value	Scoring
Is the cooking method deep-frying?	<input type="checkbox"/> Yes *Items are automatically marked Red if this answer is "yes"
Does the product contain "partially hydrogenated" fat/oil (trans fat)?	<input type="checkbox"/> Yes *Items are automatically marked Red if this answer is "yes"
Does the product contain added monosodium glutamate (MSG)?	<input type="checkbox"/> Yes *Items are automatically marked Red if this answer is "yes"
Enter total number of calories This is used to determine the percentage of total and saturated fat only.	<input type="text"/> cal

### #2. Coding Algorithm

Dining Facility/Galley Serving Line Component	Green-coded Items in Overall Menu
Main/Hotline Entrées	At least 30%
Main/Hotline Starchy Sides	At least 30%
Main/Hotline Non-Starchy Sides	At least 30%

### #3. Menu Coding Goals

**HOTLINE MENU**

- Blackened Fish
- Caribbean Chicken Breast
- Red Beans with Rice
- Herbed Green Beans
- Cauliflower Combo
- Shrimp Jambalaya
- Oven Brownded Potatoes

**EAT RARELY**  
THIS IS A LOW-PERFORMANCE FOOD

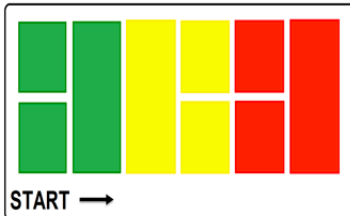
**EAT OCCASIONALLY**  
THIS IS A MODERATE-PERFORMANCE FOOD

**EAT OFTEN**  
THIS IS A HIGH-PERFORMANCE FOOD

**Vegetable Stir Fry**

WATCHING SODIUM?  
THIS IS A LOW-SODIUM FOOD

### #4. Food Cards, Menu Boards



### #5. Food-placement strategies

TRY TODAY'S "FEATURED MEAL"

**Fall Harvest Pocket**  
Turkey, sliced apple, cheddar cheese, fresh leafy greens in a whole-wheat pita with homemade honey mustard

### #6. Promotion of Green-coded Foods

YOUR JOB'S NOT EASY,  
BUT PERFORMANCE  
NUTRITION CAN BE.

**GO FOR GREEN**

FILL AT LEAST HALF YOUR PLATE WITH GREEN-CODED FOODS.

SOME OF YOUR PLATE CAN BE YELLOW-CODED FOODS.

NO MORE THAN 1/4 OF YOUR PLATE SHOULD BE RED-CODED FOODS.

**EAT WELL • PERFORM WELL**

Go for Green® makes it easy for you to identify and choose foods that enhance your performance.

Green: High performance food. Moderate performance food. Red: Low performance food.

### #7. Marketing

## G4G Training Modules

G4G Introduction

G4G Color and Sodium Codes

G4G Food Card and Beverage  
Card Placement

G4G Food Placement

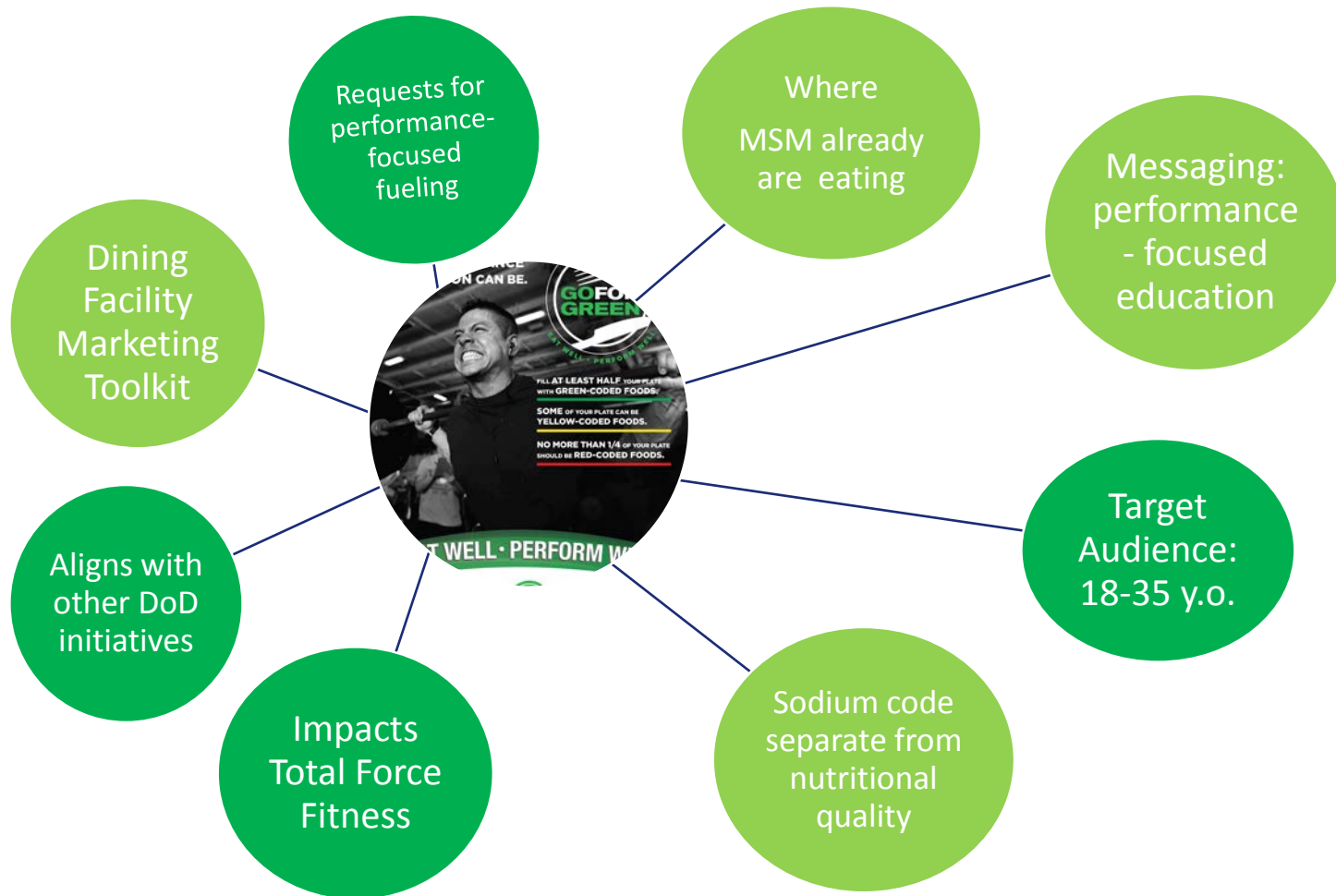
G4G Recipes

G4G Marketing

### #8. Staff Training

A Defense Center of Excellence

# Tailored for the active-duty Military



# 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

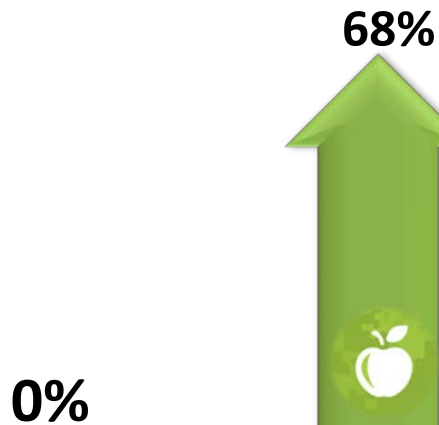
Source: Army Public Health Center, Performance Triad Pilot Technical Report



# Case Study: DFAC at JBLM

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

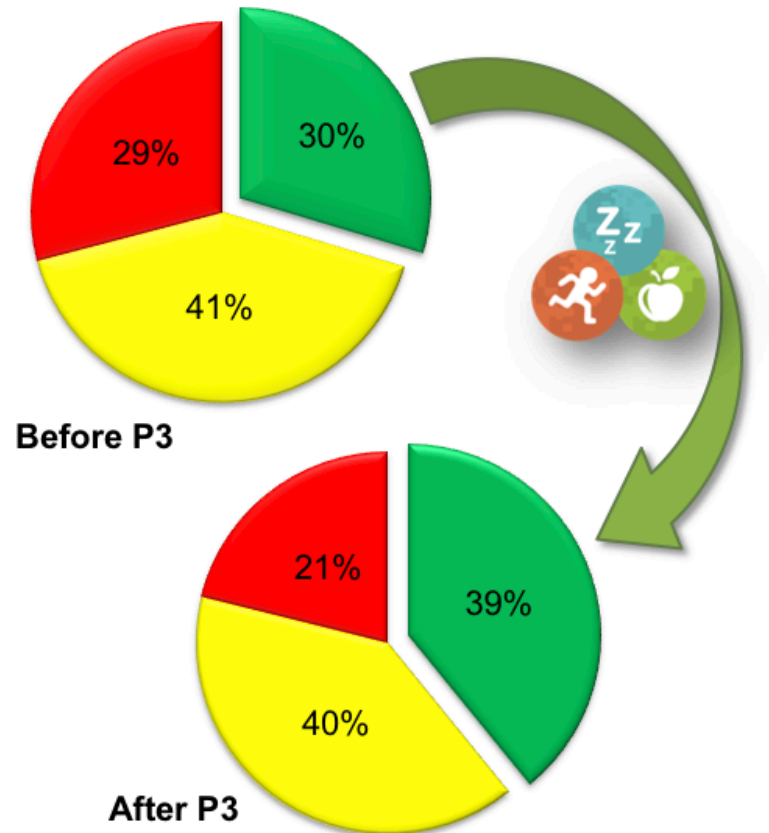
What percent of food items were labeled in the DFAC?  
(Single Day Snapshot)



Before P3 (n=178)

After P3 (n=173)

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



Data Source: Army Public Health Center, G4G  
Observational Environmental Assessments

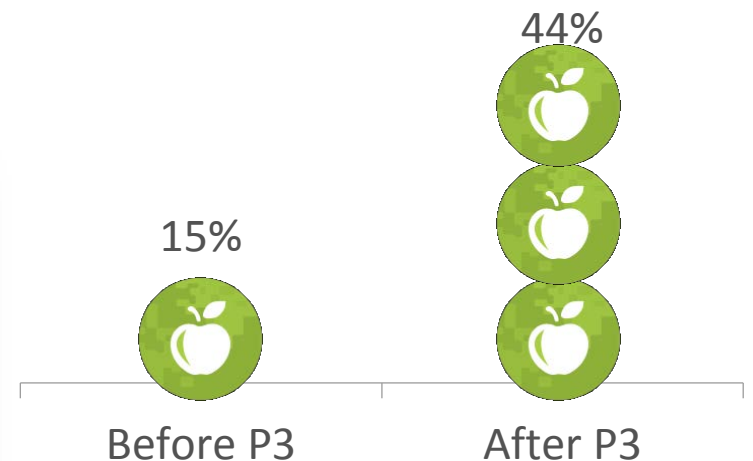


# Case Study: DFAC at JBLM

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)



Data Source: Army Public Health Center, G4G Observational Environmental Assessments

# Case Study: JBLM Focus Groups



- 56% specifically mentioned how **Go for Green<sup>®</sup>** 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.”*

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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



# Acknowledgements

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.

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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>



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