



Solutions Without
Mandates:
The San Antonio
Healthy
Restaurants
Coalition

On the Menu for Today...



- **Identify strategies to build productive relationships between public health and the restaurant industry.**
- **Describe the process of engaging restaurant support in labeling healthy food choices on menus.**
 - **Identify the partners needed to create successful change within restaurants.**

Obesity in San Antonio

- ✓ *Healthy weight is defined as an appropriate weight in relation to height known as body mass index (BMI)*
- 65% of adults in Texas are overweight or obese
- 67% of adults are overweight or obese in Bexar County (as high as 72% in some areas)
- 32% of Texas children are overweight or obese (ages 10-17)
- San Antonio Statistics for 2007
 - Among WIC clients age 0-5, 11% were overweight
 - A random sample of high school students within one district found 19% overweight and 20% obese based on BMI.



**Building productive
relationships with the
restaurant industry.**

The Creation of the Healthy Restaurants Coalition

- The San Antonio Restaurant Association
 - A rocky beginning
 - A second chance
- The San Antonio Dietetic Association
- Local Restaurateurs
- A shared goal of partnership and cooperation
- A pilot project

Different Motivations Public Health vs. Restaurants

- Public Health is interested in reducing obesity by increasing access to healthy foods.
- Restaurants are interested in attracting business, meeting the needs of their patrons, and making money.

Pico de Gallo Pilot Project- The Creation of a *New* Kid's Menu

- Solid partnership with local dietitians in place
- Nutritional analysis of existing kids menu
- Nutritional criteria established –
- New customizable menu format
- Portion size...portion size...portion size
- Server training/Server incentives
- Press Conference with Mayor
- Customer feedback survey

Success!

Do you like the new look of the menu?	97% YES
Do you like the variety of choices?	94% YES
Did you like the portion size?	90% YES
Would you like to see this type of kids menu at other restaurants?	91% YES
Did you select Pequins choice items	64% Yes
Did the Pequins Choice mark help you choose your items	57% YES
Did your child like the food?	95% YES



**Engaging restaurant
support in labeling healthy
food choices on menus.**

Engaging Support

- Success & PR for Pico de Gallo was critical!
- Research other communities efforts
- Listen to the concerns of the restaurants
- Compromise for voluntary participation
- Maintain regular communication with restaurant association
- Advocate & support restaurants moving forward (menu labeling movement)

Model Programs

- TexPlate by TxDSHS

www.dshs.state.tx.us/obesity/nutritionexplate.shtm

- American Heart Association Standard Certification: Specific limits

www.heartcheckmark.org/presenter.jhtml?identifier=4973

- American Diabetes Association: Plate method and carbohydrate limit

www.diabetes.org/food-nutrition-lifestyle/nutrition/meal-planning/create-your-plate.jsp

- American Diabetes Association position statement in Diabetes Care Journal: Specific limits

http://care.diabetesjournals.org/content/31/Supplement_1/S61.full.pdf+html

Model Programs (Continued)

- Smart Meal Seal by Colorado Physical Activity and Nutrition (COPAN) program: Combination of specific limits and proportions

www.smartmealcolorado.com/home/about/guidelines.aspx

- NC Winners Circle Healthy Dining Program by NC Prevention Partners: Combination of specific limits and proportions

www.winnerscirclehealthydining.com/pdfs/WC_Nutrition_Criteria_10.pdf

- Healthy Dining Finder: Specific limits for different sizes of dishes (entrée example shown)

www.healthydiningfinder.com/learnmore/nutrition_criteria.asp

Model Programs (Continued)

- Health Check Program (Canada): Specific limits
www.healthcheck.org/sites/default/files/admin/HealthCheck_Nutrient%20criteria_foodservice_2009.pdf
- CDC Nat'l Fruit & Vegetable Program: Specific limits
www.fruitsandveggiesmatter.gov/health_professionals/program_guidelines.html#products



**Partners needed to create
successful change within
restaurants.**

HRC Partners

- San Antonio Restaurant Association
- Registered Dietitians
- Local Food Writer
- Graphic Designer
- Publisher
- Public Health Staff
- Restaurateurs
- University Health System
- Food Distributors
- WIC Director

Critical Partners



- San Antonio Restaurant Association
- San Antonio Dietetic Association
- Food Distributors (Ben E. Keith & Sysco)



Sustainability

Grants Acquired

- **Healthy Kids Healthy Communities: Robert Wood Johnson Foundation (RWJF)** Primary goal is to implement healthy eating and active living policy and environmental change initiatives that can support healthier communities for children and families across the U.S
- **2009 American Recovery & Reinvestment Act (ARRA)** Primary goals to increase physical activity, improve nutrition, improve the built environment, social marketing, partnership coordination, planning and evaluation.
- **DSHS Obesity Prevention Project** Primary goals include implement policy and environmental changes on at least one of the CDC recommended strategies for obesity prevention. (Increase availability of healthier food and beverage choices in public service venues, improve availability of mechanisms for purchasing foods from farms, institute smaller portion size options in public service venues.



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Questions or Comments