



PSE RESOURCE GUIDE

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Restaurants and Neighborhood Vendors

- General Resources
- Assessment Instruments
- Evaluation Tools
- Sample Policies

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This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

PSE: Restaurants and Neighborhood Vendors

- Major PSE for this channel
 - *The overall *Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³)* scores for the food environment are improved in low-income neighborhoods. Work with neighborhood vendors and restaurants to improve menu selections and marketing of healthier items.

Menu of PSE options	For More Information (Links to Resources & Examples)
<p style="text-align: center;">ASSESSMENT INSTRUMENTS</p>	<p>CX3 fast food marketing survey and scorecard – <i>This assessment tool is a field survey that evaluates the exterior, interior, and child-oriented marketing practices within a given fast food venue; it is part of the CX3 environmental tool suite; website includes instructions, survey protocol (Eng/Sp), survey instrument (Eng/Sp), and a PowerPoint training presentation</i> http://www.cdph.ca.gov/programs/cpns/Pages/CX3_T2_FF_MktEnvironSurvey.aspx</p> <p>Healthy Restaurant Bloomington 32-Item Criteria – <i>This webpage is a program description and list of the 32 criteria (each worth 1 point); categories include promotes activity, healthy food/portions, community support, family friendly, and employer/employee wellness</i> http://www.activelivingcoalition.org/healthy-restaurant-bloomington</p> <p>Nutrition Environment Measures in Restaurants (NEMS-R) Measurement Forms – <i>This resource is a food-oriented assessment tool for general restaurant assessment - survey instrument, protocol, explanation of the items in the survey; cited article describes development</i> http://www.med.upenn.edu/nems/docs/NEMS_R_Detailed.pdf (See also <i>Healthy Children’s Menu</i> section below) Saelens, B.E., Glanz, K., Sallis J.F., Frank L.D. (2007) Nutrition Environment Measures Study in Restaurants (NEMS-R): Development and evaluation. <i>American Journal of Preventive Medicine</i>, 32(4): 273-281.* http://www.med.upenn.edu/nems/docs/NEMS-R_AJPM.pdf</p>
<p style="text-align: center;">GENERAL RESOURCES</p>	<p>Creating Successful Healthy Restaurant Policies: Understanding the Laws Regulating Restaurants – <i>This publication gives a brief description of the federal, state, and types of local laws that regulate restaurants. It also provides examples of policies that communities may adopt, and suggests recommendations for drafting policies that comply with the regulatory framework.</i> http://changelabsolutions.org/sites/default/files/documents/Creating-Successful-Healthy-Restaurant-Policies_FINAL_20120424.pdf</p>

	<p>Action Strategies for Healthy Communities: Restaurants pp. 90-94 – <i>This toolkit contains chapters on a number of topics with weblinks to further resources</i> http://www.leadershipforhealthycommunities.org/index.php/action-strategies-toolkitmenu-122/restaurant-menus-a-choices-toolkitmenu-136?task=view#size</p> <p>Regulating Food Retail for Obesity Prevention: How Far Can Cities Go? <i>This is an article in the Journal of Law, Medicine, and Ethics that seeks to explain the legal authority of cities and counties to enact food-related retail policies.</i> http://aslme.org/media/downloadable/files/links/2/0/20.Diller.pdf</p>
<p>*The overall CX3 scores for the food environment are improved in low-income neighborhoods. Work with neighborhood vendors and restaurants to improve menu selections and marketing of healthier items.</p>	<p>Creating Successful Healthy Restaurant Policies: Understanding the Laws Regulating Restaurants – <i>See above</i> http://changelabsolutions.org/sites/default/files/documents/Creating-Successful-Healthy-Restaurant-Policies_FINAL_20120424.pdf</p>
<p>Zoning ordinances to limit density in low-income neighborhood or proximity of fast food outlets to schools</p>	<p>The city planner’s guide to the obesity epidemic: zoning and fast food. <i>Brief guide that examines how zoning laws can encourage the availability of nutritious food and limit the proliferation of food that can be harmful. Asks and attempts to answer the following key questions: What is the supporting scientific evidence for zoning laws that address fast food outlets?; Have such zoning laws been enacted by municipalities and what are the bases of such laws?; Have the courts upheld zoning laws that address fast food outlets?</i> http://www.publichealthlaw.net/Zoning%20City%20Planners%20Guide.pdf</p> <p>The Use of Zoning to Restrict Fast Food Outlets: A Potential Strategy to Combat Obesity <i>These issues from the brief guide above are addressed in more detail; authors encourage planners and others to use the content of this monograph to supplement the Guide. This monograph also discusses zoning and its traditional focus on protecting the public’s health. Suggests that zoning law has the potential to be an effective tool for addressing obesity as a public health problem.</i> http://www.publichealthlaw.net/Zoning%20Fast%20Food%20Outlets.pdf</p>

	<p>Fact Sheet: Creating a Healthy Food Zone Around Schools <i>This fact sheet answers common questions about National Policy and Legal Analysis Network’s (NPLAN) Model Healthy Food Zone Ordinance, which was developed to help communities limit children’s access to the kinds of foods most likely to contribute to childhood obesity.</i> http://changelabsolutions.org/publications/healthy-food-zone</p> <p>Change Lab Solutions Healthy Food Zone Model Ordinance <i>Discussion around obesity, fast food and zoning ordinances and a model zoning ordinance that creates a healthy food zone around schools by regulating the location of fast food restaurants. Associated with fact sheet above.</i> http://changelabsolutions.org/publications/model-ord-healthy-food-zone</p> <p>CDC-Zoning to Encourage Healthy Eating <i>Links to model law and policy related to zoning and obesity. Links to local zoning ordinances as examples.</i> http://www.cdc.gov/php/winnable/zoning_obesity.html</p>
<p>Restaurants make healthy choices the easy choices for customers; Restaurant participates in a healthy dining program</p>	<p>Intervention - Campaign to Make the Healthy Choice the Easy Choice <i>Describes the two phases of the campaign: Healthy Restaurant Bloomington: restaurants were individually assessed on their environmental and community efforts to support health and wellness; and Smart Meal: assessment of nutritional content and designation of menu items as smart meals.</i> http://www.activelivingcoalition.org/healthy-restaurant-bloomington</p> <p>Intervention - Smart Meal™ Seal <i>The Smart Meal™ Seal program is a practice-tested intervention designed to encourage the availability of healthier menu options in restaurants, and the selection of healthier options by restaurant customers with a goal of improving the eating habits of individuals who frequently dine out. The Smart Meal™ Seal program uses point-of-purchase labeling combined with outreach and education to market/promote healthier food options. This link is to the Center-TRT assessment of the program.</i> http://centertrt.org/?p=intervention&id=1100</p> <p>Sonoma County’s Smart Meal Program— <i>Includes nutrition criteria for adult and children’s meals.</i> http://igrowsonoma.org/locate</p> <p>Restaurant participation in a healthy dining program – <i>Website that identifies menu choices at a variety of restaurants within a selected geographic area that meet established nutrition standards for two or more of the following: fruits and/or vegetables, whole grains, lean protein, and lower fat dairy.</i> www.HealthyDiningFinder.com</p>
<p>Restaurants participate in a program to offer</p>	<p>Krukowski, R.A., Eddings, K., Smith West, D. (2011) The Children’s Menu Assessment: Development, Evaluation, and Relevance of a Tool for Evaluating Children’s Menus. Journal of the American Dietetic Association,</p>

<p>healthy children's meals</p>	<p>111: 884-888. J Am Diet Assoc. 2011 Jun;111(6):884-8. doi: 10.1016/j.jada.2011.03.018. (Instrument is in the article) <i>Journal article that contains menu assessment instrument.</i></p> <p>Center for Science in the Public Interest (CSPI), Kids Meals: Obesity on the Menu. <i>In this report, CSPI examines children's menus at a number of restaurants to determine their nutritional value and their impact on health.</i> http://cspinet.org/new/pdf/kidsmeals-report.pdf</p> <p>Kids Meals II: Obesity and Poor Nutrition on the Menu <i>Summary of CSPI report with link to full report.</i> http://cspinet.org/new/201303281.html</p> <p>Children's Menu Default Data <i>Describes evidence supporting making the healthier option the default option (e.g., sides in children's meals)</i> http://cspinet.org/new/pdf/fact_sheet_defaults.pdf</p> <p>A Review of Food Marketing to Children and Adolescents (FTC) <i>Follow-up report to the Federal Trade Commission's 2008 report: "Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-Regulation." Includes a nutritional analysis of foods marketed to youth, examines whether and to what extent the nutritional quality of foods marketed to children and teens has improved with the advent of self-regulatory initiatives and examines the progress industry has made in marketing food responsibly to children and shifting the emphasis of that marketing to more nutritious choices</i> http://www.ftc.gov/os/2012/12/121221foodmarketingreport.pdf</p> <p>National Restaurant Association Kids LiveWell Program <i>Website for The National Restaurant Association's Kids LiveWell program, a collaboration with Healthy Dining to help parents and children select healthful menu options when dining out. Restaurants that participate in the voluntary program commit to offering healthful meal items for children, with a particular focus on increasing consumption of fruit and vegetables, lean protein, whole grains and low-fat dairy, and limiting unhealthy fats, sugars and sodium.</i> http://www.restaurant.org/Industry-Impact/Food-Healthy-Living/Focus-on-kids</p>
<p>Ordinance allows toys only with healthy kids meal</p>	<p>Santa Clara toy ban and follow-up <i>Newspaper articles: Santa Clara County supervisors on Tuesday approved the nation's first ordinance that would prevent restaurants from using toys to lure kids to meals high in fat, sugar and calories.</i> http://www.mercurynews.com/ci_14968786 http://www.mercurynews.com/bay-area-news/ci_19496816</p>

	<p>San Francisco toy ban and follow-up <i>Newspaper articles describing legislation that bars chain restaurants from giving out free toys in Happy Meals and other menu items intended for children that don't meet strict nutritional standards. In addition to lower fat, salt and sugar content, the law also requires servings of both fruits and vegetables.</i> http://www.sfgate.com/health/article/SF-Fast-food-toy-ban-gets-supervisors-first-OK-3167850.php http://blog.sfgate.com/cityinsider/2010/11/23/happy-meals-toy-ban-survives-mayoral-veto/ http://blog.sfgate.com/cityinsider/2011/11/30/burger-king-have-it-your-way-for-an-extra-dime/</p> <p>Creating Healthier Toy Giveaway Meals (Fact Sheet, Model Ordinance) <i>Links to healthier toy giveaway fact sheet, a model ordinance for healthier toy giveaway meals, and McDonald's new Happy Meal nutrition standards toy giveaway.</i> http://changelabsolutions.org/publications/healthier-toy-giveaway-meals</p>
<p>Qualifying restaurants offer pricing strategies that encourage healthier choices; offer smaller portions at a reduced cost; Other financial incentives are used to promote development of healthy away-from-home dining</p>	<p>The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food <i>A review of 160 studies to estimate the effects of price changes on consumer demand for major commodity foods included in the Dietary Guidelines for Americans food categories. The goal was to provide a comprehensive summary of research on food demand and consumption behavior in the United States over the past 7 decades, with particular attention to differences in price effects across income levels.</i> http://www.yaleruddcenter.org/resources/upload/docs/what/economics/FoodPricesElasticity_AJPH_2.10.pdf</p> <p>Pricing Effects on Food Choices <i>Journal of Nutrition articles describing two studies that demonstrate that price reductions are an effective strategy to increase the purchase of more healthful foods in community-based settings such as work sites and schools.</i> http://jn.nutrition.org/content/133/3/841S.full</p>
<p>Restaurants participate in local sourcing systems, promote seasonal choices</p>	<p>CDC Farm to Table <i>Communities Putting Prevention to Work resources; links to 15 resources related to farm to table; includes assessments tools, model policies, examples of implementation.</i> http://www.cdc.gov/CommunitiesPuttingPreventiontoWork/resources/nutrition.htm#farm_to_table</p> <p>Health in All Policies Task Force Implementation Plan: Farm to Fork Implementation Plan for Recommendation I.E1., Encourage and expand the availability of affordable and locally grown produce through "farm-to-fork" policies and programs. Includes goals, objectives and work plan. January, 2012 http://sgc.ca.gov/meetings/20120124/hiap-farm-to-fork.pdf</p>

	<p><i>This document provides highlights of steps taken by Health in All Policies Task Force members to support actions listed in the HiAP implementation plans. September 2012.</i> http://sgc.ca.gov/meetings/20120905/sept2012-hiapupdate.pdf</p> <p>Harvest of the Month resources <i>Link to website containing description and resources for Harvest of the Month, Network for a Healthy California</i> http://www.harvestofthemonth.cdph.ca.gov/</p> <p>California Farm to School <i>Online home of California Farm to School. Use this site to learn more about farm to school, find schools and farmers in your area to connect with, and make farm to school a reality in your area.</i> http://www.cafarmtoschool.org/</p>
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