Overview

- Restaurant strategy overview
  - What is a restaurant strategy?
  - Example of a restaurant strategy
  - Benefits
  - Challenges
- Working with Restaurants
  - Cultivating Buy-in
  - Building the case
  - Sustain the relationship
- 3Rs to support Restaurants
- REACH FAR Restaurant Strategies List
  - Evaluation
  - Timeline
- Case Study of a Restaurant Initiative – Operation Samahan
## What is a restaurant strategy?

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Types of interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>POP</td>
<td>Point-of-purchase</td>
<td>Materials that highlight healthy choices based on nutrition criteria (e.g. menu, menu board, sign).</td>
</tr>
<tr>
<td>Promotion</td>
<td>Promotion &amp; Communication</td>
<td>The use of banners, table tents, or advertising in print or other media to promote healthy choices.</td>
</tr>
<tr>
<td>Availability</td>
<td>Increased availability of healthy choices</td>
<td>Restaurants add healthy choices to the menu or modify dishes to make them healthier.</td>
</tr>
<tr>
<td>Pricing</td>
<td>Reduced prices &amp; coupons</td>
<td>Restaurants offer special discounts or coupons to encourage healthy food purchases.</td>
</tr>
<tr>
<td>Catering</td>
<td>Catering policies</td>
<td>Requires healthy choices to be offered at catered events.</td>
</tr>
<tr>
<td>Access</td>
<td>Increased access</td>
<td>Healthy choices are made easier to locate or bring options to the public via food wagons</td>
</tr>
</tbody>
</table>
Restaurant Strategy example:
Food Fit Philly – The Philadelphia Healthy Chinese Take-Out Initiative, Less Salt, Healthier Eating

A) Decreased the amount of sauce in dishes by $\frac{1}{2}$
B) Using low sodium ingredients
C) Using fresh vs. canned produce
D) Using non-salt ingredients to add flavor
E) Not using table salt while cooking
F) Distributing fewer soy sauce packets
G) Using the standardized measuring tool

*Conducted cooking training workshops using the tool in the kitchen
Benefits of Restaurant Initiatives

Individual/Customer
- Portion Control
- Diet-adherence
- New menu options
- Ability to dine/socialize with healthy options

Restaurant/Business Owner
- Generate profit
- Menu diversity
- Tap into new customer base
- Customers appreciation

Community
- Community level health outcomes
- Food destinations
- Neighborhood Attractiveness
Challenges of Restaurant Initiatives

- **Individual/Customer**
  - Individual choice
  - Receptiveness to program interventions is subjective
  - Buy-in required
  - Resource allocation
  - Adaptations to menu are time consuming/labor intensive
  - Training/staff involvement required

- **Community**
  - Dependent on marketing efforts of program
  - May be unaware of program or healthier choices

- **Restaurant/Business Owner**
  - Individual choice
  - Receptiveness to program interventions is subjective
Working with restaurants:
Key take-aways from All Partners Meeting

- Buy-In
- Build the case
- Sustain the relationship
Cultivating Buy-in

*The REACH FAR program staff will continue to work on creating the restaurant kit & decals/products like below

**REACH FAR RESTAURANT TOOLKIT:**

- **A)** Restaurant information guide:
  - Introduce REACH FAR overall
  - Describe Restaurant Strategies
  - Q&A page
- **B)** REACH FAR contact info
- **C)** REACH FAR newsletter – CSAAH’s publicity plan & Low Sodium Recipes
- **D)** Pledge Card
- **E)** Media Articles added as implementation occurs

Example: The Somerville, Mass., healthy restaurant initiative created a recruitment kit that included a guide describing the program, a sample newsletter demonstrating how the program could promote a healthy restaurant, and a letter of agreement laying out the standards for participating. As the program grew, the kit expanded to include media coverage of the program and a list of participating restaurants.
Build the Case

Implementing a combination of REACH FAR restaurant strategies may improve your community’s health WHILE positively affecting small businesses!

- Healthy options may be welcomed by existing customers
- Variety/healthy options in menus may attract customers back
- Possibility for repeat purchases (increase profit)
- May attract new customers (increase profit)

*Adaptation can be done for our partners

Customer Taste Tests (n=9 restaurants, 324 customers)

Acknowledging the concern that low sodium changes might impact customer purchases, program staff conducted taste tests with customers in a subset of restaurants. Owners/chefs prepared three dishes using core low sodium strategies: use of less sauce, non-salt flavorings, and lower sodium ingredients.

<table>
<thead>
<tr>
<th></th>
<th>Overall Taste (out of 5)</th>
<th>Salty Flavor is Just Right</th>
<th>Would Purchase this Dish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken Lo Mein</td>
<td>4.36</td>
<td>77%</td>
<td>91%</td>
</tr>
<tr>
<td>Shrimp &amp; Broccoli</td>
<td>4.73</td>
<td>83%</td>
<td>94%</td>
</tr>
<tr>
<td>General Tso's Chicken</td>
<td>4.5</td>
<td>41%*</td>
<td>97%</td>
</tr>
</tbody>
</table>

Note. *Anecdotal evidence suggested that customers were confused by this question because the perception is that General Tso's Chicken should not have a salty flavor.
Sustain the relationship

- Relationship building between owner & program staff
- Recruitment of restaurant staff
- Frequent follow-ups with restaurants
- Training & recognition of key staff/business:
  - Employee of the Month
  - Restaurant Champion
3Rs to support Restaurants

Recruitment
- Buy-in from owner & key staff
- Present/reiterate business & community case for healthy options/messaging

Resources
- Promote participating restaurants during Restaurant Week
- Help with menu planning/printing of promotional marketing materials
- Provide free or low cost nutrition analysis of menu items
- Provide free or low-cost classes on healthier cooking techniques and ingredients for cooks & recipe developers
- Leverage media/publicity opportunities for restaurant participants

the “Return”
- Implement a combination of restaurant strategies that will benefit the community & business via REACH FAR
Communication Strategies

- Advertising/promoting restaurants through YELP, social media, ethnic media, and other online platforms
- Provide a list of healthy restaurants to other stakeholders/community groups
- Hold press events announcing new healthy restaurants to media outlets
**Highly Recommend: A combination of POP + Availability; then, POP+Promotion+Pricing and/or Promotion+Pricing**

<table>
<thead>
<tr>
<th>Restaurant Strategies</th>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Point of Purchase</strong></td>
<td>- Menu Stickers</td>
<td>- Calorie Labeling</td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td>- Table tents</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Menu Inserts</td>
<td></td>
</tr>
<tr>
<td><strong>Availability</strong></td>
<td>- Add new healthy choice to menu</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Distribute fewer salty sauce packets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Modify a menu item to make healthier (e.g. use low-salt ingredients; reduce amount of salty sauce)</td>
<td></td>
</tr>
<tr>
<td><strong>Pricing</strong></td>
<td>- Coupons for healthy items</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Discounts for healthy dishes</td>
<td></td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>- Have low salt condiments at the dining table</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Offer to pack half of the order to-go</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Introduce smaller portion sizes</td>
<td></td>
</tr>
</tbody>
</table>
Timeline and Tasks

**Nutrition**
- Engagement with all restaurants/grocery stores
- Nutritional Analysis done
- Restaurant strategies implementation
- Restaurant strategies implementation

**Media Post**
- By 6/30/15: ethnic media, social media
- By 9/30/15: ethnic media, social media
- By 9/30/15: Success story

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**Observational Survey completed by 8/3/15**
### Evaluation & Marketing

<table>
<thead>
<tr>
<th>Date</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>End of June 2015:</strong></td>
<td>- Identify any marketing materials needed</td>
</tr>
<tr>
<td><strong>July 2015:</strong></td>
<td>- Marketing materials developed</td>
</tr>
<tr>
<td></td>
<td>- Observational survey created by end of June/early July</td>
</tr>
<tr>
<td><strong>August 2015:</strong></td>
<td>- Marketing materials completed</td>
</tr>
<tr>
<td></td>
<td>- <strong>Observational survey completed by 8/3/15</strong></td>
</tr>
</tbody>
</table>
Operation Samahan

CASE STUDY OF A RESTAURANT INITIATIVE:
CDC REACH: What is it?

- Racial and Ethnic Approaches to Community Health
CDC REACH: What is it?

“Through REACH, awardee partners plan and carry out local, culturally appropriate programs to address a wide range of health issues among African Americans, American Indians, Hispanics/Latinos, Asian Americans, Alaska Natives, and Pacific Islanders.” cdc.gov

- Addresses a wide range of issues in the community including:
  - Heart Diseases
  - Diabetes
  - Breast and Cervical Cancer
  - Infant Mortality
  - Asthma
  - Vaccines
  - Obesity
STRIVE, San Diego!
Who we are
STRIVE, San Diego! Who we are

Who We Are:

- STRIVE (Strategies to Research and Implement the Vision of Equity), San Diego! is a project of Operation Samahan through the San Diego Asian Pacific Islander Community Health Network (SDAPI).
- Built on a successful one-year CDC REACH project funded through the Asian Pacific Islander American Health Forum (APIAHF) and the New York University Center for Studies on Asian American Health (NYU-CSAAH) in 2013.
- Addresses risk factors of poor nutrition by working with small business Asian and Pacific Islander restaurants to make healthy dining choices easy for their customers through:
  - Highlighted Healthy Dishes
  - Recipe Modification
  - Small Food Portions
  - Nutrition Labeling
STRIVE, San Diego!
What We wish to accomplish

- Aims to increase the number of Asians who have access to healthy foods by:
  - Increase the number of Asian restaurants, grocery stores and farmers’ markets that offer one or more of the following activities:
    - Highlight healthy foods and beverages
    - Provide nutrition labels
    - Provide small food portion options
    - Provide pre-packaged ingredients for quick and easy healthy cooking
    - Executing the “Halt the Salt” Campaign
  - Increase partnership with institutional and media outlets to enhance and increase awareness of nutrition and its availability at STRIVE-participating restaurants, grocery stores and farmers’ markets
  - Increase number of cities/local municipalities that institute local policy reforms that encourage or incentivize small API restaurant owners who offer healthy dining/food options
Rationale Behind Restaurant Interventions
Restaurant Interventions

- Nutrition Labeling
- Recipe Modification
- Highlighting Healthy Dishes
- Small Food Portion Options
- Signage, Promotion and Publicity
- Food Tasting
Process

- Community Leaders - Recruitment
  - Restaurant Buy-In
  - Memorandum of Understanding
  - NEMS (Nutrition Environment Measures Survey) - Baseline Measures
Nutritionist and Restaurant Coordinator

- Work closely with restaurant owners to do intervention
- Provide menu analysis, nutrition labeling and marketing
- Incorporate evaluation tools in operations
Lessons Learned

- Everything is built on relationships.
- Standardizing menus are a challenge. There are no written recipes for restaurant owners.
- Healthy dining is still a new concept for these small business owners.
- Consumers are still demanding for fatty, sweet and salty dishes.
- It is very costly to transition to a healthy dining facility.
- Our partners are willing to work with us and learn from this experience.
Back to CSAAH....
NYU CSAAH
PIs:
Nadia Islam & Simona Kwon

Kalusugan Coalition

Food Access Workgroup

Linkage to Care Workgroup

Communication & Dissemination Workgroup

United Sikhs

KCS

DREAM

APartnership

Local & State Govt:

NYU CSAAH
PIs:
Nadia Islam & Simona Kwon

Project REACH FAR

Faith-Based Organizations:
The Korean Presbyterian Church of Queens
NY Filipino Seventh-Day Adventist Church
Hyo Shin Bible Presbyterian Church of NY
Bayanihan Seventh-Day Adventist Church
Council of Korean Churches of Greater NY
Council of Korean Churches of NJ
Gurdwara Dashmesh Darbar
Gurdwara Sant Majha Singh
Bangladesh Muslim Center
The Singh Sabha Inc
Baitul Mamur Masjid
Gospel Fellowship
Masjid Al-Aman

Community-Based Organizations & Associations:
Bergen County Korean-American Parents Association
Coalition for Asian American Children and Families
MinKwon Center for Community Action
Bangladeshi American Community
Development & Youth Service
Asian American Federation
YWCA of Queens
Optimists Society
Queens Library
Sapna NYC

Health Care, Payor, and Advocacy Organizations:
Asian & Pacific Islander American Health Forum
American Diabetes Association
American Heart Association
American Stroke Association
Queens Hospital Center
Jamaica Hospital
EmblemHealth
HealthFirst

Restaurants & Grocery Stores:
Engeline’s Restaurant & Bakeshop
Tito Rads Grill & Restaurant
Payag Restaurant
Star Kebab Restaurant & Party Hall
King Kabab Restaurant
Bismillah Kabab and Curry
Sonali Café & Restaurant
Khalsa Sweet House
Royal India Palace
H&Y Marketplace
Fatema Grocery
Diganta Grocery
Tandoori Hut
Assi Plaza
H Mart
Resources


- Asian American Diabetes Initiative: This updated wok allows you to add countless ingredients to the wok and provides nutritional information on the total dish as well as each ingredient. Use this online WOK to cook up your favorite dish while counting out the calories, carbohydrates, and much more! [http://aadi.joslin.org/flash/Wok3.html](http://aadi.joslin.org/flash/Wok3.html)


- Eat Healthy Mississippi: [http://www.healthydiningfinder.com/About-This-Site/News-and-Press/First-Ever-Statewide-Restaurant-Nutrition-Program](http://www.healthydiningfinder.com/About-This-Site/News-and-Press/First-Ever-Statewide-Restaurant-Nutrition-Program)

- Shape Up Somerville is a program funded by the US CDC & led by Tufts University professor

- Healthy Howard is a program where certified restaurants must eliminate trans fats & provide at least 2 healthy menu options.

- Por Vida! San Antonio was developed by the Healthy Restaurant Coalition where volunteers from the San Antonio Dietetic Association conduct free nutritional analysis for restaurants.
Questions?

- Use virtual hand-raising to let us know that you have a question or comment