

Goal: *Increase and identify healthier food and beverage options in restaurants and bars.*
Increasing access to healthier food and beverages at restaurants and bars is an important component of creating an environment that encourages, supports and maintains healthy eating habits.

Why Healthy Restaurants?

Studies show that offering new healthier products in concessions can yield higher profit margins and attract new customers!

diabetes and certain cancers.

- Today Americans spend half of their food budgets on restaurant food.
- Eating away from the home is linked to obesity and other related conditions.
- In some places, restaurants may be the only source of affordable food.
- 95,155 (34.7%) of adults are overweight and 79,980 (29.2%) of adults are obese in Marion County.¹
- The top ten leading causes of death in Marion County include heart disease, cancer and diabetes. Obesity increases the risk for many chronic disease including heart disease,

Healthy 4P's:

Healthy Products- such as low calorie beverages, reduced fat snacks, and smaller portions

Healthy Pricing- BOGO healthy food choices

Healthy Promotions- Market the healthier choices with signage, POS prompts, offer samples

Healthy Placement- make healthy food and beverages more visible

Steps to a Healthier Restaurant

1. Prepare a lists of recipes for all meals you offer
2. Measure Up Marion staff will assess current menu items to identify healthy options currently offered. Register dietitian or nutrition specialist will you to suggest recommendations to menu items
3. Measure Up Marion will provide you will signage and brochures to market the new "makeover" to the menu choices
4. Measure Up Marion will schedule a time to provide training in identification of healthy food and beverages and healthier cooking practices.
5. Measure Up Marion will promote healthier restaurants through radio, print, Measure up Marion website, social media, etc.
6. Measure Up Marion will monitor and support the project
7. Measure Up Marion will educate public on benefits of healthy eating and promote names of business that implement healthy restaurant practices.

¹ Florida Department of Health, Florida BRFSS 2013

FAQs

What is the healthy food and beverage project?

Through the Center for Disease Control and Prevention's (CDC) Partners in Community Health (PICH) award, Marion County was selected to increase the number of people with improved access to environments with healthy food and beverage options. Increasing access to healthy food and beverages is an important strategy to decrease obesity and related chronic diseases according to the CDC's Recommended Community Strategies and Measurements to Prevent Obesity in the United States report (2009) and the Community Guide.

What does this project do for my restaurant?

Measure Up Marion will provide marketing, technical and educational assistance for participating restaurants. Working with each restaurant, Measure Up Marion will develop an individualized project plan to help stock, market, and sell healthy meals and beverages.

What kind of food and beverages will be promoted?

Some examples include lower calorie meals and side dishes, limited sodium and saturated fat intake, higher consumption of whole grain and fresh fruits and vegetables, and zero or low calorie beverages. Measure Up Marion will provide assistance in identifying healthy food items that are both marketable and cost effective.

How can my restaurant become a participant?

If you are interested or want to learn more, Contact Brianna Liles at: 352.438.5996 or Brianna@mcchildrensalliance.org

