

Restaurant Resources for Consumer Awareness













Restaurant Resources for Consumer Awareness

The Small Steps for Healthy Leaps Restaurant Program



The Small Steps for Healthy Leaps restaurant program consists of several programs targeting healthier eating habits. Each program addresses a different area of healthy eating. The programs to choose from include:



Smart Meal Seal: Participating restaurants may showcase meals and/or individual foods that meet nutrition requirements specified by the Colorado Department of Public Health & Environment.

America on the MOVE Steps to a Healthier Way of Life"

America on the Move: Encourages participants to reduce caloric intake by 100kcal/day and/or increase physical activity by 2,00 steps/day over baseline to maintain energy balance. Small changes in the types of foods eaten and portions consumed can make a big difference. This program can also be highlighted for a special event or used on an ongoing basis.



Take ¹/₂ To Go: Addresses appropriate portion sizes allowing consumers the option to have ¹/₂ of an entrée placed in a to go box as they enjoy the other ¹/₂ at the restaurant. This program can be highlighted for a special event or used on an ongoing basis.



Eat 5 to 9 A Day: Restaurants emphasize their menu options that fulfill one or more servings of fruits or vegetables and meet specific nutritional guidelines for fat, sodium, and cholesterol. *New program and logo to be released in Spring 2007*

Small Steps for Healthy Leaps provides restaurants with the tools and support to utilize a combination of programs.

How to Implement Small Steps for Healthy Leaps:

- There is no charge for restaurants to join the Small Steps for Healthy Leaps program. All participating restaurants will receive a program implementation guide, program materials, and training if desired. (A separate fee for menu analysis may be required)
- Restaurants may choose from a variety of promotional material formats including table tents or flyers, posters, menu inserts, and/or small signs.
- Other tools include nutrition tips, examples of single portion sizes, and other one-page information sheets.

Benefits of being a participating restaurant:

- Increased business awareness and revenue.
- Statewide recognition and publicity through press releases.
- A certificate recognizing the restaurant is committed to healthy eating.
- Placement on the Small Steps for Healthy Leaps Partners list.
- Discounted nutrition analysis and labeling services provided by On The Menu, LLC.





The Colorado Department of Public Health and Environment Smart Meal Seal was created by the Department of Public Health and Environment, the Colorado 5-A-Day task force and the Colorado Physical Activity and Nutrition Program to establish nutrition requirements specifically designed for restaurant meals. Restaurants can showcase those entrees that are lower in fat and include components such as grains, fruits, and vegetables by highlighting them with the Smart Meal Seal.

What are the guidelines for a meal to qualify for the Smart Meal Seal?

- Minimum of 2 servings of beans or whole grains, fruits or vegetables.
 (Only 1 serving for a side dish.)
- No more than 30% of total calories from fat this is considered "Low Fat" through FDA nutrition labeling standards.
- No more than 15% of calories from saturated fat
- No more than 1500 mg of sodium. (1000 mg for a side dish.)

"Choosing these menu items means taking a step towards a healthier new you!"



Nutrition Criteria Colorado Department of Public Health and Environment Smart Meal Seal

Participating restaurants may showcase specific meals and/or individual foods that meet specific nutrition requirements designated by the Colorado Department of Public Health and Environment. These food items will receive the Smart Meal Seal.

Guidelines come from a combination of sources: The American Heart Association, 5 A Day for Better Health, and the FDA nutrition labeling food guidelines.

For a meal:

- Minimum of two servings of beans, whole grains, fruits or vegetables. one serving size example:
 - \circ $\frac{1}{2}$ cup cooked beans/legumes
 - o 1 cup raw leafy greens
 - ½ cup raw or cooked vegetables
 - \circ 1/2 cup cut up fruit
 - o 1/2 cup cooked brown rice or whole grain pasta
 - o 1 slice whole grain bread
- No more than 30% of total calories from fat this is considered "Low Fat" through FDA nutrition labeling standards.
- No more than 15% of calories from saturated fat
- No more than 1500mg. of sodium.

For a side dish:

- Minimum one serving of grains, beans, fruits or vegetables.
- No more than 30% of total calories from fat
- No more than 15% of total calories from saturated fat
- No more than 1000mg. of sodium.

For a beverage:

- 100% fruit juice.
- No added sugars.





RESTAURANT INITIATIVE

The Initiative: America On the Move is a national initiative dedicated to helping individuals and communities across our nation make positive changes to improve health and quality of life. By focusing on individuals and communities AOM strives to support healthy eating and active living habits in our society. AOM:

- Inspires Americans to engage in fun, simple ways to become more active and eat more healthfully to achieve and maintain a healthy weight
- Creates and supports an integrated grassroots network of state Affiliates to build communities that support individual behavior changes
- Encourages public and private partnerships at the national, state, and local level to build the capacity, reach, and support needed for individual and community behavior change.

The Challenge: The eating and physical activity patterns of most Americans have made us the most overweight nation in the world. More than 60% of American adults do not get the recommended 30 minutes of physical activity a day; 25% of American adults are not physically active at all. More than 120 million Americans — 64.5% of the adult population — are overweight; nearly 59 million, or 31%, are obese. The average American adult is gaining 1-2 pounds each year, and some people gain even more.

Individual Change: It's all about energy balance! We can stop weight gain by creating a balance between the amount of energy burned and the amount of food consumed throughout a normal day. The message is simple: move more and eat less. Making these 2 small changes daily is all it takes. By walking an extra 2000 steps (the equivalent of about 1 mile) and eating only 100 fewer calories each day, individuals can prevent weight gain and begin to see big results.

Community Change: To be successful at creating sustainable individual behavior change, AOM must focus on the larger environment and create communities that support healthy eating and active living. By reaching individuals where they live, work, learn, and play, communities can make a difference. AOM encourages stakeholders from both the public and private sectors to be part of the solution.

Restaurant Initiative: The Restaurant Initiative gives simple menu suggestions through the use of menu inserts or tabletop materials that encourage small changes while dining out to reduce calories without changing the quality of food. We work with your existing menu to offer suggestions to patrons for reducing calories. The following two pages provide examples for including the America On the Move message in your restaurant.

Contact us: Please contact America On the Move staff at <u>Kristin.Hoffman@UCHSC.edu</u> or 303.315.9098. We look forward to working with you!



< Mock Mexican RESTAURANT > Supports you to make small, healthy lifestyle choices!

Here are a few ways to decrease calories from our menu while enjoying our delicious foods!

- 1. Request half the amount of cheese on your burrito
- 2. Ask for low-fat or fat-free sour cream
- 3. Select soft taco size (6-8 inch) flour tortillas instead of the larger size
- 4. Ask for more fresh vegetables, less meat and cheese
- 5. Select baked or grilled entrees rather than fried
- 6. If you don't skip the chips, at least limit them!
- 7. Order a diet soda or iced tea instead of a regular soda
- 8. Leave a few bites on your plate
- 9. Eat slowly to make your meal last and reduce your urge for seconds
- 10. Take half of your meal home to enjoy later



Small changes in food consumed (nutrition) and energy burned (physical activity) have been shown to prevent weight gain and improve health. And small changes in the types of foods eaten and portions consumed can make a big difference!

(YOUR RESTAURANT NAME) and America On the Move (<u>www.americaonthemove.org</u>) value your business **and** your health!





<PIZZERIA RESTAURANT NAME> Supports you to make small, healthy lifestyle choices!

Here are a few ways to decrease calories from our menu while enjoying delicious foods!

- 1. Ask for half the cheese on your pizza
- 2. Select a tomato-based sauce vs. cream-based
- 3. Choose a vegetarian pizza rather than one with meat
- 4. Skip the croutons on your salad and ask dressing on the side
- 5. Order vinaigrette dressing rather than a mayonnaise-based dressing
- 6. Ask for a salad instead of bread sticks
- 7. If ordering a dessert, share it with a friend
- 8. Take part of your meal home to be enjoyed later
- 9. Order a diet soda or iced tea instead of a regular soda
- 10. Take half of your meal home for later.



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YOUR BREAKFAST RESTAURANT NAME> Supports you to make small, healthy lifestyle choices!

Here are a few ways to decrease calories from our breakfast menu while enjoying delicious foods!

- 1. Select nonfat or 1% milk instead of whole milk
- 2. Savor a bowl of bananas, berries with low-fat milk
- 3. Choose non-fat yogurt made
- 4. Substitute no-sugar-added jelly or jam for the sugar-rich varieties
- 5. Spread your muffin, bagel, or toast with 2 teaspoons of fat-free or light cream cheese
- 6. Trade regular butter for light, whipped or low-calorie butter
- 7. Try turkey sausage or Canadian bacon for less fat than regular
- 8. Request more vegetables such as onions, peppers, spinach, and mushrooms in your eggs instead of cheese and meat
- 9. Lighten your omelet, frittata, or scrambled eggs by using egg whites or egg substitute
- 10. Take half of your meal home for later



Small changes in food consumed (nutrition) and energy burned (physical activity) have been shown to prevent weight gain and improve health. Small changes in the types of foods eaten and portions consumed can make a big difference!

(RESTAURANT NAME) and America On the Move (<u>www.americaonthemove.org</u>) value your business **and** your health!



Want to Watch Calories When Dining Out?

Tips for Eating Smart

Watching calories while eating out? The good news is in today's restaurants you have plenty of options! Here are a few tips from the National Restaurant Association on how to make the most of your dining-out experience. By Sheila Cohn, R.D.

- Order salad dressings and other sauces on the side. This way, you have control over how much or how little you add.
- When ordering grilled fish or vegetables, ask that the food either be grilled without butter or oil, or prepared "light," with little oil or butter.
- When ordering pasta dishes, look for tomato-based sauces rather than creambased sauces. Tomato-based sauces are much lower in fat and calories. In addition, the tomato sauce (or marinara sauce) can count as a vegetable!
- Drink water, diet soda, or unsweetened tea or coffee instead of regular soda or alcoholic beverages. This will save hundreds of calories each day.
- Share a dessert with a friend. Half the dessert equals half the calories.
- Share an appetizer. Same rule as above applies.
- When choosing a soup, keep in mind that cream-based soups are higher in fat and calories than most other soups. Soup can serve as a great appetizer to a meal, or as an entree. Most soups are low in calories and will fill you up, so you eat less.
- Order steamed vegetables as a side dish instead of starch.
- Ask for salsa with a baked potato instead of sour cream, butter, cheese, or bacon. Salsa is very low in calories and a healthy alternative with a lot of spice.
- Stop eating when you are full listen to the cues your body gives you.
- Order sandwiches with mustard rather than mayonnaise or "special sauce." Mustard adds flavor with virtually no calories.
- Take half of your meal home. The second half can serve as a second meal! (Two meals for the price of one: What a deal!)
- If you are traveling and can't take leftovers with you, ask the restaurant if they offer a smaller portion of the entrée, such as a lunch-sized portion.

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What is Take 1/2 To Go?

Take ½ To Go addresses appropriate portion sizes, allowing consumers the option to have ½ of an entrée placed in a "to go" box while they enjoy the other ½ at the restaurant. The Take ½ To Go program is communicated through the menu, menu inserts or a table-top information sheet. Consumers would learn that if their entrée is more than one serving, they have the option of having the other servings placed in a "to go" container.

Why Take 1/2 To Go?

- Ninety-five percent of restaurants provide take-away containers, and 70 percent of customers say they often order larger portions to turn "tonight's dinner into tomorrow's lunch."
- Consumers will have the benefit of receiving "two portions of an entrée for the price of one."
- Consumers have become more aware of "portion distortion" and will appreciate being informed about the serving size of their entrée.
- Restaurants are reporting that over 70 percent of consumers are more interested in customizing their food choices today than they were two years ago.
- Research shows that more restaurants are satisfying the ever-changing tastes and preferences of their customers by providing flexibility in food preparation methods, portion sizes and expanded menu offerings.



Portion Distortion Quiz Do you know how portions today compare with 20 years ago?



A standard cup of coffee (with whole milk and sugar) 20 years ago was 8 ounces and had 45 calories. How many calories do you think are in today's coffee (mocha with steamed whole milk and mocha syrup)?

 $\Box 100 \qquad \Box 350 \qquad \Box 450$





A muffin 20 years ago was 1.5 ounces and had 210 calories. How many calories do you think are in a muffin today?

 $\Box 400$



□ 320



□ 500

A chicken Caesar salad had 390 calories 20 years ago. How many calories do you think are in today's chicken Caesar salad?

□ 790 □ 520 □ 650

Portion Distortion Quiz Do you know how portions today compare with 20 years ago?



Two slices of pepperoni pizza 20 years ago had 500 calories. How many calories do you think are in today's large pizza slices?



Chicken stirfry was 435 calories 20 years ago. How many calories do you think are in today's common portion of chicken stirfry?



A cookie was 55 calories 20 years ago. How many calories do you think are in today's large cookies?

 $\Box 275 \qquad \Box 100 \qquad \Box 400$





To promote healthy eating through portion control, we would like to let vou know if vour entrée offers more than one serving size. Get two meals for the price of one by taking $\frac{1}{2}$ to go, and make today's dinner tomorrow's lunch!

What is one serving size?

- ¹/₂ cup of rice looks like a cupcake wrapper
- 1 cup of pasta or cereal is two servings, and looks like a medium-sized fist
- 3 ounces of fish. chicken. or meat looks like a deck of cards or a computer mouse
- 1 medium-sized fruit looks like a tennis ball
- ¹/₂ cup of cooked vegetables looks like a scoop of ice cream

20 Years Ago

Today



320 Calories



820 Calories



Portion sizes have grown over the past twenty years. Get more for your money and make today's dinner tomorrow's lunch!









1 cup spaghetti small meatballs 500 calories

2 cups pasta with with sauce and 3 sauce and 3 large meatballs 1025 calories

Servings can be larger: Someone on a 2,000-calorie diet may follow a

budget of 600 calories/meal, which would translate into:

- 6 ounces of fish (two decks of cards)
- 1¹/₂ cups of pasta (one medium fist and 1 cupcake wrapper)
- 1 cup of cooked vegetables (two ice cream scoops)

Tips to Help you Combat Portion Distortion:

- Choose a "small" or medium" portion. This includes main dishes, side dishes, and beverages.
- If main dish portions are larger than you want, order an appetizer or side dish instead, or share a main dish with a friend.
- Resign from the "clean your plate club." When you've eaten enough, leave the rest. If you can chill the extra food right away, take it home in a "doggie bag."
- Ask for salad dressing to be served "on the side" so you can add only as much as you want.
- Eat half or less. If you're not sharing a meal, eat half of what you're served and take the rest home to enjoy as another meal.
- Slow down! Eat slowly, to allow yourself time to feel full so you won't be as tempted to heap on a second helping.

Portions today are far bigger than in the past, which often means we're taking in far more calories than we realize. Take the Portion Distortion

Turkey Sandwich

Quiz!

20 Years Ago

Today



??? calories 320 calories A turkey sandwich 20 years ago had 320 calories. How many calories do you think are in today's portion?

□ 820 □ 510 □ 630

Spaghetti and Meatballs

20 Years Ago

Today





1 cup spaghetti with sauce and 3 small meatballs 500 calories

??? calories

A portion of spaghetti and meatballs 20 years ago had 500 calories. How many calories do you think are in today's portion of spaghetti and meatballs?

Turkey sandwich - 820 calories Spaghetti and meatballs - 1, 025 calories

□ 1.025 □ 600 □ 800

Combat Portion Distortion! Relating the portion size of a serving to everyday items is an easy way to visualize what a true portion size looks like:

- Woman's fist or baseball a serving of vegetables or fruit is about the size of your fist.
- A rounded handful about 1/2 cup cooked or raw veggies or cut fruit, a piece of fruit, or ½ cup of cooked rice or pasta. This is a good measure for a snack serving, such as chips or pretzels.
- Deck of cards a serving of meat, fish or poultry or the palm of your hand (don't count your fingers!) For example, one chicken breast, ¹/₄ pound hamburger patty or a medium pork chop.
- Golf ball or large egg 1/4 cup of dried fruit or nuts.
- Tennis ball about 1/2 cup of ice cream.
- **Computer mouse -** about the size of a small baked potato.
- **Compact disc** about the size of one serving of pancake or small waffle.
- Thumb tip about one teaspoon of peanut butter.
- Six dice a serving of cheese.
- Check book a serving of fish (approximately 3 oz.)
- Eyeball it! Take a look at the recommended serving sizes on the <u>Food Guide Pyramid</u>. Get out a measuring cup or a food scale and practice measuring some of your favorite foods onto a plate, so that you can see how much (or how little!) a ½ cup or 3-ounce serving is. This will help you "eyeball" a reasonable serving!

Bagel – 350 calories Cheeseburger – 590 calories Portions today are far bigger than in the past, which often means we're taking in far more calories than we realize. Take the Portion Distortion Quiz!

Bagel 20 Years Ago

Today





3-inch diameter 140 calories

??? calories

A bagel 20 years ago was 3 inches in diameter and had 140 calories. How many calories do you think are in today's bagel?

□ 350 □ 250 □ 150

Cheeseburger 20 Years Ago

Today





333 calories??? caloriesA cheeseburger 20 years ago had 333 calories. How
many calories do you think are in today's
cheeseburger?

□ 590 □ 620 □ 700

Check other side for answers.





What is the National Eat 5 to 9 A Day for Better Health Program?

The Eat 5 to 9 A Day program started in 1991 as a partnership between the National Cancer Institute and the Produce for Better Health Foundation. The purpose of the program is to increase both the awareness of health benefits of fruits and vegetables and their consumption in the United States.

How Eat 5 to 9 A Day is Incorporated as a Restaurant Program:

Entrees that provide one or more servings of a fruit or vegetable will be highlighted on the menu or through use of promotional materials.

Why Eat 5 to 9 A Day?

- Restaurants have noted an increase in consumers looking for healthier choices.
- Four out of ten table service restaurants feature or promote certain menu items because of specific or unique nutritional benefits.
- There is an increase in customer demand for healthier options due to medical conditions such as elevated cholesterol and heart disease.
- The National Cancer Institute (NCI) indicates that people who eat more fruits and vegetables have half the cancer risk of people who eat fewer fruits and vegetables.

*There is a cost associated with using the National Eat 5 to 9 A Day logo.





Eat 5 to 9 A Day Approval Criteria for Restaurant Menu Items

The Eat 5 to 9 A Day nutrient requirements must be met to list menu items as Eat 5 to 9 A Day approved and to use the Eat 5 to 9 A Day logo. The following meal descriptions meeting the criteria can be marketed as Eat 5 to 9 A Day approved:

All meal products and main dish products that contain at least <u>one</u> serving of a fruit or vegetable per FDA reference amount, provided that:

- No more than 25% of calories can come from sugars, sugar-containing ingredients, or sugar alcohols (sucrose, glucose, dextrose, fructose, maltose, lactose, sorbitol, mannitol, honey, corn syrup, corn syrup solids, or molasses) and;
- The fat, saturated fat, cholesterol, and sodium content per FDA reference amount and per labeled serving must meet the FDA qualifying limits for "healthy" foods that are as follows:

Fat Content	Saturated Fat	Cholesterol	Sodium
Not more than	Not more than	Not more than	Not more than
3 gm per 100	1 gm per 100	90 mg.	480 mg per
gm and not	gm and not		serving.
more than	more than		-
30% of	10% of		
calories.	calories.		

• The ingredients that count toward the Eat 5 to 9 A Day serving of fruit or vegetable are not processed to the extent that it no longer resembles a fruit or vegetable, such as tofu, soy-based "hamburger" patties, popcorn, or powders.

Examples of one serving of a fruit or vegetable:

- 1 medium-sized fruit
- 1/2 cup raw, cooked, frozen, or canned fruits (in 100% juice) or vegetables
- ³/₄ cup (6 oz.) of 100% fruit or vegetable juice
- ¹/₂ cup cooked, canned, or frozen legumes (beans and peas)
- 1 cup raw, leafy vegetables
- ¹/₄ cup dried fruit





Consumer Awareness

Enjoy Dining Out While Watching Your Calories Here's how:

- When ordering pasta dishes, choose tomato-based sauces rather than cream-based sauces. Tomato-based sauces are much lower in fat and calories. In addition, the tomato sauce counts as a vegetable!
- Order salad dressings and other sauces on the side. Vinaigrettes and lower-fat sauces are good choices.
- Keep in mind that cream-based soups are higher in fat and calories than most other soups. Choose the chicken noodle instead of the cream of chicken. Soup can serve as a great appetizer to a meal or as an entrée.



For Healthy Leaps

Restaurant Resources for Consumer Awareness

Enjoy Dining Out While Watching Your Calories Here's how:

- Ask for a special low-calorie or low-fat preparation of a menu item. We pride ourselves on hospitality and customer service. We aim to please.
- Slow Down! If you eat slowly, you'll allow yourself to feel full.
- Featured meal ideas at a restaurant to reduce calories:
 - Hamburger and salad.
 - Salad entrée with vinaigrette (add grilled chicken.)
 - Soup and Salad.
 - Vegetable/chicken/ shrimp stir-fry.
 - Grilled chicken or fish / baked potato / steamed vegetables.

How many servings of fruits and vegetables can you get from this meal?

> Sm all Steps For Healthy Leaps Restaurant Resources for

Consumer Awareness

- How many servings of fruits and vegetables have you had today? Restaurant and Small Steps for Healthy Leaps are partnering to provide you with the tools to reach 5 servings of fruits and vegetables a day.
- Restaurant is committed to promoting awareness about its menu choices that fulfill one or more servings of fruits or vegetables to get you on your way to 5 A Day!

Order these menu options to fulfill 1 or more serving of fruits and vegetables at a restaurant:

Fruit parfait1	fruit serving
Side Salad	. 1 vegetable
	serving
Apple slices1	fruit serving
Steamed side vegetables	. 2 vegetable
	Serving

It's easier than you think...



Restaurant Resources for Consumer Awareness

- *Restaurant* is committed to the health of our customers, and has partnered with Small Steps for Healthy Leaps to promote fruit and vegetable consumption.
- Research has shown that diets including five or more servings of fruits and vegetables per day could prevent 20% of all cancer incidence.
- Fruit and vegetable consumption has been linked to a reduced risk of the three leading causes of death in the United States: heart disease, cancer, and stroke.

Modify your usual order to include more servings of fruits and vegetables:

- Substitute a side salad instead of French fries.
- Order a fruit parfait instead of a sundae.
- Order a salad entrée instead of a sandwich.
- Order steamed vegetables instead of French fries.





To become a member of the Small Steps for Healthy Leaps Program

- 1. Complete an information sheet indicating which program will best fit your organizational needs.
- 2. Provide a summary sheet of your proposed action plan to achieve the selected program, to include an evaluation/success process.
- 3. Fax, mail or email your completed forms to the following: Fax: 303-691-7721 Email: <u>Shana.Patterson@state.co.us</u> Mail : Shana Patterson, RD CDPHE-Colorado Physical Activity and Nutrition Program
 4300 Cherry Creek Drive South, Bldg. A-5 Denver, CO 80246

For more information contact: Shana Patterson at 303-692-2572, or ask for the COPAN 5 A Day Task Force Coordinator



Colorado Department of Public Health and Environment

STATE OF COLORADO

Bill Owens, Governor Dennis E. Ellis, Executive Director

Dedicated to protecting and improving the health and environment of the people of Colorado

4300 Cherry Creek Dr. S. Denver, Colorado 80246-1530 Phone (303) 692-2000 TDD Line (303) 691-7700 Located in Glendale, Colorado Laboratory Services Division 8100 Lowry Blvd. Denver, Colorado 80230-6928 (303) 692-3090

http://www.cdphe.state.co.us

Please fill out the following information:



Colorado Department of Public Health and Environment

Small Steps for Healthy Leaps Information Sheet and Participation Form

Company Name_			-			
Owner/Manager						
Address			_			
			-			
Phone Number _	Fax Nu	_				
Email address: _						
Which aspect of Small Steps for Healthy Leaps will you implement at this time?						
Smart Meal	□ America on The Move	🗆 Take ½ To Go	□ 5 A Day			
Which programs do you have an interest in possibly pursuing in the future?						
Smart Meal	□ America on The Move	□ Take ½ To Go	□ 5 A Day			
Owner/Manager	Signature	D	ate			

Small Steps for Healthy Leaps Coordinator Signature

Date