

**What's on the Menu? Federal Policy Implications and
Community Solutions Resulting From National Menu
Labeling Requirements**

August 2, 2016

Advisory Committee on Public Policy Plenary

Menu Labeling

Margo G. Wootan, D.Sc.
Director, Nutrition Policy



CENTER FOR
Science IN THE
Public Interest

*The nonprofit publisher of
Nutrition Action Healthletter*

www.menulabeling.org

HOT & *freshly* TOASTED

Subs From The Oven!

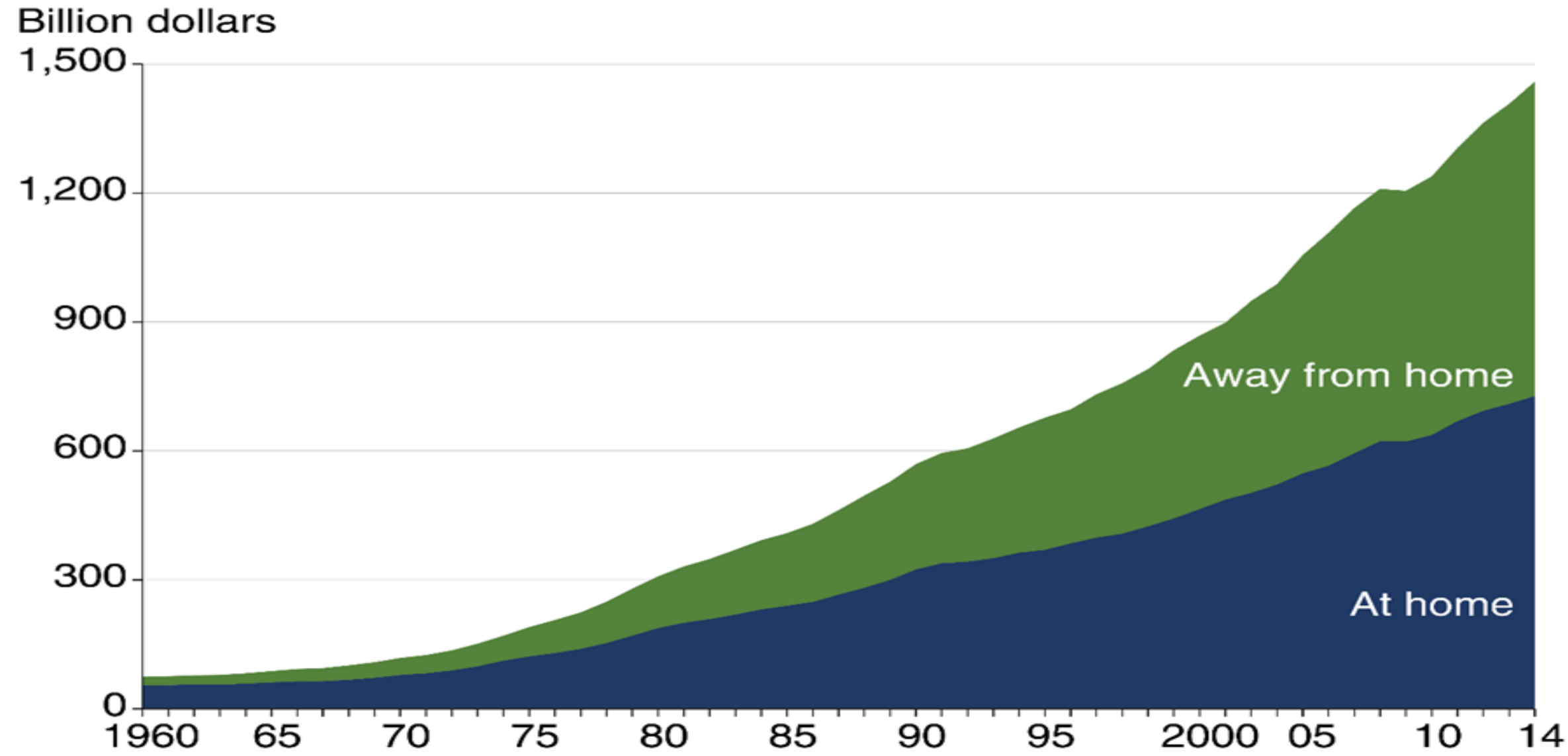
Cal 6" sub/wrap		6" Sub or Wrap
560	Meatball Marinara	2.99
450	Italian B.M.T.®	3.69
480	Spicy Italian	3.29
400	Steak & Cheese	4.29
380	Subway Melt®	3.69
580	Chicken & Bacon Ranch	3.69

Hungrier? Make it a FOOTLONG!

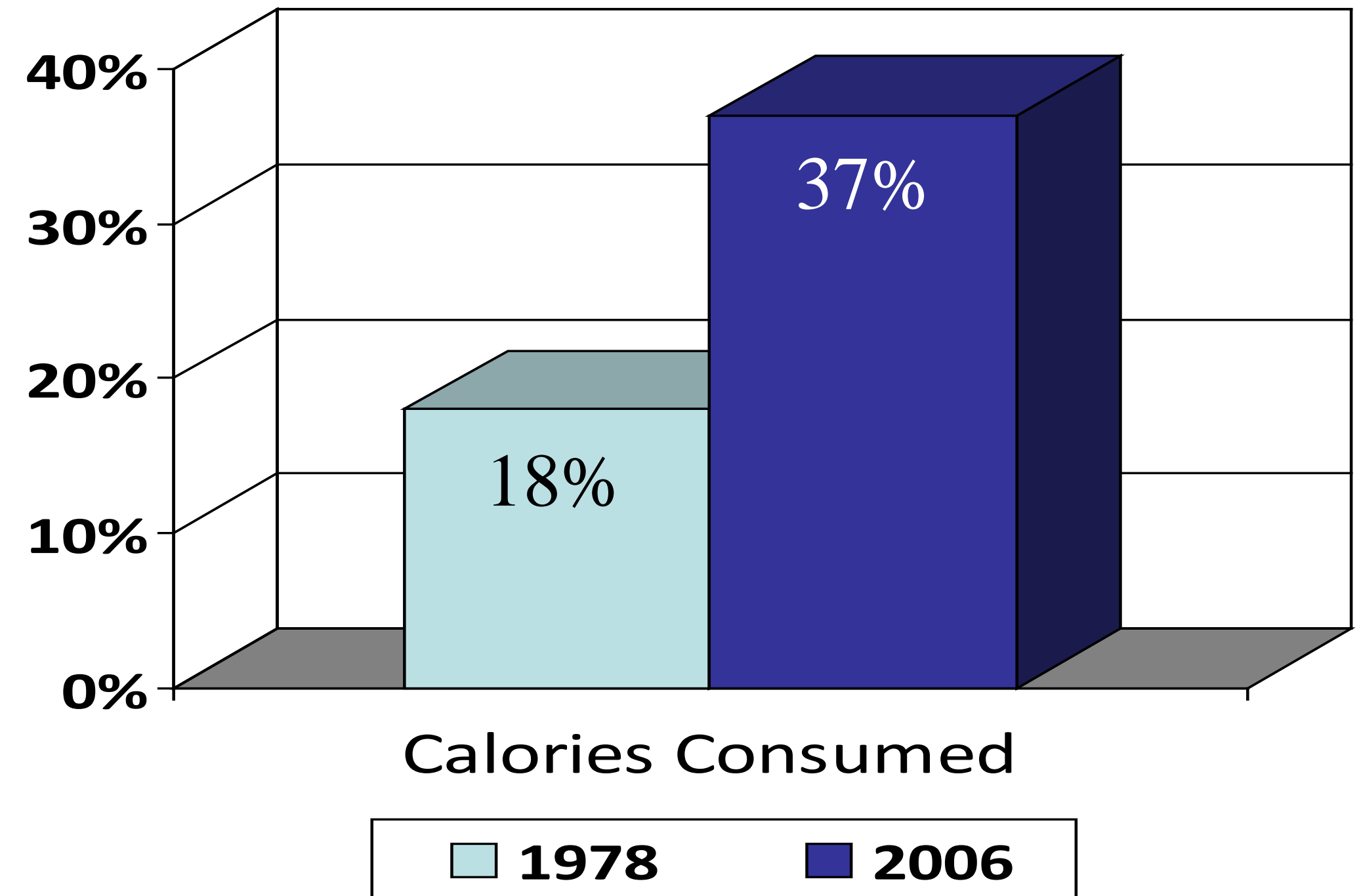
Italian B.M.T.

Away-from-Home Food Consumption Has Doubled

Food-at-home and away-from-home expenditures in the United States, 1960-2014



Source: USDA, Economic Research Service, Food Expenditure Series.



Eating Out: Changing Social Norms



Celebrating

A time to eat sensibly



Eating out linked
to obesity



http://cspinet.org/new/pdf/lit_rev-eating_out_and_obesity.pdf

Average calories per entree: 1,327

American
Mexican
Chinese
Italian
Japanese
Thai
Indian
Greek
Vietnamese

Research

Original Investigation | HEALTH CARE REFORM

The Energy Content of Restaurant Foods Without Stated Calorie Information

Lorien E. Urban, PhD; Alice H. Lichtenstein, DSc; Christine E. Gary, MS; Jamie L. Fierstein, MS; Ashley Equi, BS; Carolyn Kussmaul, BS; Gerard E. Dallal, PhD; Susan B. Roberts, PhD

IMPORTANCE National recommendations for the prevention and treatment of obesity emphasize reducing energy intake through self-monitoring food consumption. However, little information is available on the energy content of foods offered by nonchain restaurants, which account for approximately 50% of restaurant locations in the United States.

OBJECTIVE To measure the energy content of foods from independent and small-chain restaurants that do not provide stated information on energy content.

DESIGN We used bomb calorimetry to determine the dietary energy content of the 42 most frequently purchased meals from the 9 most common restaurant categories. Independent and small-chain restaurants were randomly selected, and 157 individual meals were analyzed.

SETTING Area within 15 miles of downtown Boston.

PARTICIPANTS A random sample of independent and small-chain restaurants.

MAIN OUTCOMES AND MEASURES Dietary energy.

RESULTS All meal categories provided excessive dietary energy. The mean energy content of individual meals was 1327 (95% CI, 1248-1406) kcal, equivalent to 66% of typical daily energy requirements. We found a significant effect of food category on meal energy ($P \leq .05$), and 7.6% of meals provided more than 100% of typical daily energy requirements. Within-meal variability was large (average SD, 271 kcal), and we found no significant effect of restaurant establishment or size. In addition, meal energy content averaged 49% greater than those of

← Editorial page 1283

+ Supplemental content at
jamainternalmed.com

Chipotle

Meals around 1,070 calories

About 50 percent of meals had this many calories or fewer.



Steak burrito

Calories **1,045**

Saturated fat **68%** of daily

Sodium **85%** of daily

Rice, tomatillo green chili salsa, sour cream, guacamole, lettuce



Barbacoa burrito

Calories **1,085**

Saturated fat **78%** of daily

Sodium **109%** of daily

Rice, pinto beans, fajita vegetables, roasted chili corn salsa, cheese, sour cream, lettuce



Chicken burrito

Calories **1,095**

Saturated fat **38%** of daily

Sodium **98%** of daily

Rice, black beans, roasted chili corn salsa, guacamole

Nutritional Quality of Restaurant Foods Vary Widely

Starbucks, grande

Calories

Cappuccino, nonfat

80

White Chocolate Mocha, 2% & whip

470

Iced Skinny Mocha

100

Caramel Light Frappuccino

140

Caramel Frappuccino, whip

400

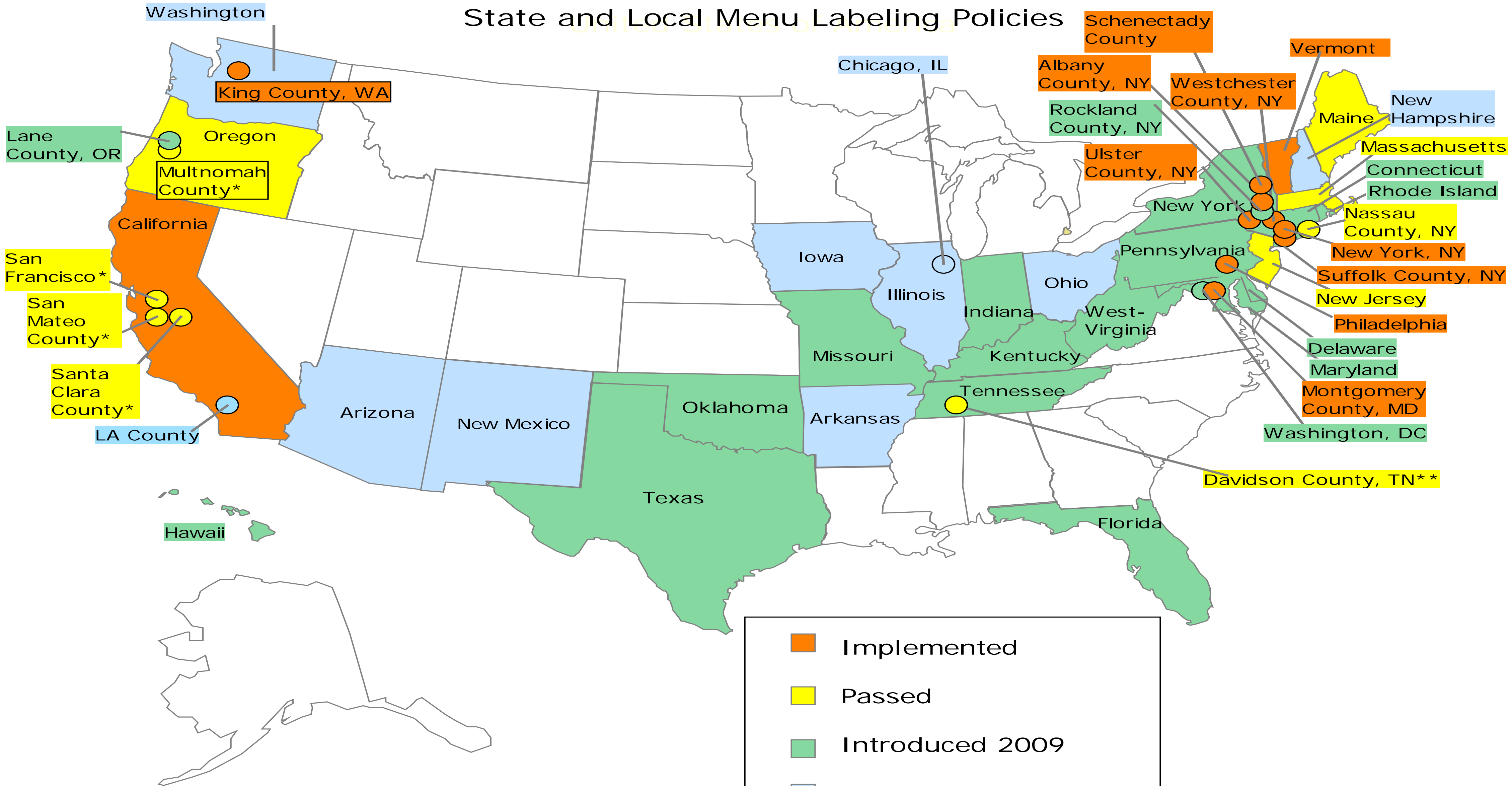


Dietitians' estimates of the calorie content of popular restaurant foods

<u>food item</u>	<u>average calorie estimate</u>	<u>actual calorie content</u>	<u>percent difference</u>
Whole milk (1 c)	155	150	3% over
Lasagna (2 c)	695	960	28% under
Grilled chicken Caesar salad	440	660	33% under with dressing (4)
Porterhouse steak dinner*	1,240	1,860	33% under
Hamburger (10 oz.) and	865	1,550	44% under onion rings (11 rings)
Tuna salad sandwich (11 oz.)	375	720	48% under

*The dinner included a Porterhouse steak (untrimmed, 20 oz. before cooking) with a Caesar salad

State and Local Menu Labeling Policies



* Superceded by state law.
 ** TN Legislature retracted county regulations.

■	Implemented
■	Passed
■	Introduced 2009
■	Introduced 2003-2008

National Menu Labeling

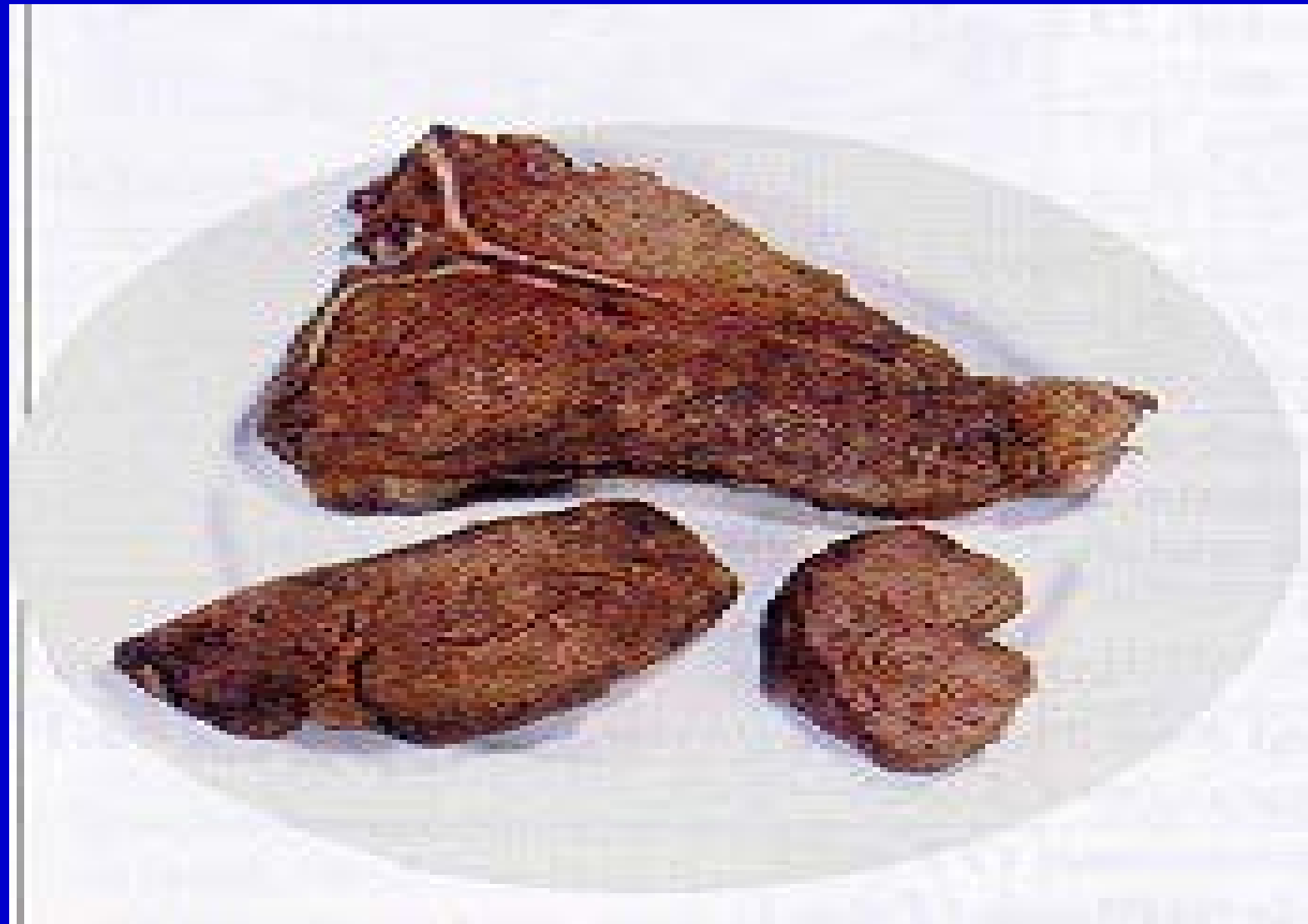
- Only chains; ≥ 20 outlets
- Calories on menus, menu boards, food tags, buffets, vending
- Other nutrition info on brochures, posters, etc.
- Standard menu items - not custom orders, specials
- National uniformity
- Cities and states can require on city/state property, hospitals, smaller chains

	Calories	Price	Calories	Price	
Yogurt Parfait	426	2.99	Fruit Salad	216	2.69
Cosi Break Bar	463	2.19	Orange Juice	137	1.99

Kids Menu					
SANDWICHES SERVED WITH COSI CHIPS OR BABY CARROTS					
Turkey Sandwich	289	4.39	Shirley Temple	240	1.49
Tuna Sandwich	333	4.39	Milk	192	1.69
Cheese Pizza <small>serves two</small>	769	6.59	Chocolate Milk	260	1.99
Pepperoni Pizza <small>serves two</small>	911	7.19	Hot Chocolate	436	2.99
Goosey Grilled Cheese	357	3.69	S'mores <small>for two</small>	751	7.79
Peanut Butter & Jelly	560	3.79			



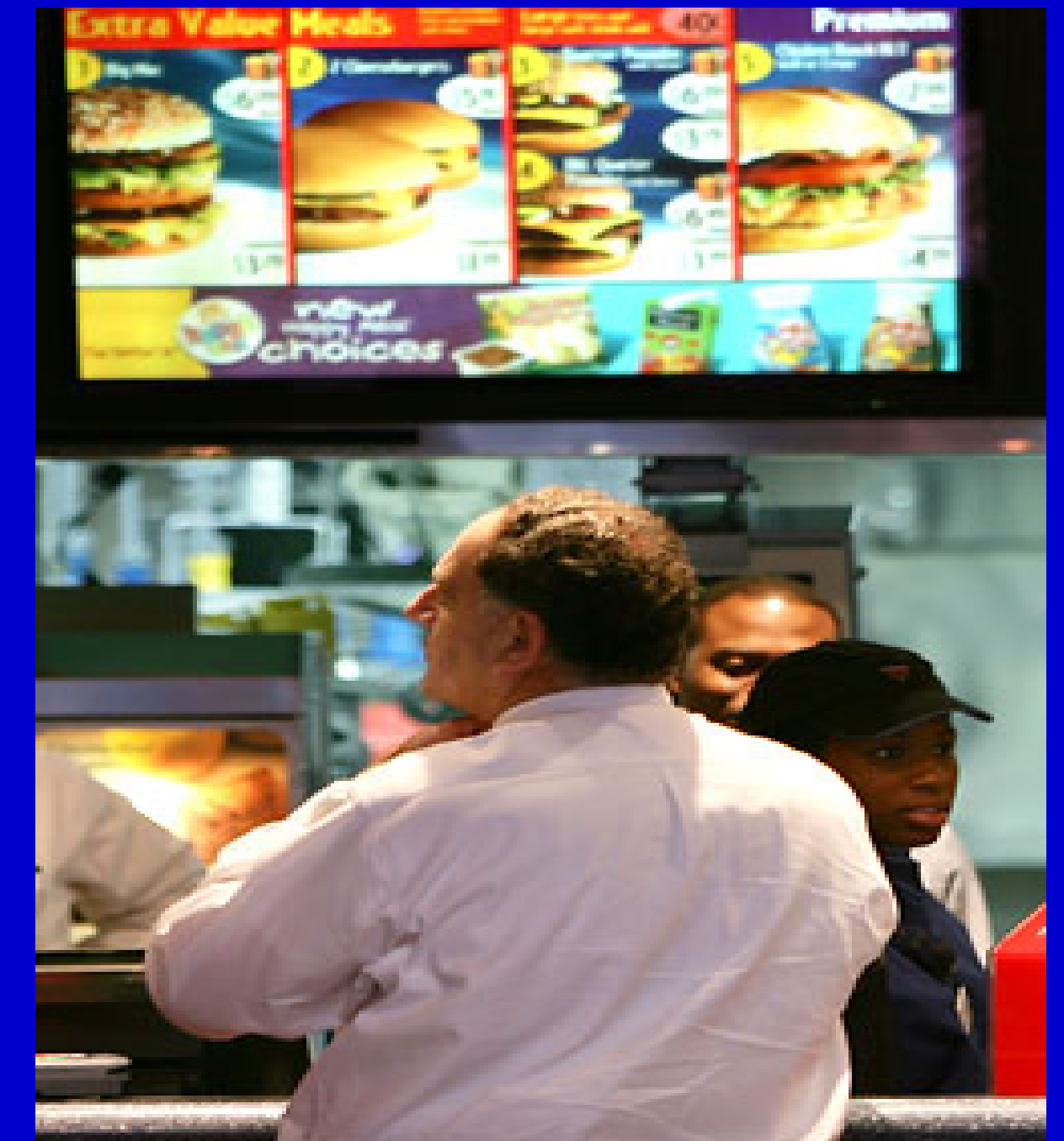
A menu item is a serving



Does menu labeling affect food choices?

Lit review at www.menulabeling.org

- NYC - 15% use menu labeling, reduce fast-food lunch by 100 calories
- Starbucks study:
 - Ave=6% decrease in calories per transaction
 - People buying more calories: 26% decrease
 - Similar change in all chains (est 25% of calories from chains) = 30 calorie/person/day decrease population-wide
 - Obesity due to 100 calorie/day
- Also reformulation



Menu labeling: Reformulation

- Cheesecake Factory's "SkinnyLicious Menu"
- Denny's "Fit Fare"
- Daily Grill's "Healthy Start" and "Simply 600"
- IHOP's "Simple and Fit"



Menu/Vending Labeling Regulations

- April 2011 - proposed regs
- Dec 2014 - final regs
- Dec 1, 2106 - vending labeling implementation
- May 5, 2017 - menu labeling implementation

SIGNATURE SIDES

	REG CAL	LG CAL	
RED BEANS & RICE	230	680	
COLE SLAW	220	570	
CAJUN FRIES	260	770	REG \$2.39
MASHED POTATOES <small>WITH CAJUN GRAVY</small>	110	450	LG \$4.29
GREEN BEANS	40	120	
CAJUN RICE	170	450	
ONION RINGS	280	560	
CORN ON THE COB	190	380	

BISCUITS

(1) \$.89	CAL 260	(6) \$4.99	CAL 1560	(12) \$7.99	CAL 3120
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Supermarkets vs. Restaurants

Law covers all est. that sell restaurant food and restaurant-type food

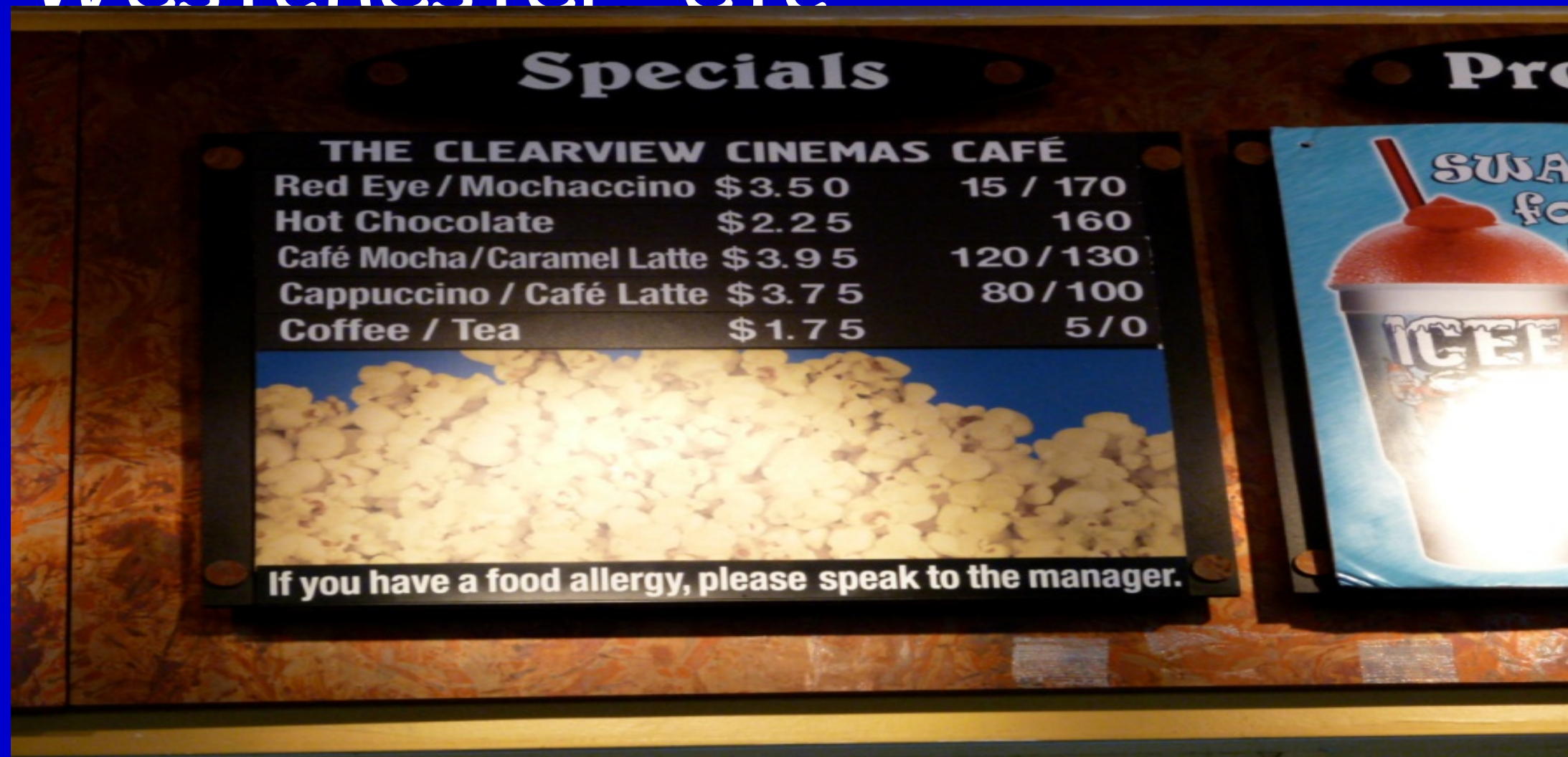
- Bakeries
- Buffets/hot bars
- Salad bars
- Many supermarkets have tables for eating in—some restaurants do not



Supermarket salad bar

Movie Theaters

- Many theaters have full menus
- Sell many foods
- Calorie counts high
 - Movies 4x/yr could cause 2 lb weight gain
- Theaters complying in NYC, CA, Westchester etc



- MUNCHIES -	
MUNCHSKINS CHEESE AND BACON Potato Skins topped with Cheddar Cheese Bacon Bits & Sour Cream.	\$7.95
MUNCHSKINS ITALIAN Potato Skins topped with Mozzarella Cheese, Pizza Sauce and Pepperoni.	\$7.95
O.A.G. WINGS 1 Pound Buffalo Style, with Celery & Blue Cheese Dressing	\$9.75
O.A.G. MOZZARELLA STICKS (7) Battered Mozzarella Sticks with Marinara	\$6.95
NACHOS TACO A large order of Tortilla Chips, Cheese, Chili, Shredded Lettuce and Tomatoes Served w/ Jalapenos & Salsa. Extra cheese add \$0.60	\$7.95
NACHOS DELUXE A large order of Tortilla Chips, Cheese, Jalapenos & Salsa. Served w/ Sour Cream & Guacamole upon request. Extra cheese add .60	\$7.75
BUFFALO CHICKEN TENDERS Crispy Chicken Tenders Smothered in Buffalo Sauce. Served w/ Ranch & Celery.	\$9.95
CHEESE FRIES Signature Seasoned Fries topped w/ Bacon, Cheddar & Mozzarella	\$7.95
BASKET OF FRIES	\$5.25
TORTILLA CHIPS - with Nacho Cheese & Salsa Dip	\$4.99
POPCORN - Popcorn comes already seasoned	\$3.75
WRAPS	
Served w/ our signature-seasoned fries, coleslaw and pickle spear!	
CHICKEN TENDER WRAP Our crisp Chicken Tenders wrapped w/ Lettuce, Tomatoes, Cheddar Cheese & Honey Mustard wrapped in a Southwestern Wrap	\$9.75
BUFFALO TENDER WRAP SPICY!! Crisp Chicken Tenders wrapped w/ lettuce, Cheddar Cheese, Tomatoes, Buffalo Sauce and Ranch Dressing in a Southwestern Wrap	\$9.75
HAM & CHEESE WRAP Fresh sliced Honey Ham & Provolone wrapped w/ Lettuce, Tomatoes & Honey Mustard in a Flour Tortilla	\$8.95
GRILLED CHICKEN CAESAR WRAP Grilled Chicken Breast layered w/ Parmesan Cheese, Crisp Romaine & Caesar Dressing in a Flour Tortilla	\$8.95
BBQ CHICKEN CHEDDAR WRAP Grilled Chicken Wrapped w/ Lettuce, Tomatoes, Onions, Cheddar, BBQ & Ranch dressing in a Southwestern Wrap	\$9.25
MEDITERRANEAN CHICKEN WRAP Grilled Chicken, Romaine Lettuce, Feta Cheese, Black Olives, Onions, Green Peppers & a Balsamic Vinaigrette Wrapped in a Flour Tortilla	\$9.25

Alcohol Labeling in Restaurants



**ULTIMATE
MOJITO**

ULTIMATES

REDISCOVER WHAT MAKES US, WELL, US.

Ultimate Mojito

260 cal/0g sat. fat/0g trans fat/32g carbs/4mg sod.

Shake things up Cuban-style! Bacardi Superior Rum, fresh mint, cane sugar and soda make the Mojito one of our coolest cocktails.

Ultimate Electric Lemonade

370 calories/0g saturated fat/0g trans fat/67g carbs/15mg sod.

Jump start the party with Smirnoff Vodka, sweet & sour and a jolt of blue curacao.

Ultimate Hawaiian Volcano

360 calories/0g saturated fat/0g trans fat/56g carbs/10mg sod.

Tropical juices + Southern Comfort + Disaronno Amaretto + Smirnoff Vodka = an eruption of fun.

Ultimate Mudslide

730 cal/17g saturated fat/0g trans fat/80g carbs/180mg sod.

Get swept into a chocolate-laced avalanche of Kahlua, vodka, Baileys and ice cream.

Ultimate Strawberry Daiquiri

410 calories/0g saturated fat/0g trans fat/69g carbs/15mg sod.

We kick this favorite up a notch with Captain Morgan Original Spiced Rum, strawberry purée and lemon and lime juices.

Vending Machine Labeling



Common Sense Disclosure Act

- HR 2017/S 2217
- Opposed by public health groups
- Inconsistent serving sizes
- Deny customers calorie information
- Weaken enforcement/consumer protection
- Bill passed House, not Senate. President unlikely



Menu labeling education

**BE INFORMED
BE HEALTHY**

Read menu labels and make healthier choices.

1310 cal

740 cal

Public Health
Seattle & King County

www.kingcounty.gov/health/healthyeating

**ESTAR INFORMADO
ES ESTAR SANO**

Compara las calorías y toma decisiones saludables.

1310 cal

740 cal

Public Health
Seattle & King County

www.kingcounty.gov/health/healthyeating



You Have the Right to Know

Menu Labeling

COSI KFC SUBWAY eat fresh. BURGER KING STARBUCKS COFFEE DUNKIN' DONUTS MCDONALD'S

CENTER FOR SCIENCE IN THE PUBLIC INTEREST

[Help Bring Menu Labeling to Your State](#)

[Resources/Background](#)

[Why Menu Labeling?](#)

[State & Local Bills 2007](#)
[2005-2006](#)
[2003-2004](#)
[Model Legislation](#)
[Model Regulations](#)

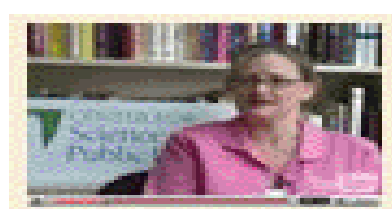
[Join Us](#)

[Circulate Petitions](#)



HOT TOPICS

Video: Dr. Margo Wootan explains how menu labeling informs dining-out choices.



New York Times Blog: Readers comment on calorie labeling

WHAT'S NEW

[Menu Labeling Urged for Montgomery Co, Md., and DC](#)

[In Seattle, Menu Labeling Is "In," Trans Fat is "Out"](#)

[Subway First to List Calories on Menu Boards in Country](#)

More than twenty states, cities and counties are considering legislation and regulations that would require fast food and other chain restaurants to provide calories and other nutrition information on menus and menu boards. Contact us for help implementing a policy in your area: nutritionpolicy@cspinet.org.

Subway added helpful calorie information to its menu boards. See model menus that could be used at Starbucks, McDonald's, Haagen Dazs, Dunkin' Donuts, Auntie Anne's, and Wendy's.



Photo of actual menu board inside a New York City Subway restaurant, 2007.

**cspinet.org/
actnow**



**www.cspinet.org/nutritionpolicy
nutritionpolicy@cspinet.org**



**What's on the Menu:
National Menu Labeling
Impact and Implications**

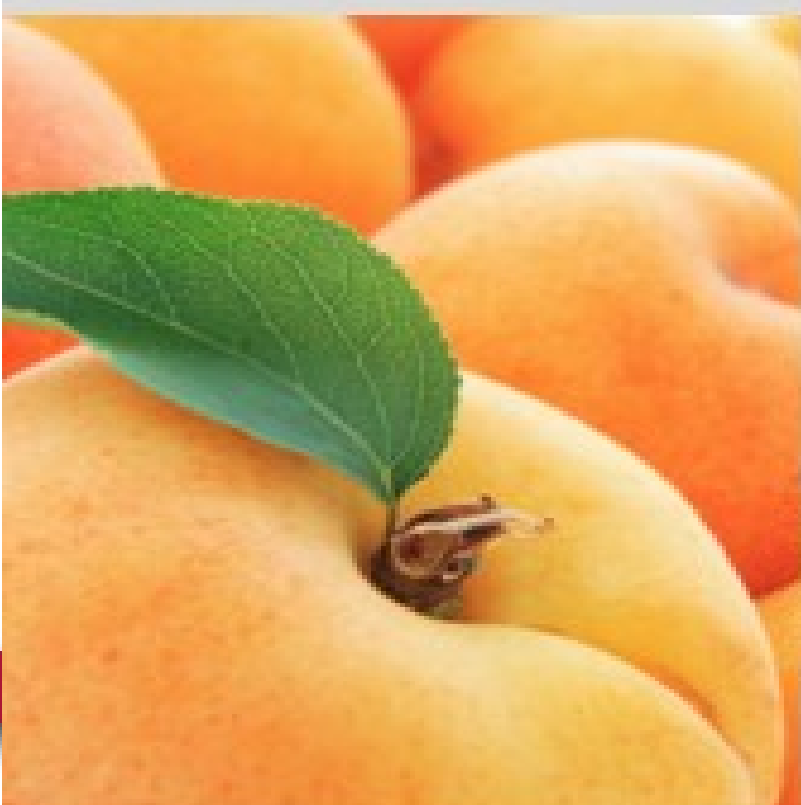
Pamela Smith, RDN

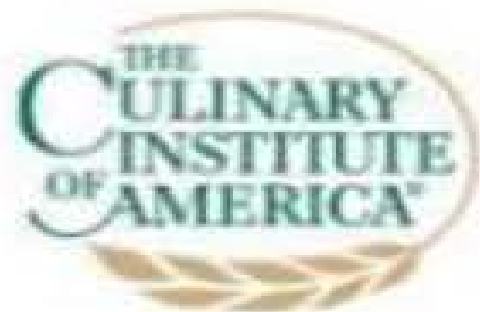
August 2, 2016





Healthy Menus R&D Collaborative
Delicious Solutions for Changing Appetites

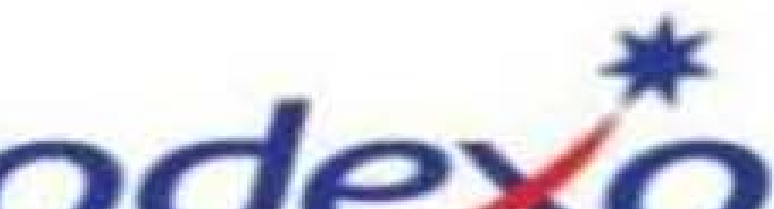




Healthy Menus
R&D Collaborative
Delicious Solutions for Changing Appetites

OPERATOR MEMBER COMPANIES

as of October 1, 2015





Healthy Menu R&D Collaborative

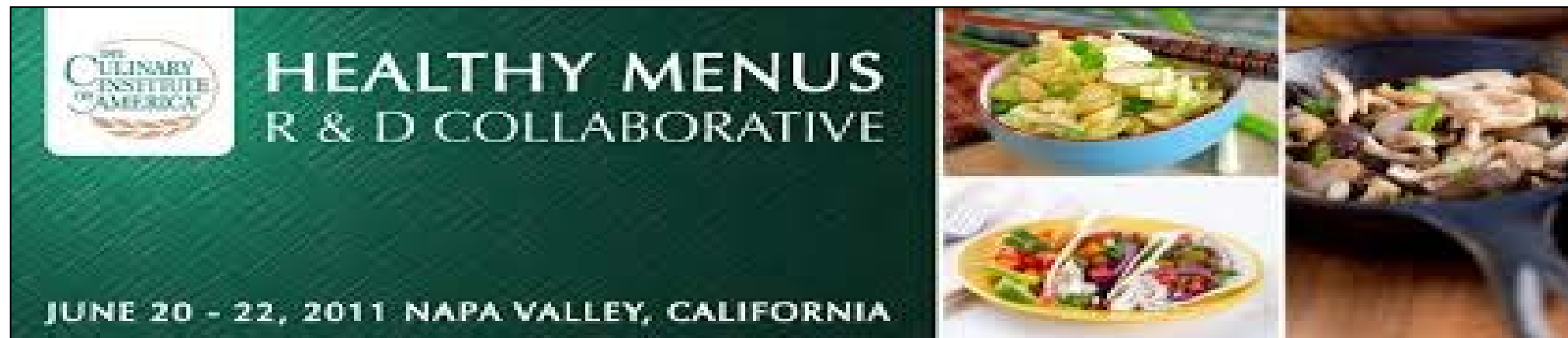
- HMC Members feed 100 million Americans daily
- Small changes in our menus can have HUGE Public Health Impact
- Our Goal: Find practical solutions to expand the availability of menu choices that are delicious and nutritious, meet consumer demand and drive profitability.



Why Does Health Matter on Menus?

- An aging population
- Millennials
- Media & Government attention
- The Obesity Epidemic and Public Policy
- Transparency
- Menu Labeling!

Better-for-You
Menus is the
“New Normal”



Changing Health & Wellness Attitudes



- Top reasons for eating out: enjoyment, convenience and socializing
- 44% of consumers think “Dining = Indulging” -
- need help making better choices
- 36% say they are apt to change what they order with menu labeling -- sometimes. They want choice & variety for their eating mood and occasion – *but some don't like it at all!!*

Healthy Dining Behaviors



1

Health Seekers

30%

"I eat healthy all the time"

"I want to know exactly what I'm eating"

"I like to know you are being exact"



2

Health Schizophrenic

50%

"I know I need to eat better – but I love good tasting food"

"It seems confusing – which diet should I follow?"

"I wish someone would just tell me what I can eat"



3

Health Skeptics

20%

"Healthy food - Yuck!"

"I want a real meal, not rabbit food"

"No little portions – I'm still hungry later"

Most "healthy menus" focus on Health Seekers, not the "Messy Middle" or Skeptics



"I do stay in shape. This is the shape I stay in."

Menu Labeling and Behavior

- Research split on Consumer Response
- 50% of papers indicate menu labeling does not have an impact on immediate purchase behavior, although may impact daily intake of calories, if in context
- Women most impacted



Do Calories Count?

- **Barrier to Behavior Change:**

- **People don't understand calories**
- **Don't understand how many calories they need**
- **Don't know how to balance them through the day**

Calorie Confusion

Studies say that we, on average, underestimate the content of restaurant food by 600 calories. They're right.



How many calories?

One Baskin-Robbins blend of Oreo Cookie 'n Cream ice cream, topped with whipped cream, chocolate drizzle and crushed Oreo cookie pieces.

Total Calories. e.g., 400

submit

Menu Labeling: Industry Experience



- **Some indication of trading behavior resulting in long term purchase choice/menu preference changes and frequency**
- **Large Restaurant Brand Experience:**
 - **Purchase behavior change esp. Incremental sales**
 - **Some change in menu preferences**
 - **Potential trading to another restaurant or change in frequency**

Trading Behavior Research



Calorie Sensitivity and Trading Behavior Research showed that caloric labeling may impact the visit frequency or menu choices (e.g., item trading) of 25% - 33% of it's guests

- **Heavy users are as likely to change decisions due to presence of calories as average guest**
- **Over 1000 calories seemed to be trigger**
- **Trade behavior negatively impacts margins (-3 to -5% range)**
- **Incremental Sales change?**
 - **Sides, Beverages, Desserts**

Industry Response



- Most of QSR, Fast Casual, Casual Dining & Upscale – are trying to make \$ense of Health on the Menu
- Strategies:
 - Filling Gaps
 - Balancing Menu
 - Reducing Liability through re-engineering
 - Cleaning up Label



Implications for Our Menu



- Offer tasty, nutritious options
 - Smart portions
 - Lower in calcs, sat fat, sugars & sodium, yet DELICIOUS!
- Focus on what to put IN instead of what leave out
 - Taste, craveable flavors & nutrient rich ingredients
- Fresh, fun, familiar and flavorful rule!



"Tasting Success"



- Employ a “stealth health” approach to calorie, sodium and fat reduction, and balancing flavors
- Goal: Improve healthfulness with no change or minimal change to the guest’s food experience or choices.
- **You can’t talk about what it doesn’t have – you must highlight what it DOES have.**



Tasting Success: Menu Choices

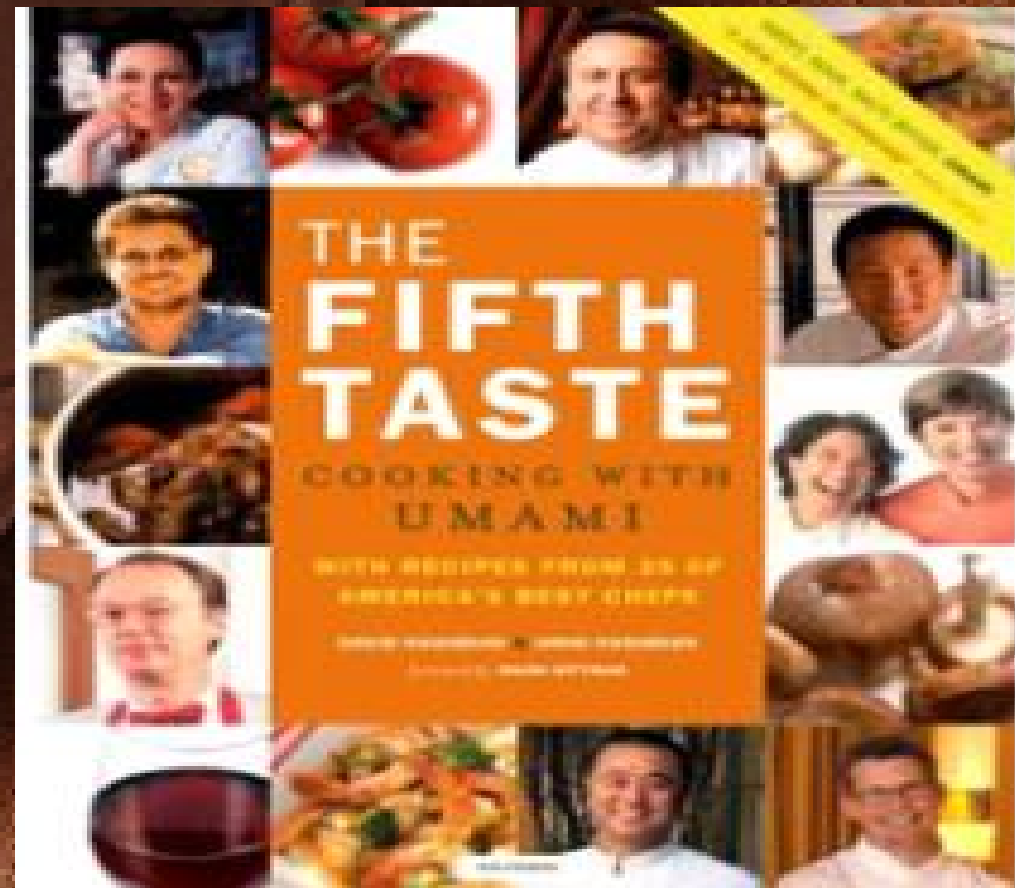


Flavor Toolbox



- **Spice and heat it up**
- **Rub it on**
- **Go for High Acid**
- **Add a Touch of Sweet (& smoke!)**
- **Use Fats (and Frying) Wisely**
- **Coax out Umami –The Trend is to Blend!**





“A 50-50 mixture of two nucleotide compounds can produce eight times as much flavor as either one of the compounds alone!”

Maximizing Cravability

Free Glutamate

Beef
Chicken
Mushrooms
Soy
Tomatoes
Yeast

+

Inosinate

Beef
Sardines
Mackerel
Tuna

+

Guanylate

Mushrooms



Menus that Sizzle



- **What is the Payoff?**
 - Happy guest > business profit
 - Increased traffic
 - Improved guest satisfaction
 - Higher check average
 - Motivated to return
 - Positive publicity





Thank You!

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MENU LABELLING

FROM A RESTAURANT CHAIN PERSPECTIVE



Missy S. Nelson RDN

Sr. Nutrition Strategist Manager, Taco Bell Corp./Yum! Brands

meeting AGENDA

Focus

Transparency

Impact

Timing & Implementation

Research Study



our strategic **FOCUS**

CHOICE



SIMPLIFICATION



TRANSPARENCY



TRANSPARENCY *is one of our core beliefs*

Taco Bell believes in providing customers with the information they need to make informed choices based on their dietary needs, tastes and preferences. In some markets, we already display calories on menu and in all restaurants and all customers can access nutritional information via the in-restaurant nutrition brochure and www.tacobell.com/food/nutrition.

Taco Bell believes in being authentic and transparent about our food.



our approach to **TRANSPARENCY**



Nutrition Information
Available
Upon Request

FRESCO MENU

Enjoy our 7 signature Fresco items, each with only 350 calories or less and all under 10 g

Fresco Bean Burrito	[more info]	350
Fresco Burrito Supreme® - Chicken	[more info]	340
Fresco Burrito Supreme® - Steak	[more info]	340

ONLINE

- Full Nutrition Disclosure
- Allergen Information
- Ingredient Statements
- Nutrition Calculator

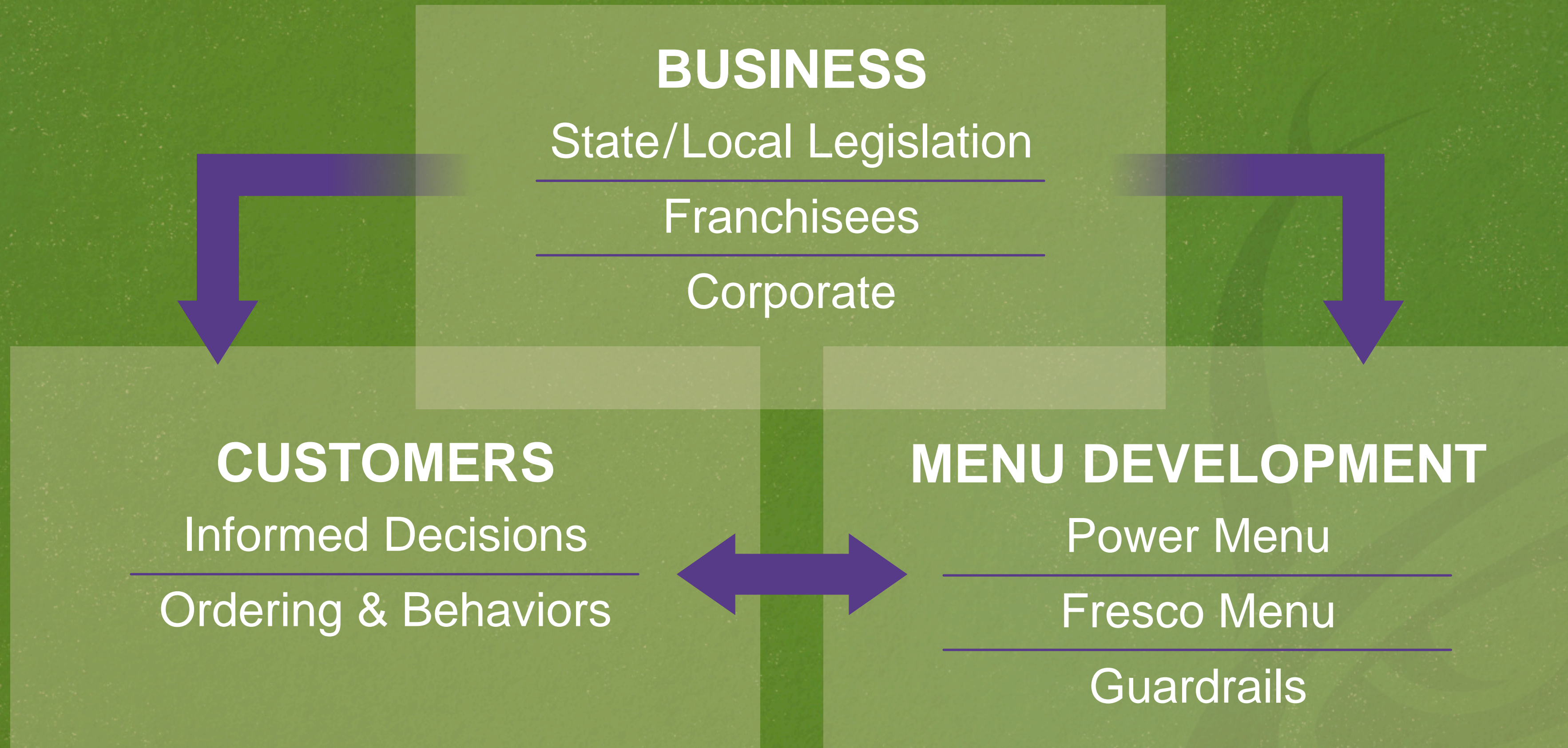
IN-RESTAURANT

- Printed material

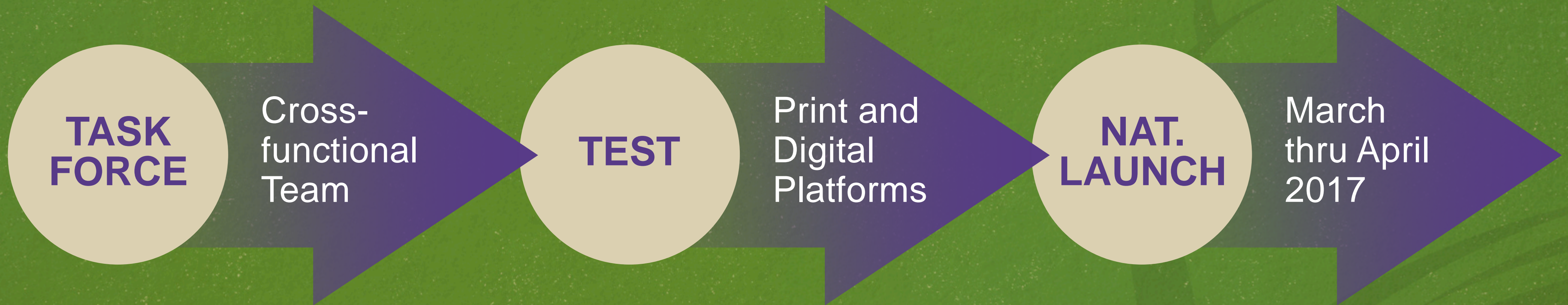


our ability to be transparent impacts our

ENTIRE BUSINESS



we're moving toward **MENU LABELING**



We're also partnering with researchers to understand menu labeling

INFLUENCE

goal

NYU School of Medicine's goal is to examine whether and how the addition of calorie information to menus under the FDA's labeling requirements for chain restaurants influences customer behavior.

objectives

Understand the degree to which consumers shift to healthier menu choices. And, examine whether menu changes attract new customers to chain restaurants.

partnership steps

ADVOCACY

ALIGNMENT

COMMITMENT

RESEARCH

details

- Internal voice

- Executive
- Legal
- IT

- Agreement
- Independence
- Transparency
- Trust

- Data
- Add'l questions
- Additional grants
- 2-4 year process



Thank You!

Contact Information:

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Leveraging Menu Labeling With A Community Campaign

Megan P. Mueller, MPH

Advisory Committee on Public Policy Plenary Session

August 2, 2016

Restaurant Initiative: Formative Research

- Parents are unaware of the recommended calorie content of children's restaurant meals
- Majority of children's menu offerings in restaurants meet calorie recommendations
- Healthy side and beverage substitutions can help meals meet calorie recommendations
- Children order from both the kid and the regular menu
- Insights from focus groups contributed to campaign development

Designing and Evaluating the Campaign

- **Aim 1.** To develop a messaging campaign intervention aiming to decrease calories ordered and consumed among children aged 4-10 years.
- **Aim 2.** To evaluate, using a randomized controlled design, the impact of the messaging campaign on food choices among children.
 - *Orders*
 - *Consumption*
- **Aim 3.** To evaluate the impact of the messaging campaign on QSR revenue.

Moms' Barriers and Motivation for Choosing Healthier Menu Options

Hectic lives

Not the best choice for my child

Eating healthy at fast food = expensive, not satisfying

Very price sensitive

No time to cook

Cooking is more expensive

Want to raise healthy kids

Want kids to learn healthy habits

"My child is a reflection of me"

Fast food = good value, convenient

Feel guilty

Want kids to be their best

"I know I shouldn't"

600 calories not enough for my active child

Way to treat kids

Posted calorie info nice to have, won't change purchase

Want kids to be satisfied

Moms' Barriers for Choosing Healthier Menu Options

Moms live hectic lives

- Fast food is indispensable
- Affordable, convenient/fast

Kids rule

- Fast food is satisfying, a treat, makes kids' happy/not whiny
- Moms believe kids are super active

Moms feel guilty

- Moms know fast food is not healthy, but benefits trump motivation to find healthier meal options

Creative Concept: Mom Power

Moms are the single most influential and important group of people on the planet. That's a pretty amazing thing. But somewhere in between paying the bills, getting kids to basketball practice, helping with homework, they forget just how important they are. So, it's no wonder that when dinner rolls around, making sure their children eat healthy becomes a chore. It's another thing on their never-ending list of things to do. But that's where we'll come in. Let's help them feel good, not guilty, about what they feed their kids. We owe it to moms. Because moms are awesome. And, they should feel that way.


The Community Campaign



YOU'RE THE
mom

Marketing/Media Plan

- Out of home: billboards, bus interiors, murals, utility boxes, pop-up banners
- Radio: live DJ reads
- Digital Ads: Local sites, Facebook
- Social Media: Facebook, Twitter, Instagram
- Microsite: YoureTheMom.org
- Public Relations
- Community Engagement



**YOU WOULDN'T DRESS
THEM IN ADULT CLOTHES.**

**WHY ORDER THEM
ADULT-SIZED MEALS?**

THEY'RE KIDS. ORDER THEIR MEALS FROM THE KIDS' MENU.

YOU'RE THE
mom.org

TRY OUT
#WATERWEDNESDAY

**ORDER YOUR KID WATER
INSTEAD OF SODA.**



Discover how small changes in your kids' eating habits can make a big difference at YoureTheMom.org



Mural



Microsite

YOU'RE THE mom

WHEN IT COMES TO YOUR KID'S HEALTH, SMALL CHANGES MAKE A BIG DIFFERENCE.
Getting kids to eat healthier doesn't have to be hard. Check out these super simple changes you can make in your child's eating habits.

SHARE  

TOMATO TUESDAY
ADD TOMATOES TO YOUR KID'S SANDWICH AND START A HEALTHY HABIT THEY CAN DO EVERYDAY.

THE NEW KID REWARDS PROGRAM
USE THIS CHART TO HELP YOUR KIDS TO EAT HEALTHIER.
[DOWNLOAD PDF](#)

DESSERT CAN BE SWAPPED OUT FOR FRUIT, A SWEET TREAT THAT CAN BE ENJOYED EVERY DAY.

WATER WEDNESDAY
IN YOUR KID'S COMBO MEALS, TRY SWAPPING OUT SODA FOR WATER AND START A HEALTHY HABIT THEY CAN DO EVERYDAY.

A MEAL FOR A CHILD AGES 5-12 SHOULD BE NO MORE THAN 600 CALORIES.

690 CALORIES
Fried Chicken Sandwich

APPLE SLICE SATURDAY
REPLACE YOUR KID'S FRIES WITH APPLE SLICES AND START A HEALTHY HABIT THEY CAN DO EVERYDAY.

1,380 CALORIES
Adult-Sized Meal

DON'T THINK KIDS WILL ACCEPT FRUIT OR VEGGIES INSTEAD OF FRIES? THINK AGAIN... WE ASKED AND THE MAJORITY SAID YES.

MILK MONDAY
CHALLENGE YOUR KIDS TO REPLACE SODA WITH MILK AND START A HEALTHY HABIT THEY CAN DO EVERYDAY.

MOST FAST FOOD RESTAURANTS OFFER HEALTHIER SIDE OPTIONS ON THEIR MENUS

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Media Interest

AfAm Point of View Community News Magazine

Springfield Moms Get a Boost to Steer Kids to Healthy Choices

Springfield, MA – One-third of US kids eat from fast-food restaurants every day. Moms are the greatest influencers of their families' health—but few are immune to the combined pressures of packed schedules and picky kids bombarded with widespread marketing for less-healthy options. *You're the Mom*, a new public health campaign launching June 13, 2016, is making it easier to choose healthier options at fast-food restaurants through new tools and education. The campaign, developed with input from leading childhood obesity experts and local moms, will debut in Springfield before a national rollout in 2017.































Ordering adult-size meal combinations, sugary fountain drinks, and calorie-rich side dishes can lead kids to consume excess calories, fat, and added sugars. But there are ways to avoid these pitfalls. *You're the Mom* equips moms to take small, simple steps for their kids, such as ordering from the children's menu, swapping sugary beverages for milk or water, and choosing fruit or vegetable side dishes.

The campaign is being launched by ChildObesity180 at Tufts University Friedman School with assistance from community organizations including Partners for a Healthier Community, Square One, and Springfield Food Policy Council. The campaign includes a digital resource hub at YoureTheMom.org.

Find the campaign at www.yourethemom.org, on Facebook at www.facebook.com/yourethemommovement, and on Twitter at twitter.com/yourethemom.

KID REWARDS PROGRAM YOU'RE THE MOM

SMALL CHANGES MAKE A BIG DIFFERENCE.
Giving your kids a little extra encouragement can help make healthy food choices fun and easy. For every five healthy items they eat or drink, reward them with a fun activity you can do together, like going to the park or pool or doing an art project. You can hang this on your fridge or keep it in your bag to help you keep track. Don't forget to share photos of your activities with [#YoureTheMom!](https://twitter.com/YoureTheMom)

					PICK AN ACTIVITY
					PICK AN ACTIVITY
					PICK AN ACTIVITY
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					PICK AN ACTIVITY
					PICK AN ACTIVITY

The 413 Mom Local Blog for Moms



21 likes 3d

the413mom So honored to have been invited to the creation of this amazing mural today in #springfieldma @yourethemommovement #momsrock #413 #westernmass #smallchangesbigresults #nutrition #feedthemwell #foodmatters #momlife #momlifeisthebestlife #raisethemup

sheribernal25 Where in Springfield is this?

the413mom @sheribernal25 on the side of Imperial Grocery at 1072 State St. It's beautiful. Must go see!!

momprenneur_on_a_mission ooh... dynamic!

yourethemommovement @the413mom So glad you could be there! Keep an eye out for our second mural coming to 461 Main Street next weekend!

the413mom @yourethemommovement

♥ Add a comment... ...

Evaluation Plan

- Awareness of campaign in market
- Change in attitudes
- Change in behaviors
 - Orders and consumption among kids, orders among parents
- Impact on revenue
- Measurement tools:
 - Surveys
 - In-store receipts
 - Plate waste
 - Revenue

Acknowledgements

- Christina Economos, PhD
- Vanessa Lynskey, MPH
- Erin Hennessy, PhD
- Linda Harellick, DrPH
- ChildObesity180 staff, especially Eleanor Shonkoff, Paula Cerqueira, Emilia Matthews, Adam Garcia and Peter Bakun.

- Victors & Spoils
- Community partners
- Funders: The JPB Foundation, Robert Wood Johnson Foundation

Thank you!

Questions, Comments?