hearts beatback™

Creating a world without heart disease one community at a time

RESTAURANT PROGRAM

In 2011, Hearts Beat Back developed and launched a restaurant program in New Ulm, Minn., as part of its efforts to improve the availability, identification and promotion of affordable healthier foods (especially fruits and vegetables). The project partnered with local restaurants that were committed to serving the same great-tasting food, while making it easier for people to eat healthier.

WHY WE DID IT

2 MEALS/WEEK eaten at restaurants by New Ulm residents

ONLY 59% of restaurants offered a nonfried vegetable choice; 41% offered fruit; 29% offered reduced-size portions; 26% offered whole-grain bread

ONLY 1 IN 5 adults was eating recommended five daily servings of fruits and vegetables in 2009

"HEALTHY UNHEALTHY"

1 IN 4 people found it challenging to identify healthy items on the menu.

PROGRAM ACTIVITIES

34 restaurants were assessed using the Nutrition Environment Measures Survey; report with recommendations for improvements was shared by a registered dietitian.

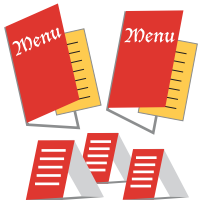
2012 baseline consumer survey on attitudes and perceptions; 2013 follow-up survey

RESTAURANT INCENTIVES

Consulting support, recipe analysis, staff training, onsite signage, community promotions, paid advertising, earned media opportunities

3 ACHIEVEMENT LEVELS

(Gold, Silver, Bronze) based on the number of healthy practices each establishment agreed to offer (e.g. more fruits and vegetables, fewer calories, healthier fats, whole grain options)



POINT-OF-DECISION PROMPTS

table tents, menu inserts

RESULTS

WIN-WIN

Restaurants say healthy items are easy to make and profitable too

18 participating restaurants in 2014; up from 9 in 2011

67% consumer awareness of restaurant program in 2012

CULTURAL CHANGES

One restaurant sells more salads than fries; one added Mediterranean lunch buffet; one accommodated request to add more fruits and vegetables for meeting menu

80% agree or strongly agree that healthy choices in restaurants are easy to identify; increase from 76%

94% agree or strongly agree they can make healthier food choices in restaurants; increase from 86%

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HEARTSBEATBACK

TO LEARN MORE, VISIT WWW.HEARTSBEATBACK.ORG

Our population health experts can provide you with real-world technical assistance through consultation, strategy development, program development guidance, evaluation and presentations.