

eat well!

El Paso

TOOLKIT



[https://www.elpasotexas.gov/
public-health/special-projects/eat-well-el-paso](https://www.elpasotexas.gov/public-health/special-projects/eat-well-el-paso)



Introduction

The Centers for Disease Control and Prevention reported that approximately 16.8% of Texas children aged 2-5 years are overweight, while 15.3% were obese (1). This can be attributed to the frequency in which high energy dense foods are being consumed. It may contribute to a variety of negative health outcomes including cardiovascular disease, insulin resistance, type 2 diabetes, and obesity (2).

A child's nutrition should consist of lower energy density foods such as fruits and vegetables to provide essential nutrients such as potassium, vitamin C, folic acid and fiber. Children being overweight and obese at such a young age may place them at a higher risk of being overweight or obese as adults, which might cause them to exhibit the risk factors for the chronic diseases such as heart disease, high blood pressure and diabetes (3).

A trend that has continuously increased throughout time has been the frequency in which families are eating outside their home. During the 1970's, American's were spending 26% of their food budget on eating out. Now, families are spending nearly twice as much, and using 46% of their food budget to eat outside their home (4). This potentially causes children to eat twice as many calories during that one meal eaten out as compared to what they would have consumed with a home cooked meal.

Due to the increased frequency in eating out, and the limited options in restaurants for children, one good starting point would be for restaurants to offer more fruits and vegetables as sides. According to the CDC, 40% of children eat enough fruits and vegetables, however, of that forty percent only 10% of the children are meeting their daily recommended values of vegetables. Of the vegetables being accounted for, one third of them are potatoes with 63% of them being eaten fried such as fries and chips (5).

Additionally, interventions that could benefit children and assist in providing healthier options would be to remove sugary drinks from children's menu, and have them replaced with 100% juices, low-fat milk or water. Sugary drinks are the biggest source of empty calories in a child's diet, and they are directly linked to obesity (4).



HEALTHY OPTIONS

Restaurant's Healthy Options

Restaurants, depending on their location, can be very detrimental for a family's health.

If restaurants are located in a food desert, they might be an option to a very limited area with scarce healthy food options; therefore, becoming a pivotal connection point for the community and healthy options. With the statistics of families eating out being so high, the restaurants can become a prime venue for people to be able to take their families to eat a healthy meal and educate the community of the changes to the menus and the importance in considering one of the healthy options.

School's attempt to increase children's interest in fruits and vegetables has improved over the years to now include school gardens. This can positively impact children's food choices by increasing their knowledge on nutrition and entice them to choose vegetables when given the option. Restaurants typically do not offer fruits or vegetables in their children's menu, so by giving them the tools to do so can increase the consumption of fruits and vegetables of the patrons visiting their establishment.

This toolkit is designed to Assist in:

Providing resources and strategies to organizations interested in assisting restaurants to be able to offer healthy food choices to their customers. Healthy choices can include whole grains, fruits and vegetables, unsweetened beverage choices, and well portioned dishes.

Support restaurants during their transition to healthier options, and incentivize their participation by including them in marketing campaigns.

Improve the food service worker's knowledge on nutrition to assure that the wait staff is well educated on the reasoning behind the changes made to the restaurant's menu. As well as, providing them quality education on healthier eating habits they can do at home with their own families.

Nutrition education can be given to all food service workers, whether they are working for a participating restaurant or not. Exposure to all food service workers could benefit the program by putting the program's name out there to workers who could then pass the information to their employers and igniting interest.

It would also give school cafeteria staff, or daycare workers the education needed to ensure children are receiving healthy, well-balanced meals.

This toolkit describes methods for local health departments or other organizations to encourage restaurants to participate in an initiative that will encourage families to choose healthier options while eating out. The focus is improving children's menu options. Children's menu options were chosen for several reasons. One, restaurants may be more open to making changes at this level. Through our conversations with local owners we learned the amount of profit made from children's dishes tends to be substantially lower than the adult dishes, and is, therefore, less of a threat to the bottom line. Two, the children's menu usually has fewer options which makes it ideal for a potential overhaul, or simple changes that will make meals healthier. Three, children often prefer simpler meals, and are often willing to accepting healthier default items with their meals. Lastly, it allows the owner to gauge receptiveness to healthy changes on the menu by the community. Positive reactions and the simplicity of the program often open the door to owners being open to creating additional healthy changes in the future.

Additionally, it is believed that focusing on the children's menu can also stimulate family conversations on healthy choices for all members who are dining.

The restaurant initiative toolkit will be structured into the following sections:

- **Community Engagement and Meetings**
- **Nutrition Standards and Form Development**
 - **Assessment of Possible Restaurants**
 - **Recruitment visit**
 - **Menu Assessment**
 - **Menu Redesign**
 - **Marketing and Promotion**
- **Nutrition Education**
- **Staffing/Costs**
- **Potential Barriers/Possible Solutions**
- **Additional Guidance**

Potential participating restaurants will vary depending on the location of the restaurants, and the demographic that visits them. This, along with the owner's long-term commitment to healthy changes will help you to determine where your efforts need to be concentrated. There can be an array of needs within each restaurant, and it is important to treat every restaurant individually. There will be some owners who will require more assistance than others.

Learning your city's restaurant culture is important in helping your program staff understand their needs, their motivations, as well as understanding the business end of what their priorities are in maintaining their restaurant. Educating the participating restaurant's wait staff is also essential in ensuring their ability to guide their customers towards healthier options and become your programs honorary ambassadors.



COMMUNITY ENGAGEMENT & MEETINGS

The Eat Well! El Paso program has been in existence since August 2012.

Through trial and error, we have successfully established a healthy restaurant initiative in the El Paso community that participating restaurants have sustained once they have completed the menu re-build process. The following sections contain detailed strategies that have worked for the restaurant community in El Paso, Texas. They are meant to be a guide and may or may not be successful in other communities. As with any guide, they can and should be modified to fit your unique community.

Community Engagement and Meetings

It is strongly advised that you take time before your program begins recruiting restaurants to do a general scan and assessment of the community to better understand what the restaurants and community value.

The following are areas where conversations can start:

- Engage the local restaurant association to conduct an informal focus group.
- Conduct an environmental scan of the neighborhood to familiarize yourself with the businesses and schools in the area.
- Participate in community events such as health fairs to take the opportunity to speak to community members and conduct informal interviews with families to assist the program in understanding need, barriers and challenges from the community aspect in accessing healthy food.
- Conduct an assessment of community opinions on healthy food and restaurants.



NUTRITION STANDARDS & FORM DEVELOPMENT

Nutrition Standards and Form Development

Nutrition Standards

The development of standardized forms for your restaurant initiative is critical. It is important for programs to identify what nutrition standards will be used for its program in order to ensure consistency with restaurants and nutrition professionals. Standard development will be different with each program. Every program will need to identify best practices, reliable and credible nutrition information, and conduct comprehensive literature reviews to identify how they can build nutrition standards that are a proper fit for their community's health and to ensure they are attainable by the participating restaurants.

Participation Levels

Flexibility and customization are two very important factors when developing participation levels. It's extremely difficult to come up with one rigid set of criteria when working on this particular piece of your program development. Every restaurant's needs will be different as far as education, nutritional guidance, financial ability to adjust, and the owner's willingness to adjust the menu.

Nutritional Analysis Report

Together with nutritional professionals, it should be mutually decided which analysis platform will be used. The Eat Well! El Paso Program Coordinator and Registered Dietitians chose a free online platform for our analysis. Depending on the capabilities of the platform and the information the program wishes to capture, a nutritional analysis report form should be developed. It can capture in detail what the new healthy menu options are and their portion sizes for quick reference by owner or cook staff. There should also be a manner to track the reduction in calories, fat, sodium and sugar. Other elements can be captured as needed for each program.

This general form will be the document you use to collect demographic and business information from the owner of the restaurant. The development of this document will be different and unique to each program depending on the information you desire to collect. Keep in mind that this document may always be revised dependent on the information you deem essential from the owner. Of critical importance are the following data:

Of Critical importance is the following data:

- Contact information (including a cell number and email)
- Owners availability during the week
- Peak times of service at the restaurant

Non-binding Agreement

- Clear and simple language agreement between Health Department, or organization and the restaurant
- This will include the basic breakdown of both agencies commitments and responsibilities
- May also include additional notes of importance as needed by program staff

Optional Forms

- Dietician Questionnaire
 - Sample questions and description of information that will be collected by the nutrition professionals. This information will be shared in the first meeting with the owner in anticipation of their sit-down meeting with the nutrition professional to help ensure they are prepared.
- Cost Analysis
 - Can be used as a starting point of discussion with owners as to the investment of time and money being put into their restaurant to improve their healthy options. Can be used to show the value of the resources of the program that can be provided at no cost to the business.

Program Folder

The following items may be included in a professional folder to be distributed to owners at sit down meetings. The information should capture the overall goal and process of the program, include contact information for program staff, and include easy to use resources for teaching about seasonal produce, serving sizes, and the health effects of sugar sweetened beverages.

Recruitment Visit

Restaurants are required to be full-service restaurants for the customer to have the ability to have a conversation with the wait staff of the options that are on the healthy menu. Also, because portions are an important component of the healthy menus, buffets would not allow portions to be controlled, or limited.

Since the restaurants would be promoted as a safe place to receive your healthy options, the restaurants would need to be in good standing with the food inspection department to ensure food safety while endorsing this restaurant.

There are different levels, as seen on Appendix I, that restaurants could choose from when joining the program. It is best to encourage maximum participation, but if restaurants are unable to, there are options that can fit their needs.

Registration forms, as shown on Appendix II, can be used to gather enough information from the restaurant to continue constant and effective communication. Information such as best meeting time, or the number of menus they normally operate with can then be shared with both the RD and Graphic Technician to aid them in having a smoother transition.

Appendix III shows the Dietician questionnaire. Providing this to the restaurant owner during your initial meeting will allow them to be better prepared for the questions the Registered Dietician (RD) will be asking them during their initial meeting.

Non-binding agreements are used to clearly lay out the expectations that are set for the restaurants, as well as the commitment the organization is committing to as well. As seen on Appendix IV, the non-binding agreement is voluntary, and has a very clear timeline of the steps that are going to occur. It is important to express the importance of finishing the program, but also set their mind at ease by re-iterating that the program is voluntary, and there will be no repercussion if they decide the program isn't working for their restaurant.

Menu Assessment

The initial meeting with the RD will be scheduled by the RD. Their initial meeting will consist of them gathering information from the chef and owner of the menu items that will be analyzed. Prior to this meeting, the RD will revise the restaurant's menu to be able to provide the owner with suggestions on menu items that could be modified for the healthier menu.

The nutritional analysis that is done on the menu will follow the nutritional guidelines for children as shown on Appendix V, and for adults as shown on Appendix VI. The menu analysis will be developed in a timely manner to be able to share with the chef and owner during the second meeting.

The RD's second meeting will consist of an overview of the menu's pre-analysis. The RD will discuss options and suggestions that would allow the menu option to meet the nutritional guidelines set for both children and adults.

After the new items have been decided on, the RD will work on a new analysis, or a post-menu analysis to determine whether the new option is within the guidelines set for the healthier options. With approval from the owner, the RD will forward the new menu options to the program coordinator to the process of a new menu design.

The data collected from both the pre-menu and post-menu analysis can be used as data collected to see the exact numbers of calories, fat, carbs, sugar and sodium being cut from every restaurant.

Menu Redesign

With guidance from restaurant, the graphic technician will redesign the children/adult's menu to include the healthier options determined by the RD and owner.

To not stray far from the restaurant's image and design, the graphic technician will request a current menu and logo to be sure and keep with the restaurant's theme.

Restaurants are usually given two options, laminated menus, or coloring pages for the children's menu. It is important to be clear with the restaurant owner that you can only print what your budget will allow for. So, if they are choosing coloring pages, it is possible that the restaurant will only receive the first shipment of coloring pages as part of the promotion package, but will then have to continue printing the coloring at their own expense.

Once a menu is finalized, approval of the owner is required.
After the design has been approved, they can be sent to print.

When the menus are printed and ready to be delivered they are delivered in a promotional bag that includes stickers to be placed on the restaurant's door or window to promote themselves as a participating restaurant.

Table tents that are optional for the restaurant to use which have information on the program and the restaurant's involvement and commitment towards a healthier community.

Clothes pins for the wait staff to wear to encourage patrons to ask them about the program, and promotional items such as pens, coloring pages and crayons.

Marketing & Promotion

Each restaurant may determine their own launch date. Once that has been set, the organization can send out a press-release to promote the new restaurant being added to the program, and increase possible exposure through free TV and radio interviews.

Depending on the programs marketing budget, the media campaign can be targeted towards exposure and promotion of the program itself. This can help bring awareness to the public of the work that is being done, and the audience can be directed to visiting the website that would have all the participating restaurant's names, and address.

Evaluations can be an important tool for the program and the restaurant.

Evaluation will give the program feedback on how the process could improve, or what worked very well throughout the recruitment process. It can also provide the restaurant feedback from their clients to measure the success of the restaurant's new menu, and whether it's something that they can still make a profit off.

Note: It is important to remember, and always be sensitive to the fact that these restaurants are the owner's livelihood, and they are a business with the goal of high sales and profit. If a restaurant owner is hesitant to consider a change or suggestions being made to their business, being pushy, or persistent might affect the relationship or partnership being built with the restaurant.

Nutrition Education

Present an oral presentation approximately 30 minutes covering the 3 major changes occurring in their menus which are portion control, reducing the consumption of sugar sweetened beverages and the importance of fruits and vegetables.

Time allotted for the presentation will be determined by the audience that you are providing the information to, and the hosting organization that you would be partnering with. Our partnership was with the Food Handler's department providing nutrition education to food service workers, and we were allowed 30 minutes before the food safety class. Situations might vary.

Provide print nutrition materials that directly relate to the information presented during the oral presentation. USDA provides informative, colorful and relatable handouts to the information being presented in this nutrition course. Other resources, such as myplate.gov, can be used to find free, educational materials that can be printed and handed out during the classes.

- Provide them with consumer-friendly, vegetable heavy recipes to encourage an attempt at reducing high intake of red meat products. Providing the participants with the tools to be able to make small, healthy changes at home will allow you to be more productive and successful during your nutrition education.

Providing this information to the wait staff is essential to the success of the program. They will be your program's ambassadors, and they might be asked questions concerning the changes made to the menu, and they should feel comfortable enough to not only answer the customer's questions, but be enthusiastic in promoting healthy eating.

Staffing and Program Costs

Staffing suggestions for program

Through internal discussions, it was found that two people are required to keep up with the program's work. Both will work in the field, however, one of the two would be responsible for the overall supervision of full time and contract staff. Every program will develop their own staffing and related duties that work best for them. Below are suggested positions and descriptions of duties used in the Eat Well! El Paso program. Also included are the contract positions and their scopes of work for their participation in the project.

- Health Project Coordinator-will supervise the Nutrition Educator, be responsible for ensuring all aspects of the program are on track, and grant deliverables are met. This includes monitoring the budget, ordering supplies, working directly with restaurant/food truck owners, contracted nutrition professionals, graphic designer and staff. Will work to ensure evaluation plan is enacted and will be responsible for writing and submitting progress reports.
 - Minimum Qualifications: Bachelor's Degree in Health Education, Community Health Education, Public Health Education or Health Administration, and 2 years of project management experience in public health, community health or clinic setting.
 - General Purpose: Under supervision, provides project management work coordinating one or more public health projects through the lifecycle and implementation of the project.
 - Typical duties: Coordinate assigned public health projects. Involves meeting diverse stakeholder's expectations and coordinating cross-functional project team activities. Review project scope to identify required training and resources. Identify project objectives and deliverable. Develop and implement plans to communicate with involved project stakeholders and the community. Coordinate activities of project teams with other departments, divisions, consultants, vendors, contractors and subcontractors in the implementation and deployment of public health projects. Recruit and train contract employees and staff; monitor the progress of work assignments. Report on program progress monthly and prepare formal reports as needed. Document changes and updates to deliverables and budgets. Track budget expenditures and prepare program budget reports. Market health programs throughout the community using free and paid media. Maintain clear communication with project team members, stakeholders, and the community. Coordinate project team meetings. Prepare public health project status reports..

- Nutrition Educator-Assist with restaurant/food truck recruitment, assist with delivering completed menus and incentives to restaurants and will be responsible for planning and deliver nutrition education and outreach activities.
 - Minimum Qualifications: Bachelor's Degree in Nutrition, Dietetics, Home Economics, Community Health, Health Education or 60 relevant college credits in Nutrition, Dietetics, Home Economics, Community Health, Health Education or another related field, plus 2 years of experience in health nutrition presentations.
 - General Purpose: Under general supervision will provide public health nutrition information and conduct specified outreach activities to promote and educate individuals, families, groups and the community regarding healthy eating and basic nutrition.
 - Typical duties: Promote, educate and conduct outreach activities related to nutrition for the of Public Health. Involves providing information and public presentations covering topics on basic nutrition, healthy restaurant initiatives, food buying practices, food safety, food budget management, cultural food preferences, and other nutrition related topics. Develop and implement nutrition education training to include lesson plans, Power Point presentations, flyers, brochures and educational material. Provide information on the dietary guidelines for American children and adults to educate specific audiences. Perform outreach activities at various community events or places that will target the population. Collaborate with other Public Health staff, professionals, and community agencies in providing health nutrition information. Promote community events, outreach activities and campaigns to increase nutrition awareness and the available services. Maintain records, filing systems and compile and organize information.

Scope of Work for Contract Staff

The following is a general idea of the scope of works for contract staff. It was necessary to have contract staff due to funding limitations. We did not have the funding to cover program staff and a competitive wage for a full-time Registered Dietitian and Graphic Designer. It was decided that we would contract as needed and set an hourly wage for both positions and it would be on an as need basis.

Registered Dietician/Chef-our program was fortunate to find two individuals who had both RD experience and were also Chefs. This assisted us tremendously in understanding the restaurant from the "back of the house" and helped us with working with cooks and food services to work on pricing. This may not be required of every program. We chose Registered Dieticians/Chefs because we felt the combination of their knowledge would help educate program staff on how best to work with restaurants. This may not be the case with other programs.

- Requirements: Consultant Registered Dietitian with current credentials in accordance with The Commission on Dietetic Registration and a minimum of 2 years of experience as a dietician or a Chef with certification from an accredited Culinary Academy or Institute and a minimum of 2 years of experience as a Chef.
- General Purpose: Serve as a consultant to the project from present to (end date). It is estimated that time needed will be approximately XXX hours total.
- Scope of Work: Meet in person with program workgroup as needed to ensure the project meets all deliverables related to the restaurant project. Update children nutrition standards used by the program as needed. Meet in person and assist restaurants staff with:
 - Nutritional analysis of select children's menu items
 - Suggestions on how to create healthier children menu items
 - Decisions on which healthy foods to offer on children menu
 - Placement of healthy vs less healthy foods on the children menu
 - Pricing of children menu items
- Provide verbal and written feedback regarding the project to the project manager upon request
- Possess excellent interpersonal skills and demonstrated the ability to develop cooperative working relationships with diverse professionals.
- Drive throughout XXX County to attend meetings at local restaurants
- Submit monthly invoice that includes detail of the work completed and the number of hours devoted to the project. Payment will only be made upon invoice submission.
- Assist in development and selection of program nutrition standards, nutritional analysis platform, and provide input on analysis reporting forms.

Graphic Technician/Design Services

- Experience: Graphic Technician/Design Services with an individual or company with a minimum of 2 years of experience in graphic design.
- General Purpose: Serve as Graphic Technician/Designer for the project from present to (end date). It is estimated the time needed will be approximately XXX total hours. The contractor must be in good standing with the City of XXX and must have access to graphic software.
- Scope of Work: Meet in person with program workgroup as needed to ensure the project meets all deliverables related to the restaurant project.
 - Have access to working knowledge and expertise with graphic design software sufficient to perform the required duties
 - Meet in person, by email or by phone with restaurant staff to discuss menu design if so requested by Project Coordinator.
 - Create approximately XX restaurant menus and or inserts. Place in a format that is a camera-ready copy for printing. A copy of the file shall be emailed to the Project Coordinator upon design completion. Create additional flyers, brochures, and program materials as needed by the program.
 - Be able to meet the following deadlines and turn around schedule:
 - New Menu Design = 5 business days
 - Edits/Revisions = 2 business days
 - Camera Ready Copy = 1 business day
 - Additional materials = 10 business days

If for any reason the above deadlines/schedules cannot be met, please inform the Project Coordinator to discuss a possible revised schedule.

- Provide verbal and or written feedback regarding the project to the project manager and or the program coordinator upon request.
- Possess excellent interpersonal skills and demonstrate the ability to develop cooperative working relationships with diverse professionals. Ability to communicate in Spanish is a plus.
- Drive throughout XXX County to attend meetings at local restaurants, if needed. Submit a monthly invoice on the last business day of the month that includes detail of the work completed and the number of hours devoted to the project. Payment will only be made upon invoice submission. Please note that submission of invoices is your responsibility- please submit them in a timely manner.

Key costs associated with program

When developing budgets and costs associated with this type of restaurant program there are several areas that should be considered and discussed. The following are suggested areas where costs will come into play with the development of your program budget.

- Staffing- depending on your organization this will vary on the positions your choose and their included benefits
- Office Supplies- staff will need office supplies for records, forms, storage, etc.
- Training Material- materials that will be provided to anyone receiving nutrition education. They can include handouts, brochures, booklets, or any other item necessary for effective delivery of education.
- Transportation- Mileage reimbursement for program staff. Staff will be driving around the city frequently. If company cars are not available, this will assist in covering costs of transportation.
- Travel- for staff to attend training, present at conferences, and disseminate program information on a local, state or national platform.
- Equipment- any necessary equipment staff may need to include laptops, monitors, printers, etc.
- Communication- cell phones are often necessary to contact owners for meeting reminders or to communicate with other staff remotely. Mobile hotspots may be needed as well for staff needing internet access to check inspection scores remotely on laptops.
- Promotional Supplies- promotional items that will be given to restaurants as incentives for signing up. Can include restaurant focused items such as food scales, measuring cups and spoons, tumblers, salad shakers, pens, pencils, buttons, aprons, or any other incentive item for participation. These items can also be used during training activities as incentives for participation.
- Contract services- dependent on your budget some staff may need to be contracted on an as-needed basis. Consider the total hours and the hourly wage that will be needed in order to get an idea of the amount needed for each service.
- Printing services-necessary for printing menus once they are completed. It is a good idea to set a certain amount per restaurant for printing services. Prices will vary depending on your region.
- Media –this is an area to consider when planning the program. Consider whether the program will budget for paid media or only focus on free media opportunities. Restaurants will always be interested in media opportunities for their restaurant. It is also important to determine what media type you will use- television, the internet, billboard, or print.
- Continuing Education and Seminars- staff will need to stay up-to-date on current nutrition standards, emerging trends in the restaurant industry, and federal requirements of restaurants when it comes to calorie labeling, among other areas.

Potential Barriers & Solutions

Communication barriers tend to be the most common and frequent issue with any type of restaurant program. Due to the busy nature of restaurants, it can and will be a challenge to find time in an owner's day to where they can sit with you. One might experience unanswered calls, or frequent promises to call you back—this is common in this kind of program. As previously suggested, please be well prepared for your meeting with owners. The time you have with them will be limited so you want to ensure you make the best use of it.

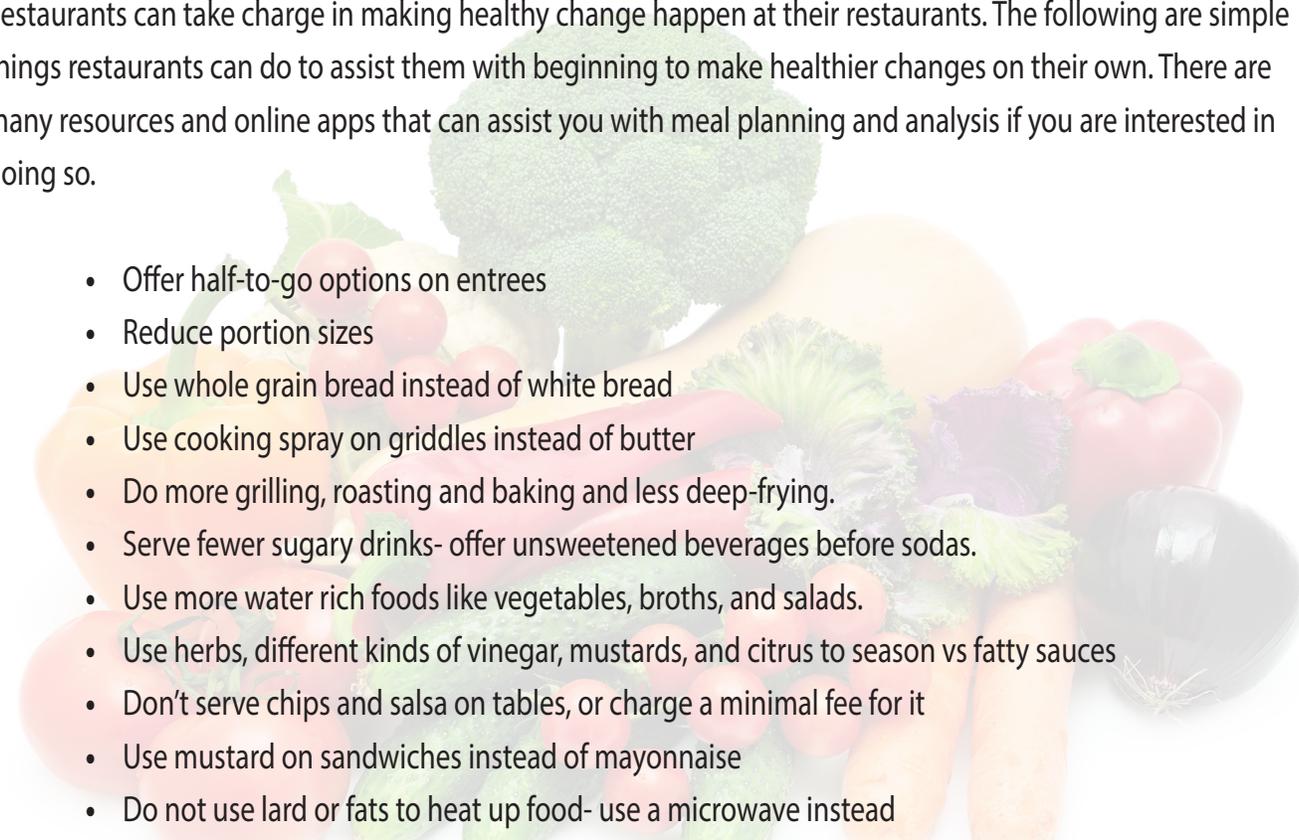
In the development of a program, processes can be a challenge to figure out. Keep in close contact with your team and staff. Consider having monthly meetings to listen to feedback from all sides on issues they may be experiencing. As a team, you can offer suggestions and try other processes to find a solution. Communication with staff and owners is the key. Be flexible and willing to adjust procedures to make processes flow smoother based on the feedback you receive. If you see that restaurants are not responding, or if you are having increasing difficulty in getting owners to respond—regroup with your staff and brainstorm. Do not stay inactive for too long as it can be detrimental to your program.

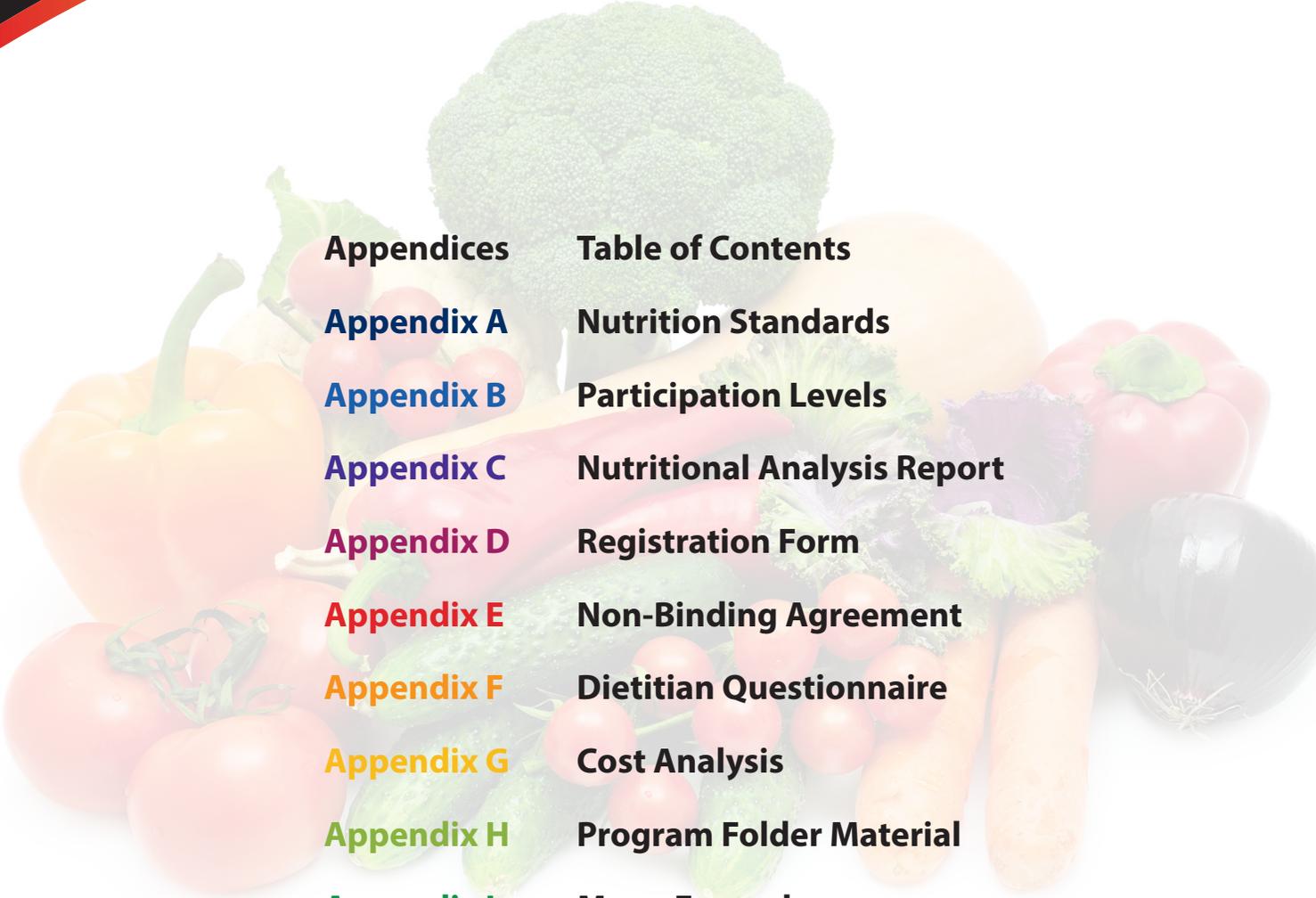
Time investment is also a normal challenge of this type of program. Contacting owners takes time, and rarely will you be lucky enough to talk to them on your first attempt. Often times, it takes multiple phone calls and visits before they will meet with you. This can sometimes frustrate staff that may be on timelines which is understandable. At times you may feel like a telemarketer from the frequent calls and follow ups. If something is not working in the program be sure to regroup and brainstorm alternatives. We have found during the course of the program that sitting behind a phone and making calls all day will not get you the response you need. A lot of the work happens in the field by going out and scanning to see what restaurants are in the area. Having your program folders ready to go in your vehicle makes drop-ins with restaurants much easier. You are also more likely to catch owners on site in person versus making a phone call. You must do the leg work in order for a program of this type to work. It is helpful for staff to schedule time on a weekly or bi-weekly basis to be out in the community talking with owners.

Economic factors can impact your program and there is very little you can do about it. Some restaurants will close suddenly or without notice. The only way to deal with this challenge is to check in with your participating restaurants on a regular basis and do occasional onsite drop-ins. The restaurant market in our community is very difficult to survive in, so program staff needs to determine, in the beginning, if they will require a restaurant to be open for a certain amount of time to show their ability to survive. Since program resources are limited it is important to think of this challenge ahead of time when developing your criteria. Not every restaurant will agree with you, but it is your responsibility to be a good steward of your funds.

Additional Guidance

Restaurants can take charge in making healthy change happen at their restaurants. The following are simple things restaurants can do to assist them with beginning to make healthier changes on their own. There are many resources and online apps that can assist you with meal planning and analysis if you are interested in doing so.

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- A background image of fresh produce including broccoli, carrots, tomatoes, and bell peppers, overlaid with a semi-transparent white circle.
- Offer half-to-go options on entrees
 - Reduce portion sizes
 - Use whole grain bread instead of white bread
 - Use cooking spray on griddles instead of butter
 - Do more grilling, roasting and baking and less deep-frying.
 - Serve fewer sugary drinks- offer unsweetened beverages before sodas.
 - Use more water rich foods like vegetables, broths, and salads.
 - Use herbs, different kinds of vinegar, mustards, and citrus to season vs fatty sauces
 - Don't serve chips and salsa on tables, or charge a minimal fee for it
 - Use mustard on sandwiches instead of mayonnaise
 - Do not use lard or fats to heat up food- use a microwave instead
 - Serve seasonal fruits or vegetables as sides instead of French fries or chips
 - Serve whole beans vs refried beans
 - Use achievable recipes and keep it simple. The fresher the better.
 - Re-engineer the products you are already using and create a new fresh side item (veggies and fruits)
 - Ask for your customer's feedback on what healthy options they would like to see
 - Create a lighter menu that offers smaller portion sizes on popular menu items



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HEALTHY CHILDREN'S MENU NUTRITION STANDARDS

- Limit calories to 650ⁱ (Could also round up to 700 calories if needed)
- Limit fat to 30% of caloriesⁱⁱ
- Limit sodium to 650 mgⁱⁱⁱ
- Limit saturated fat to <10% of calories^{iv}
- Trans fat: must be listed as zero on label of any foods used in the preparation of kid's meal^v
- All entrees, sides and beverages should follow recommended serving sizes as indicated in the dietary guidelines for children

For example: A 650 calorie meal would have no more than 22 grams of fat and 7 grams of saturated fat.

ⁱ Maximum calorie limit for USDA School Lunch program for K-5. Calorie limit for grades 6-8 = 700 calories.

Nutrition Standards in the National School Lunch and School Breakfast Programs Federal Register / Vol. 77, No. 17 / Thursday, January 26, 2012 / Rules and Regulations

ⁱⁱ Dietary Recommendations for Healthy Children, American Heart Association April 2013, http://www.heart.org/HEARTORG/GettingHealthy/Dietary-Recommendations-for-Healthy-Children_UCM_303886_Article.jsp

ⁱⁱⁱ Final sodium target for the National School Lunch Program for K-5 (640 mg) **Nutrition Standards in the National School Lunch and School Breakfast Programs Federal Register** / Vol. 77, No. 17 / Thursday, January 26, 2012 / Rules and Regulations

^{iv} <Note that this is more than the AHA recommends as an average daily saturated fat limit, but since this is just one meal and to help the restaurant meet the guideline, I think it's OK to go with the school lunch standard.> **Nutrition Standards in the National School Lunch and School Breakfast Programs Federal Register** / Vol. 77, No. 17 / Thursday, January 26, 2012 / Rules and Regulations

^v "Food products and ingredients used to prepare school meals contain zero grams of added trans fat per serving." **Nutrition Standards in the National School Lunch and School Breakfast Programs Federal Register** / Vol. 77, No. 17 / Thursday, January 26, 2012 / Rules and Regulations



LEVEL	INCREASE FRUIT AND VEGETABLES ^{1,2}	HEALTHY CHILD MEALS
1 ewep	Offer 1 fruit or vegetable as side dish option (<i>not fried</i>).	
2 ewep	Offer 2 or more fruit or vegetable dish options (<i>not fried</i>).	Offer 1 complete healthy child's meal.
3 ewep	Offer 3 or more fruit or vegetable as side dish options (<i>not fried</i>).	Offer 2 complete healthy child's meals.

Standards for Restaurants at All Levels	<p>PORTION CONTROL</p> <p>Serve kid-sized portions for entrées, beverages and side dishes. All meal components including beverage will not exceed total calorie, fat and sodium criteria.</p>	<p>ALLOWED BEVERAGES³</p> <ul style="list-style-type: none"> • 100% juices (No added sugars or sugar substitutes) • Milk (Unflavored ≤1% or fat-free unflavored or chocolate) • Unsweetened beverages (Tea/water/mineral water)
--	--	--

1. Fruit/vegetable juices do not count for the fruit or vegetable side requirement
 2. French fries or chips will not count as a vegetable option.
 3. Sugar-added beverages such as soft drinks/fruit drinks cannot be included in children's menu or as part of meals.

HEALTHY CHILDREN'S MENU REPORT

Restaurant Name: XXXX

Consultant Name: XXX

Participation Level 1 2 3*

NUTRITION SUMMARY - Meal Before Eat Well! El Paso

Meal Component	Item (description)	Total Calories	Total Fat	Total Sodium or Sugar
Entrée 1		1043 cal	59.9 g	2,567.69 Sodium
	Hamburger: served with avocado, mayonnaise, mustard, cheese, ham, winnie, and ketchup, side serving of fries.			

HEALTHY CHILDREN'S MENU REPORT

NUTRITION SUMMARY - Meal After Eat Well! El Paso

Meal Component	Item (description)	Total Calories	Total Fat	Total Sodium or Sugar
Entrée 1	Hamburger: served plain with a side salad, fruit cup and 100% apple juice	455	8.2	405.19 Sodium

RD NOTES: The owner was unaware he was using a vegan burger- has committed to continue use the same kind for the new children's menu. However, it was recommended that he not add any condiments to the hamburger.



REGISTRATION FORMS

RESTAURANT REGISTRATION FORM

Contact Information

Restaurant Name: _____

Owner/Manager Name: _____

First _____ *Last* _____ *M.I.* _____

Address: _____

Street Address _____ *Suite/Unit #* _____

City _____ *State* _____ *ZIP Code* _____

Business # : () _____ Fax: () _____

Owner/Manager Cell: () _____ Other (Specify): () _____

Email: _____

When is the best time to meet with you?

DAY	Sun <input type="checkbox"/>	Mon <input type="checkbox"/>	Tue <input type="checkbox"/>	Wed <input type="checkbox"/>	Thu <input type="checkbox"/>	Fri <input type="checkbox"/>	Sat <input type="checkbox"/>
TIME							

RESTAURANT REGISTRATION FORM

Restaurant Information

1. What are the hours of operation for your restaurant?

DAY	TIME OPEN	TIME CLOSE	BREAKFAST	LUNCH	DINNER	Which are your busiest days?
Monday			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tuesday			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wednesday			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Thursday			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Friday			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saturday			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sunday			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2. What is the...
 seating capacity of the restaurant? - _____
 number of tables in the restaurant? - _____

3. How long has this restaurant been open in El Paso, Texas? _____

4. How long have you been the owner/manager of this restaurant? _____

5. How many employees work at this restaurant? _____

RESTAURANT REGISTRATION FORM

6. What percentage of your clientele are children? _____
7. Which of the following best characterizes this restaurant?
[READ OPTIONS]
- Full Service
 - Fast Casual
 - Fast Food
 - Other (Specify) _____
8. Which type of cuisine would you say you serve at your restaurant? [READ OPTIONS]
- American (hamburgers, wings, Southern-style, steaks, seafood)
 - Asian
 - Italian
 - Mexican
 - Pizza Other
 - Sandwich/Deli
 - Other (Specify) _____

Menu Information

9. How copies of your menus do you need to operate with? _____
- 10a. Can we have a copy of one of the menus? Yes No
- 10b. Do you have access to your menu artwork digitally? Yes No
10. Are there any daily menu items not on the menu?
- Yes → 19a. [Describe]
 - No
11. Is any nutrition information available on the menu?
(e.g. calories)
- Yes [Go to Q11a below]
 - No [Go to Q12]
- 11a. How is nutrition information identified on the menu?
- _____
- _____

RESTAURANT REGISTRATION FORM

Demographic Information

12. Your role in the restaurant is ...[Check all that apply]

- Owner
- Manager
- Chef
- Other: _____

13. You are

- Female
- Male
- Prefer not to answer

Site Visit Observation / Notes



NON-BINDING AGREEMENT

Department of Public Health

EAT WELL! EL PASO NON-BINDING AGREEMENT BETWEEN CITY OF EL PASO DEPARTMENT OF PUBLIC HEALTH AND XXXXX RESTAURANT

The City of El Paso Department of Public Health (DPH) and the XXXX Restaurant located at XXXXXX hereby agree to participate collaboratively in the *Eat Well! El Paso* Restaurant Initiative to improve children's menus in an effort to reduce childhood obesity in El Paso County.

The XXXXX Restaurant agrees to the following:

- Meet with DPH staff as needed to complete the project Meet with a Registered Dietitian to assess the current children's menu or to create a new children's menu
- Not place sugar-sweetened beverages on the children's menu, ensure children's meals are served in kid sized portions, and participate at one of three levels
- Review and approve the design of a new children's menu
- Participate in promotion of the project through a joint press release launching the new menu, placing a logo at the restaurant entrance, placing promotional materials within the restaurant, and/or including restaurant name and address on the DPH website and in print advertising
- Encourage restaurant employees to take an online nutrition course

The DPH agrees to the following:

- Arrange meetings at times that are most convenient to the restaurant owner/manager so as to not interrupt service times
- Pay for the Registered Dietitian and Graphic Design time required for menu analysis and menu creation
- Print a select number of new children's menus and provide promotional materials as listed above for the restaurant
- Provide promotion of the restaurant through press releases, signage, website inclusion, and free media opportunities
- Provide access to a free online nutrition course for restaurant employees



NON-BINDING AGREEMENT

Department of Public Health

This is a non-binding agreement and either party may end the agreement at any time through written notification to the other party. There will be no cash exchange for any of the above services.

By initialing below, I the owner acknowledge that the Eat Well! El Paso staff has explained that upon visiting with the Dietitians we will discuss the possibility of reducing portions if necessary.

Initials _____

Restaurant

Printed Name: _____

Title: _____

Signature: _____

Date: _____

Department of Public Health

Printed Name: _____

Title: _____

Signature: _____

Date: _____

Dietitian Questionnaire for Restaurants

If you do not know what ingredients or measurements your menu items contain, please have the individual with this information present at the meeting with the Dietitian (for example: chef, lead server, or manager). This will assist us in capturing all the important information we need in order to provide you with a solid and accurate nutritional analysis.

Please familiarize yourself with the example questions below. This is the routine information that will be asked during your meeting with the Dietitian. This information is necessary in order to provide you with an accurate analysis, and to be able to demonstrate nutrient differences. The information you provide is completely confidential and will only be seen by the Dietitian and the Program Coordinator. Your answers will not disqualify you from the program, and your private information and/or ingredients will never be shared with others. All information provided is kept in a secure file.

Sample Questions

Are you willing to reduce your portion sizes?	Y/N
What are the serving sizes of the cups used for your beverages?	
What type of beverages do you serve children?	
Are you willing to switch to a healthier beverage option on the children's menu? Example: 100% juice (4-6 oz), 1% milk (8 fl oz), or non-fat chocolate milk (8 fl oz)	Y/N
Are the items that you serve fresh, frozen or canned?	
What types of fat do you use for cooking your items? Example: Butter, oil, lard	
Do you know the amount and measurements for your child's menu items? Example: Servings, cups, tablespoons and teaspoons	

Example:

Child Item #1: Chicken Nuggets, French fries, Ketchup, and Soda

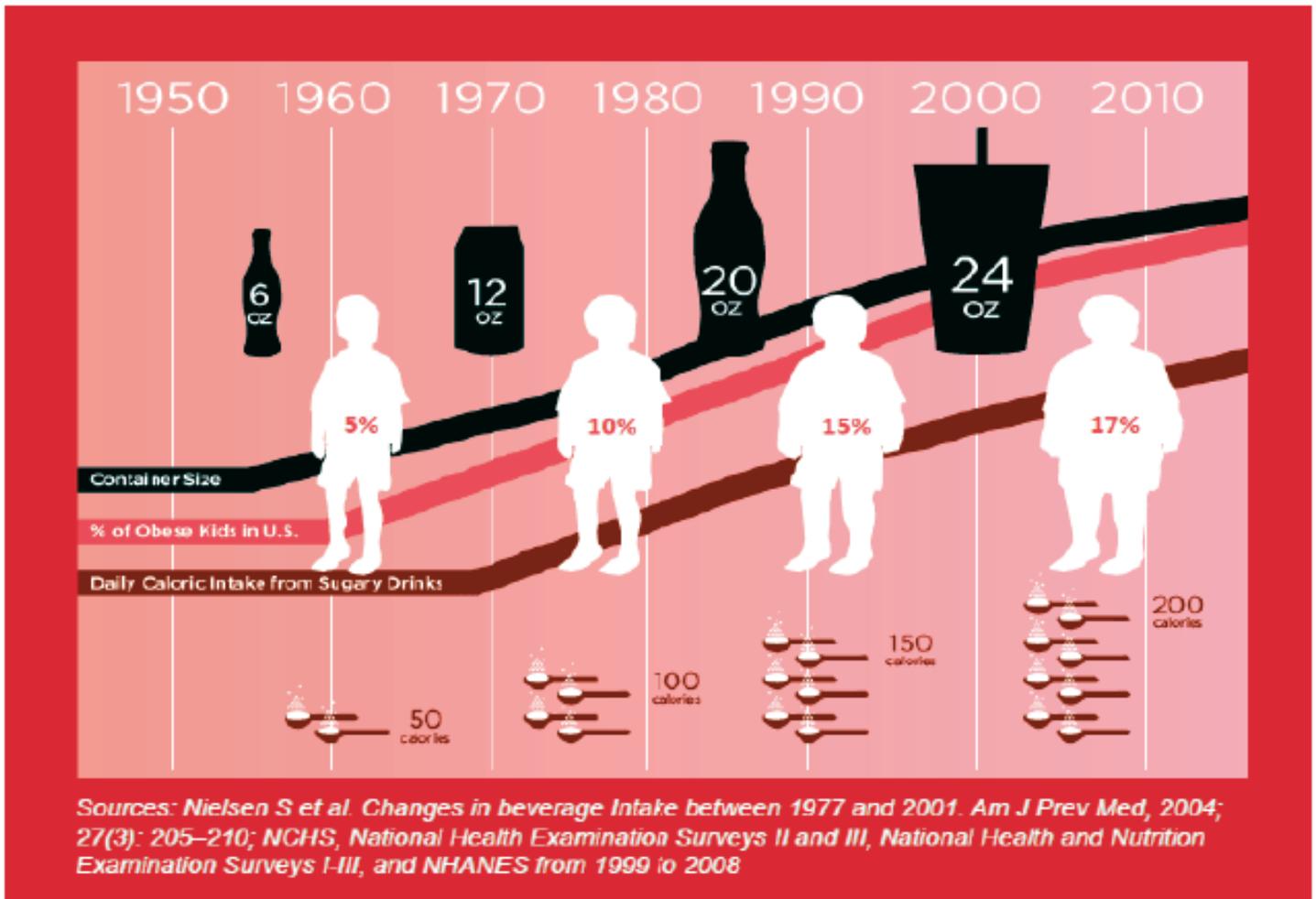
- How many chicken nuggets are served on the plate?
- Are the chicken nuggets frozen? Are they baked or deep fried? In what type of cooking fat?
- What is the amount of French fries served on the plate? Ex: 1 cup? Are they fresh or frozen?
What kind of cooking fat are they prepared in?
- What portion of ketchup do you serve? Ex: 2 tablespoons?
- What portion size of soda do you serve? What flavor of soda? Is it included in the kid's meal?

Please take advantage of the resources provided to you and ask as many questions as you like that are related to nutrition and well balanced meals. If you have any questions about this form, please call us at XXX-XXX-XXXX.

Cost Analysis

	Cost	Average time spent on restaurant analysis	Total amount paid
<p>Registered Dietitian An RD will be assigned to do a full nutritional analysis and assist in creating a new, healthy children and/or adult menu.</p>	\$45 per hour	3-6 hours	\$135-\$270
<p>Graphic Designer The completed menu will be submitted to a graphic designer who will create a fun menu with the decided menu options.</p>	\$37.50 per hour	3-4 hours	\$112.50-\$150
<p>Printing Colorful, laminated menus will be printed with the new children's menu design. Adult menus will have an insert printed.</p>	\$2 per Menu	50-100 menus	\$100-\$200
<p>Promos Along with the menus, each restaurant will receive promotional items such as coloring pages, colors, table tents and decals.</p>	Varies	Tents, Crayons, Stickers	\$30-\$60
Cost not included are: Employee Hourly Rate & Paid Media Campaigns		Total per Restaurant:	\$377.50-\$680

Evolution of Sugar Sweetened Beverages in the USA





SERVING SIZES VS. PORTIONS

SERVING IS NOT THE SAME THING AS A PORTION

Serving Size: A serving is a specific amount of food or drink defined by common measurements, such as cups, ounces, or tablespoons. On the Nutrition Facts Label, a serving size is a standardized portion based on typically consumed portions.

Portion Size: A portion is basically the amount of food that happens to end up on the plate. Think of portion size as the actual amount of food kids chose to eat at breakfast, lunch, dinner, or a snack. Portions can be bigger or smaller than the recommended serving size.

Portion Distortion: An upward shift in the size and calorie count of a serving of a particular food served to the general public. This has been happening in many food service environments and in our homes. Best way to address it is with increased awareness of appropriate portion sizes for recommended foods and by choosing to serve in smaller plates.

- ✓ A cheeseburger 20 years ago had 333 calories. How many calories do you think are in today's cheeseburger? 590, 620, 700

20 YEARS AGO



333 calories

TODAY



590 calories

- ✓ Today's fast food cheeseburger has 590 calories. This is 257 more calories than a portion 20 years ago.
- ✓ Now guess how long you will have to lift weights in order to burn those extra calories?* 1 hour and 30 minutes

Nutrition Education

•Present an oral presentation approximately 30 minutes covering the 3 major changes occurring in their menus which are portion control, reducing the consumption of sugar sweetened beverages and the importance of fruits and vegetables.

Time allotted for the presentation will be determined by the audience that you are providing the information to, and the hosting organization that you would be partnering with. Our partnership was with the Food Handler's department providing nutrition education to food service workers, and we were allowed 30 minutes before the food safety class. Situations might vary.

Provide print nutrition materials that directly relate to the information presented during the oral presentation. USDA provides informative, colorful and relatable handouts to the information being presented in this nutrition course. Other resources, such as myplate.gov, can be used to find free, educational materials that can be printed and handed out during the classes.

•Provide them with consumer-friendly, vegetable heavy recipes to encourage an attempt at reducing high intake of red meat products. Providing the participants with the tools to be able to make small, healthy changes at home will allow you to be more productive and successful during your nutrition education.

Providing this information to the wait staff is essential to the success of the program. They will be your program's ambassadors, and they might be asked questions concerning the changes made to the menu, and they should feel comfortable enough to not only answer the customer's questions, but be enthusiastic in promoting healthy eating.

TEXAS PRODUCE NUTRITION CHART

Product	Nutrition Information
Apples	C, F
Blueberries	C, F
Broccoli*	A, C, F
Cabbage*	C, F
Cantaloupe	A, C, F
Carrots	A, C, F
Celery	F
Cucumbers	C
Grapefruit	C, F
Green Onions	A, C, F
Greens	A, C, F
Herbs	A, C
Honeydew	C
Lettuce	A, C
Mushrooms	C
Onions	F
Oranges	C, F
Peas, field	A, F
Peaches	C, F
Peppers, bell	C
Peppers, chili	A, C, F
Potatoes	C, F
Pumpkins	A, C, F
Spinach	A, C, F
Squash	A, C, F
Sweet Potatoes	A, C, F
Tomatoes	A, C, F
Turnips	C, F
Watermelons	C
Zucchini	A, C, F

Nutrition Information Key

A-Vitamin A; C-Vitamin C; F-Fiber

*Cruciferous vegetable - One serving of these selections supply at least 10 percent of the U.S. Recommended Daily Allowance for vitamins A or C or at least 1-3 grams of dietary fiber per serving.

TEXAS PRODUCE AVAILABILITY CHART



TEXAS DEPARTMENT OF AGRICULTURE
P.O. Box 12847
Austin, TX 78711
Toll Free: (877) 99-GOTEX
Fax: (888) 223-5733

www.gotexan.org

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TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER TODD STAPLES



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COMMISSIONER TODD STAPLES

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TEXAS PRODUCE AVAILABILITY CHART

www.gotexan.org

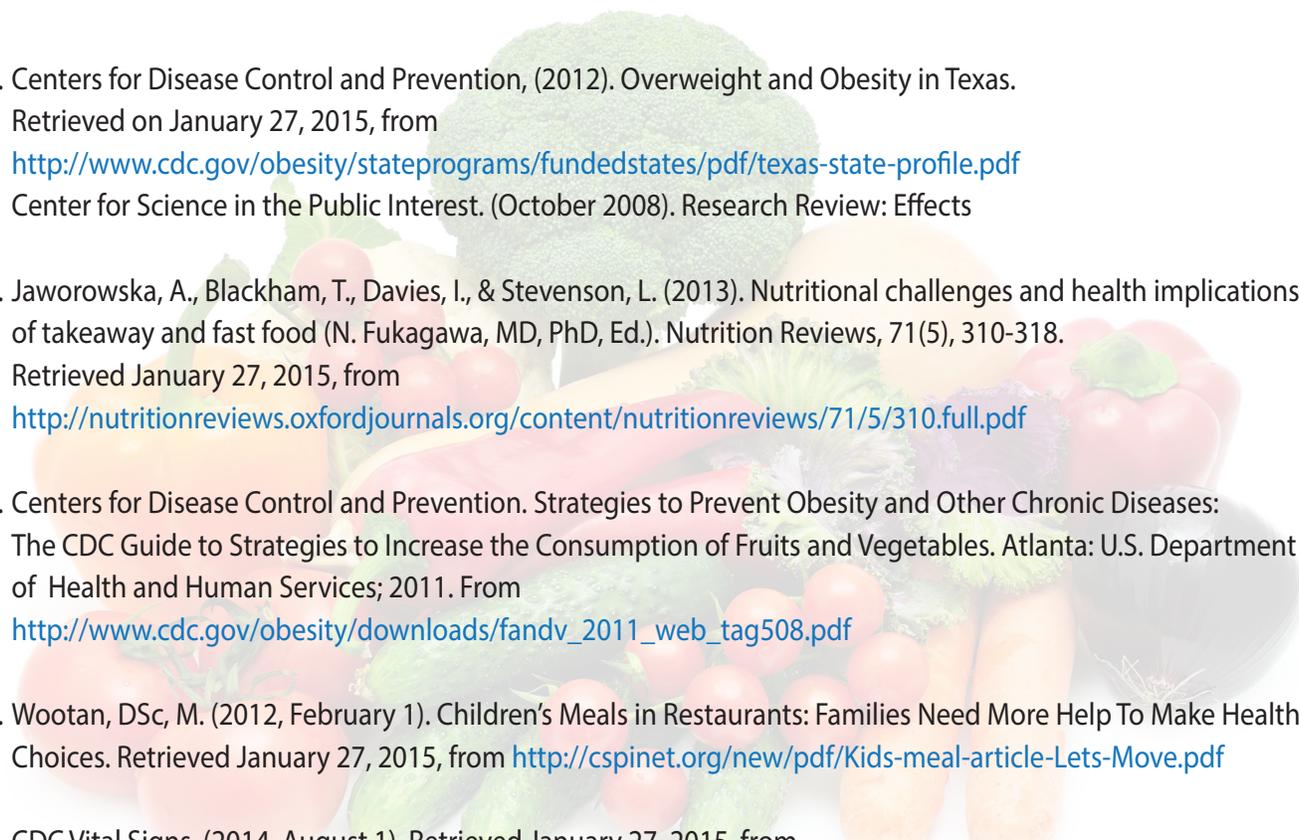
Texas is one of the largest producers of fresh fruits and vegetables, so your choices are always endless. More than 60 commercial fruit and vegetable crops are grown in the Lone Star State – from apples to zucchini and everything in between.

Experience fresh fruits and vegetables in the produce aisle of your neighborhood grocery store, farmers market, community supported agriculture farm or CSA or pick-your-own. You'll be amazed at the freshness and satisfaction of meals prepared with produce fresh from a Texas farm near you. This handy guide will help you determine when Texas produce is available. Look for the GO TEXAN mark to ensure you are getting locally-grown Texas produce.



GO TEXAN.

Product	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Apples June-November												
Beets October-April												
Blackberries April-June												
Blueberries May-July												
Broccoli December-March												
Cabbage/Chinese January-April												
Green Cabbage Year Round												
Red Cabbage January-May												
Savoy January-April												
Cantaloupes May-July, October-November												
Carrots Year Round												
Cauliflower November-April												
Celery December-April												
Fresh Cucumbers April-December												
Pickling Cucumbers April-December												
Dandelion November-April												
Grapefruit October-May												
Green Onions May-October												
Greens October-April												
Herbs Year Round												
Honeydew May-July, October-November												
Lettuce April-October												
Mushrooms Year Round												
Kale November-April												
Kohlrabi November-April												
Onions March-August												
Sweet Onions March-May												
Oranges September-April												
Field Peas April-December												
Peaches April-August												
Pears June-September												
Pecans October-January												
Sweet Peppers May-June, August-December												
Hot Peppers May-December												
Persimmons August-November												
Potatoes April-September												
Pumpkins September-November												
Spinach November-April												
Squash April-November												
Sweet Potatoes August-May												
Tomatoes May-November												
Greenhouse Tomatoes Year Round												
Turnips Year Round												
Watermelons May-November												
Seedless Watermelons May-November												
Zucchini April-November												

- 
- A background image of various fresh vegetables including broccoli, tomatoes, carrots, and bell peppers, arranged in a bowl-like shape.
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 3. Centers for Disease Control and Prevention. Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables. Atlanta: U.S. Department of Health and Human Services; 2011. From http://www.cdc.gov/obesity/downloads/fandv_2011_web_tag508.pdf
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 5. CDC Vital Signs. (2014, August 1). Retrieved January 27, 2015, from <http://www.cdc.gov/vitalsigns/pdf/2014-08-vitalsigns.pdf>
 6. Ratcliffe, M.M., et al. (2011) **The Effects of School Garden Experiences on Middle School-Aged Students' Knowledge, Attitudes, and Behaviors Associated with Vegetable Consumption.** Health Promotion Practice 12.1: 36-43

