Los Angeles County Department of Public Health

CHOOSE HEALTH LA!

RESTAURANTS

Alexis Lantz, CTG Project Coordinator
Healthy Eating Webinar –
CTG Successes and Lessons Learned
Feb 19th, 2015
Building on Prior Efforts
Building on Prior Efforts

- Federal Menu Labeling Law
Program Planning:

In 1960, over a quarter of the money spent on food in the United States was on food eaten away from home. By 2011, the money spent on food eaten away from home in the United States jumped to nearly half.

Source: CDC
Program Planning:

1950s

NOW

Source: CDC
Program Planning:

Children’s Meals in Restaurants

A recent report found:

• 97% of meals combinations available to children in restaurants FAIL to meet minimum nutrition standards

• 91% did not meet industry standards
Program Planning:

*Consumers WANT MORE OPTIONS*

7 in 10
consumers are more likely to visit a restaurant that offers healthier menu options.

3 in 4
Americans are making an effort to consume smaller portions.
Program Timeline

• **2011** – Research initiated

• **Summer 2013** – launch with restaurant owners
  – Focus on business outreach
    o Letter sent
    o Restaurant convention

• **Fall 2013** – public launch
  – Public education campaign

• Ongoing recruitment and promotional efforts
Program Planning: Formative Research

- Key Informant Interviews
- Literature Reviews
- Surveys
- Other Jurisdictions
- Restaurants

Community Groups
Consumers
Developing Program Criteria

- Flexible: One size does not fit all
- Culturally Sensitive: Large, diverse population
- Broad Participation: Lower barriers
- Menu Changes: Meaningful impact
- Menu Integration: More options for consumers
Program Overview

• Offer customers smaller portion size options; these are in addition to the existing menu items

• Offer healthier children’s meals that include fruits and vegetables, healthy beverages, and non-fried foods

• Provide customers water
Public Education/Promotion
Public Launch

LA County teams up with restaurants to make LA healthy

Thursday, September 12, 2013

Healthy Restaurants Partnership

Lori Corbin

LOS ANGELES (KABC) -- There’s a new effort to get people to eat less and healthier when they eat out.

Teaming up with area restaurants and a grant from First 5 LA, the Los Angeles County Department of Public Health is cooking up a new campaign called Choose Health LA to help fight fat.

“This is just the launch. This is just the beginning,” said Dr. Jonathan E. Fielding.
Online Platform

Current Participating Restaurants

The following restaurants display the Choose Health LA Restaurant window decal because they offer smaller portion size options and healthier children’s meals. Watch for more Choose Health LA Restaurants coming soon.

Barney’s Beanery - 5 Locations - [map]
Buon Gusto Ristorante & Bar - [map]
Deano’s Gourmet Pizza - [map]
Dr. J’s Vibrant Café - [map]
Froots - [map]
Grassroots Natural Market & Kitchen - [map]
Lido di Manhattan Ristorante & Bar - [map]
Locali Conscious Convenience - [map]
Localita & The Badasserie - [map]
Mama’s International Tamales - [map]
My Fit Foods - [map]
Perry’s at the Beach - 4 Locations - [map]
Poquito Mas - 10 Locations - [map]
Roman’s Pizza - [map]
Subway - 640 locations - [map]
Examples from Participating Restaurants

Portion Size

Children’s Meals
Challenges & Lessons Learned

- Novelty of program approach
- Confusion around nutrition concepts
- Maximizing existing resources
- Need to take time to listen
- Program sustainability
Additional Information & Resources

LA County DPH, Choose Health LA Website:
www.choosehealthla.com/eat-healthy/restaurants/

Program Highlights Brief:


Research

• Restaurant Owners’ Perspectives on a Voluntary Program to Recognize Restaurants for Offering Reduced-Size Portions, Los Angeles County, 2012

• [http://www.cdc.gov/pcd/issues/2014/13_0310.htm](http://www.cdc.gov/pcd/issues/2014/13_0310.htm)
Thank you!

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