

## PUBLIC HEALTH COMMITMENT

***Q.1. What is the Public Health Commitment?***

A. 1. NAMA's Public Health Commitment is a *voluntary* initiative developed by the \$26 billion convenience services industry, to increase the availability of 'better for you' products available to consumers in vending machines. Specifically, NAMA's goal is to substantially increase the percentage of 'better for you' offerings provided through the vending channel. Specifically, over the three-year period ending December 21, 2022, participating operator member companies will work toward a goal of 33% of offerings in vending machines being 'better for you' selections, representing a nearly 40% increase from the current baseline.

***Q.2. Why is this being done?***

A.2. The industry's goal is to broaden the selection and increase the availability of 'better for you' choices that align with nationally recognized public health standards and that meet consumer demand for more diverse and 'better for you' choices. NAMA takes its responsibility to provide 'better for you' options to consumers very seriously. Millions of American consumers buy their snacks and beverages from vending machines every day

***Q.3. How does the commitment define 'better for you'?***

A.3. A 'better for you' product must meet at least two public health standards from the following organizations: American Heart Association, Centers for Disease Control, Center for Science in the Public Interest, Partnership for a Healthier America, and United States Department of Agriculture.

***Q.4. What was the process like to develop this commitment?***

A.4. NAMA, along with a leading economics and public policy firm, and leaders from public health organizations, have engaged in an extremely intensive process for nearly two years to ensure the accuracy of information required to develop a meaningful and measurable commitment. This has involved compilation of vast amounts of operational data, development of various commitment models, and field testing by operators to affirm performance metrics and targets.

***Q.5. Are there partner organizations supporting this?***

A.5. Yes. Both the Partnership for a Healthier America and the Alliance for a Healthier Generation, two highly respected public health organizations, have provided their strong support of the initiative.

PHA will be working with NAMA to publicly report progress towards the goal; Healthier Generation will assist NAMA in implementing the initiative in communities. NAMA has always believed in the power of collaboration with experts.

***Q.6. From an operational perspective, how will this be implemented by participating companies?***

A.6. A comprehensive list of products that meet two of five public health standards will be made available to operators. This list will be updated on an ongoing basis as manufacturers produce more products that meet the commitment. Operators will deploy a mixture of snack and beverage products that meet the public health standards across their diverse portfolios of client sites and machines to achieve the overall goal.

***Q.7. How will NAMA track progress on the commitment?***

A.7. NAMA, with assistance from Partnership for a Healthier America, will engage a national data analytics firm to independently track progress made by participating operators and report results annually.

***Q.8. I am a vending machine operator. How can I participate?***

A.8. The initiative is rolling out with a small group of operators that overall control a large number of machines. However, NAMA's intention is to include additional operators on an ongoing basis. Please contact [rmooore@namanow.org](mailto:rmooore@namanow.org) for information on how to participate.

***Q.9. How can you find out more information on NAMA's Public Health Commitment?***

A.9. More information can be obtained on NAMA's website at [namanow.org](http://namanow.org).

***Q.10. What role will manufacturers of beverages and snacks play in the commitment?***

A.10. NAMA will work with manufacturers to enlist their active support in this public health initiative. Many of these companies themselves are part of similar commitments through allied associations; we are confident they will work with NAMA operators to facilitate the progress we are seeking.