



AGRICULTURE

YOUTH &
FAMILIES

HEALTH

ECONOMY

ENVIRONMENT

ENERGY

COMMUNITIES

Making a Better Choice for Kids, What Restaurants have to Offer

- ❖ **Thurston County Public Health & Social Services Department**
- ❖ **Washington State University, Thurston County Extension**

WASHINGTON STATE UNIVERSITY
 EXTENSION

Thurston County



About Thurston County

- People
 - 7th largest county in Washington State with an estimated 245,300 residents
 - About 30,000 residents are age 10 and younger
 - Rural and urban in nature, with cities ranging from 660 residents to 44,800
 - We have 30,500 more people living in the county now than in 2000
 - In 10 years, projected to have 56,100 more residents

About Thurston County

- Place
 - State center for government with 37,200 jobs in either local, state or federal government
 - 5th highest number of county residents who are in the Armed Forces
 - 1,100 farms (e.g. sod, berries, aquaculture)
 - Two tribes (Chehalis and Nisqually)
 - Regional center for medical care

Chronic Disease Prevention

- Prevention of chronic health conditions, such as diabetes and cancer, in the men, women, and children of Thurston County.
- Three primary areas of focus are:
 - Physical Activity
 - Nutrition
 - Tobacco

Emphasis

Making the healthier choice,
the easier choice

Children

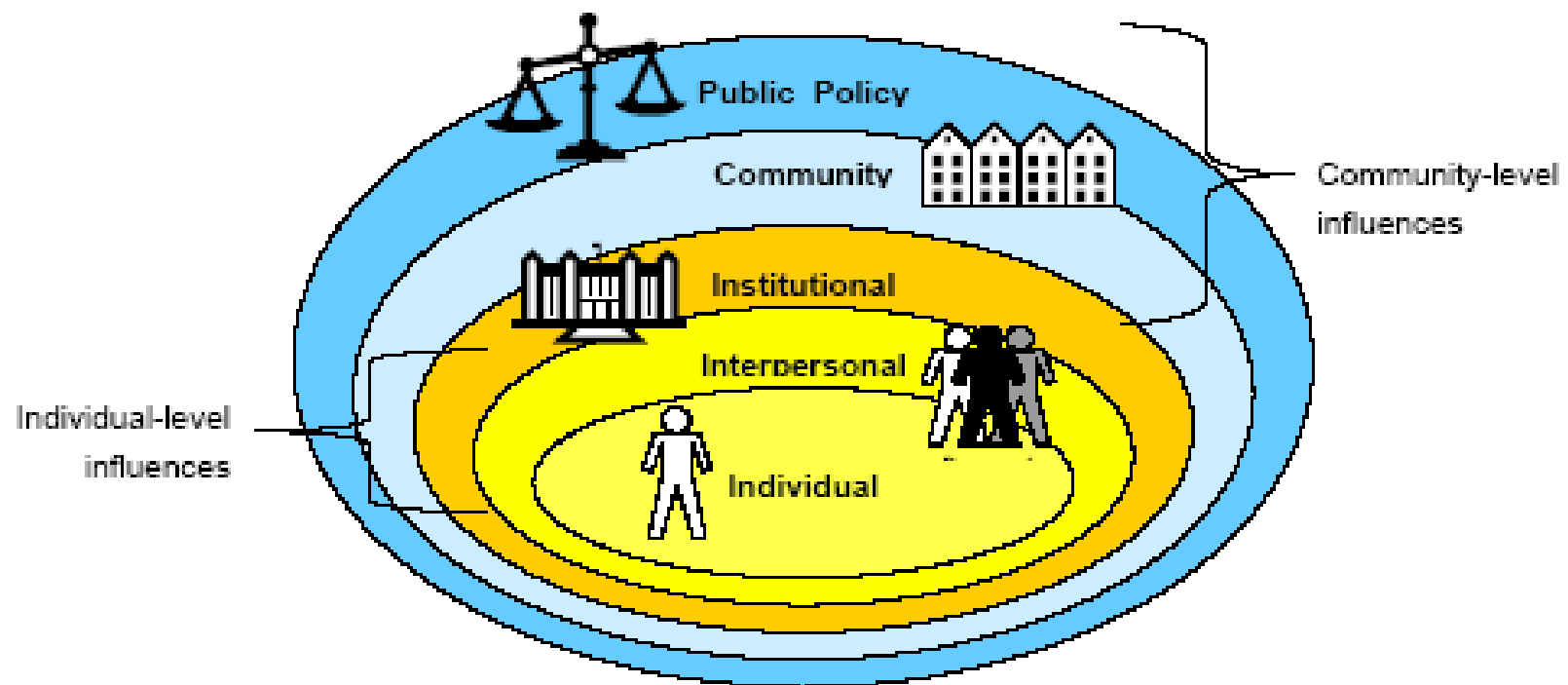
- **CDP: Decrease the prevalence of overweight/obesity among Thurston County youth via community collaboration and environment policy change (i.e. Healthy Child Weight Project).**
- **State: Increase consumption of vegetables and fruits.**
- **HP 2010: Reduce the proportion of children and adolescents who are overweight or obese.**



Approach to Chronic Disease Prevention

- Starting in 2003
- Planning and implementation was integrated
 - Personal Health Division (Core)
 - Partners
 - WSU Thurston County Extension (Core)
 - Environmental Health Division (Core, Support)
 - Epidemiology, Assessment and Planning (Support)

Socio-ecological Model



Nutrition and Physical Activity: A Policy Resource Guide.
February 2005. Washington State Department of Health.
www.doh.wa.gov/cfh/steps/npa_plcy_grp.htm

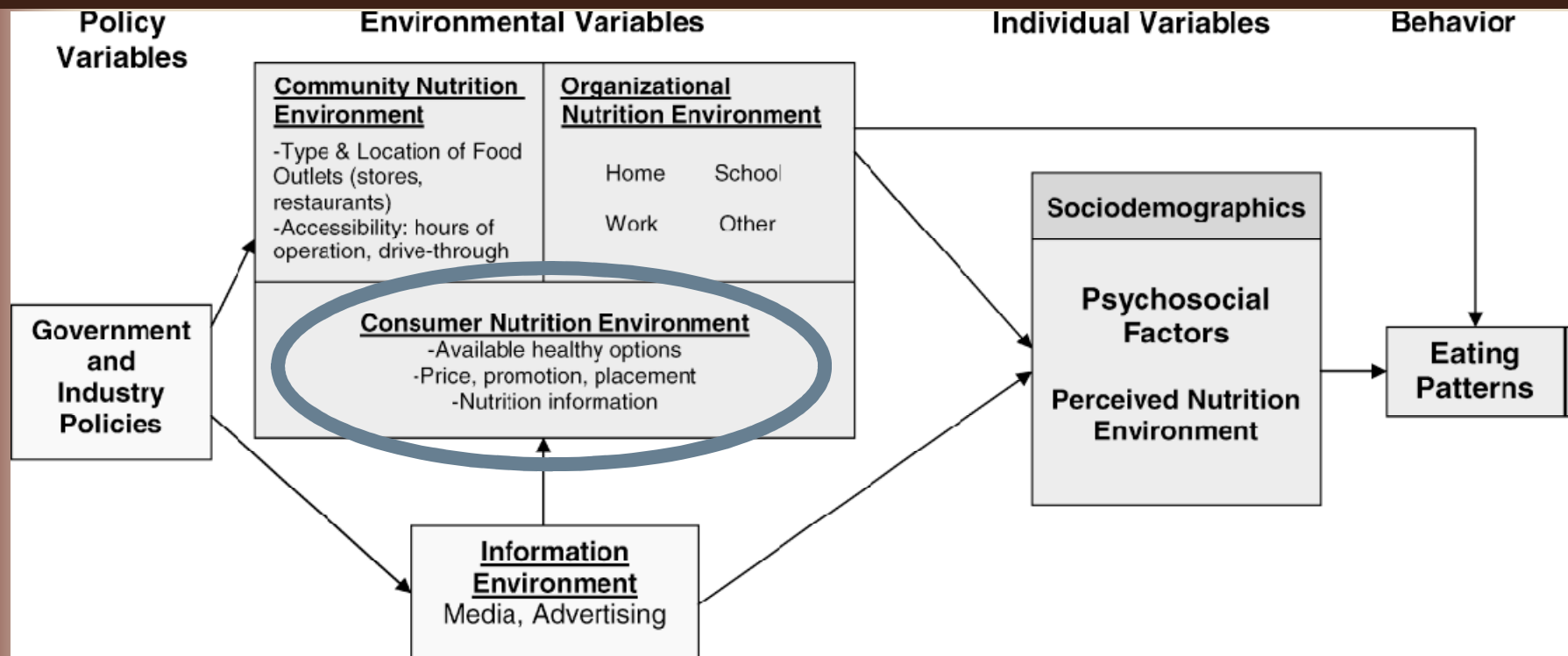
Healthy Eating

- Policy, practice and environmental change emphasis
- Better, not best, philosophy
- Adopted a community-informed process
 - Workgroups
 - Assessment and action planning
- Key informants consistently said:
 - Earlier, not later (age)
 - Family is key

Data Considerations

- Have prevalence for health conditions and behaviors
 - Healthy Youth Survey
 - Behavioral Risk Factor Surveillance Survey
- Have frequency of eating out
 - Healthy Community Environment Survey
- View into perception of healthy options at restaurants
 - Local survey
- No clue about access to or presence of healthy options when eating out

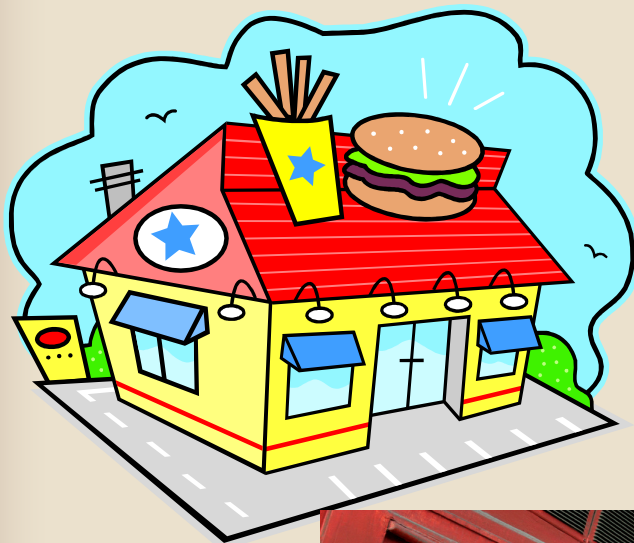
Model of Community Nutrition Environments



Healthy Nutrition Environments: Concepts and Measures

Karen Glanz, PhD, MPH; James F. Sallis, PhD; Brian E. Saelens, PhD; Lawrence D. Frank, PhD
American Journal of Health Promotion, May/June 2005

Community Nutrition Environment



- Food outlets
 - Number
 - Type
 - Availability



Consumer Nutrition Environment

What consumers encounter within and around a retail food outlet:

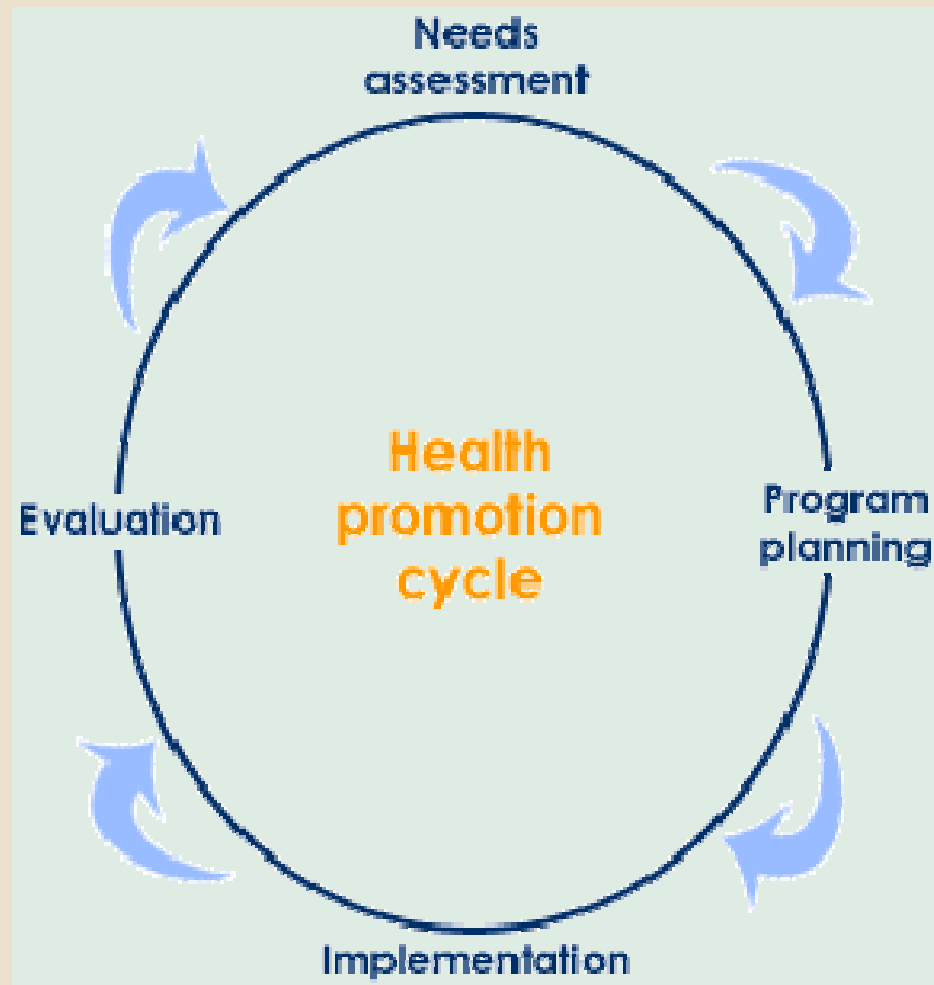
- Nutritional quality
- Price
- Promotion
- Placement
- Range of Choices
- Freshness, quality
- Nutrition information

Assumptions

- Children are eating out
 - Some more than others
 - This is not easily changed
- Need to identify what can be done to meet families where they are
- There are options within our resources and we have credibility/authority to act

- Had been implementing interventions and engaging partners around healthy eating (PHSS & WSU)
- Re-evaluated our efforts
- Made the decision that we needed additional information to inform our next steps
- 2008 Nutrition Environment Assessment

Program Development



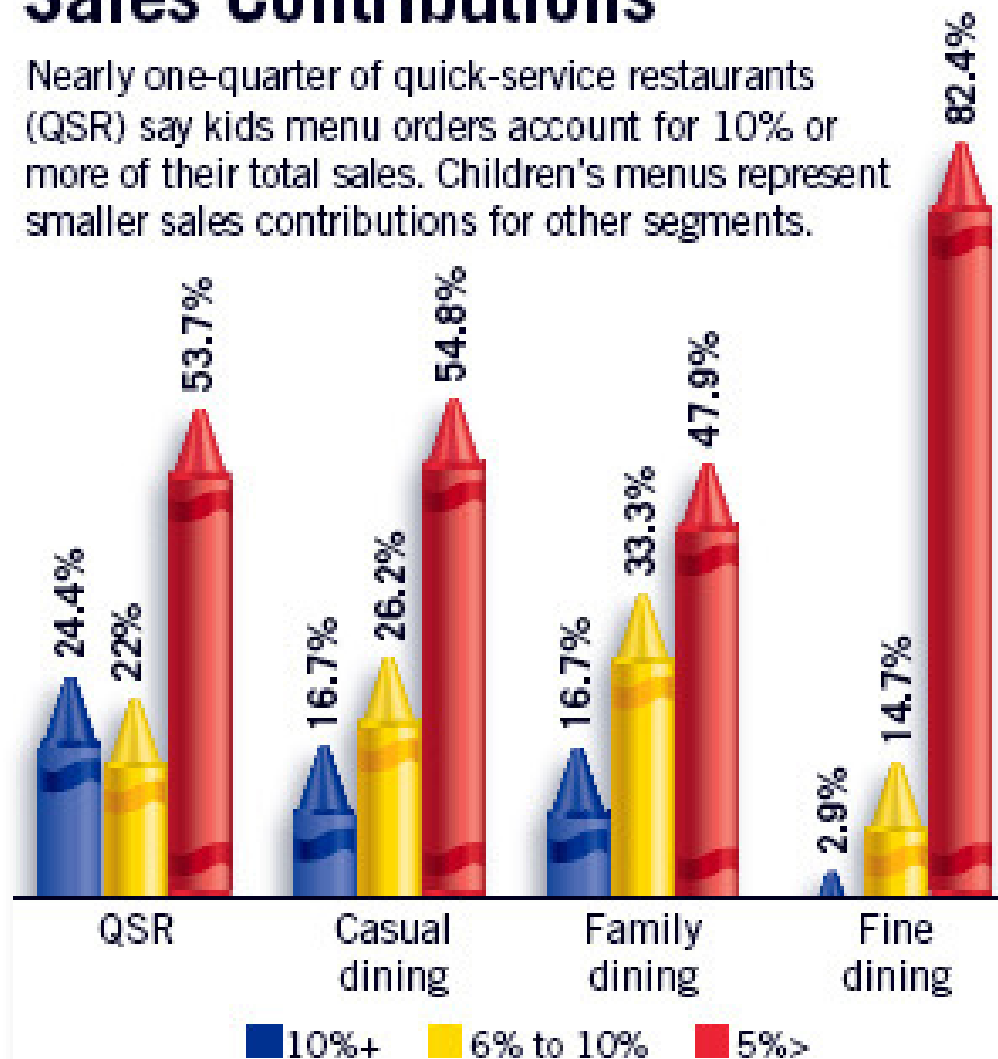
Why Children's Menus?

Health Consequences

- Eat almost twice as many calories when eating away from home
- 1/3 of children's daily caloric intake
- Obese young people are more likely than children of normal weight to become overweight or obese adults
 - At risk for adult health problems (heart disease, type 2 diabetes, stroke, several types of cancer, and osteoarthritis).

Children's Menu Sales Contributions

Nearly one-quarter of quick-service restaurants (QSR) say kids menu orders account for 10% or more of their total sales. Children's menus represent smaller sales contributions for other segments.



Source: R&I 2005 Menu Census.

Why Children's Menus?

Lifelong Impact

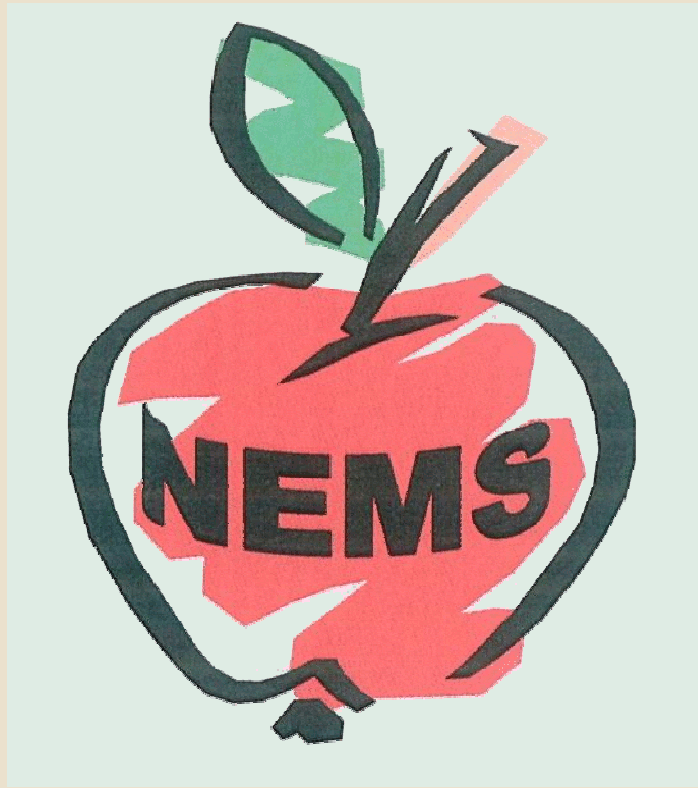
- Start healthier eating patterns at an earlier age rather than waiting to try to change in adulthood
- “Kid’s Meal” restaurants choices tend to shape demand for choices at schools
- More manageable to make changes due to number and type of menu options
- Many opportunities for improvement

Target Foods

- Those most closely related to obesity and related chronic diseases
 - Contributing the most fat and calories
 - Recommended for healthful eating by Dietary Guidelines for Americans and Food Guide Pyramid, Healthy People 2010
 - Dairy products, meat & poultry
 - Fruits and vegetables
 - Main dishes
 - Beverages

Focus of Efforts

- Existing HP 2010
 - Reduce the proportion of children and adolescents who are overweight or obese.
- Enhanced HP 2010
 - 2 daily servings fruits
 - 3 daily servings vegetables
 - 3 daily servings whole grains
 - 10% or less daily calories from sat fat
 - 30% or less daily calories from fat
 - Meet calcium recommendations



www.med.upenn.edu/NEMS

Assessment Focus

- Healthier main dish (entrée) options
- Availability of fruit (side)
- Availability of non-fried vegetables (side)
- Availability of whole-grains (entrée and side)
- Availability of healthier beverages
 - 100% juice
 - Milk, preferably low-fat
- Barriers and facilitators to making a healthier choice

Project Timeline

- Fall 2007: Decision made to do an observational survey
- January 2008: Planning began
- March-May 2008: Survey in the field
- July-August 2008: Analyze data and discuss findings
- October 2008: Release findings
 - www.co.thurston.wa.us/health

Capacity

- Planning shared between WSU Thurston County Extension and Public Health Department (co-leads)
- Expertise
 - Nutrition (Extension)
 - Assessment (Health Department)
 - Program Development (both agencies)
- Survey staff
 - Both agencies

Restaurant Types

- Two surveys, two restaurant types
- Quick Service
 - Menu board, not menu
 - Pay first - at register or counter
 - No tipping needed
 - No waiting to be seated
- Quick service is more than fast food
- Sit Down
 - Menu on paper
- Surveyed only if children's menu present

Communication

- Key Partners
 - Agency Leadership
 - Environmental Health, Food Program Staff
 - Washington Restaurant Association
- Restaurants
 - No pre-communication
 - Project letter for owner, manager and/or staff
- Report available online, primarily a planning document

Staffing and Training

- Staffing
 - Joint hiring
 - Characteristics of surveyors
- Training
 - Group session
 - Field practice
 - One-on-one
- Quality Check
 - Follow-back

Thurston County Findings

- 5 main areas of interest
 - A healthier option should be available for every part of the meal - the beverage, the side, the entrée.
 - Unhealthy food and beverage options should not be assigned.
 - Children need to eat fruit and vegetables as part of every meal.
 - Milk should be available (preferably a lowfat option).
 - Families need to know whether a healthier option is available.



A total of 290 restaurants were visited between April-May 2008. For the purpose of this project, restaurants were classified as being either a quick service or sit down restaurant.

Presence of Children's Menu at Restaurants

Quick Service

- Visited = 129
- With Children's Menu = 90 (70%)

Sit Down

- Visited = 161
- With Children's Menu = 97 (60%)

- Remain in the background when collecting data from menu board.
- If restaurant is not crowded, alert personnel to what you are doing (and ask if ok to proceed - if needed).



Sit Down Restaurant

- Ask for an adult and children's menu.
- Briefly explain the project to the hostess (and ask if ok to proceed – if needed).



- Average survey time was 10 minutes, for quick service and sit down restaurants.
- Menu text and meal names were sometimes ambiguous or difficult to read, i.e. small text, “Laptop Meal” at KFC.
- Overall, very positive experience.
 - Many restaurants appreciated the project.
 - Only 2 or 3 restaurants wanted to see more information about the project.
 - None refused to be surveyed.

Funny Food

Why is the clock at Mad Mex so slow?
Because it always goes back four seconds.

What do you call a banana with a zipper on it?
A chinking banana.

What kind of cheese is made backwards?
Edam.

Los Knockos

Knock Knock
Who's there?
Juanita.
Juanita who?
Juanita Burrito?

Knock Knock
Whatcha need?
Jose!
Jose's not working.
Try Hose B!

Knock Knock
Who's there?
Oswald.
Oswald who?
Oswald my gum!

Knock Knock
Who's there?
Carlos.
Carlos who?
Carlos a wheel, may we use your phone?

Knock Knock
Who's there?
Amanda.
Amanda who?
Amanda here to fix the fridge.

Knock Knock
Who's there?
Dave.
Dave's not here, man!

MAD MEX. Kid's Menu



Dino Nuggets
Golden chicken nuggets served with rice and buttered corn.



Kiddie Beefie Nachos
Crisp tortilla chips with taco beef and melted Monterey Jack cheese.



Kiddo Burrito
Choose grilled chicken, steak or taco beef. Side of buttered corn.



Tom's Hard or Soft Taco
Choose grilled chicken or steak or taco beef. With Jack cheese, lettuce, Mexican rice and corn.



Why Did the Chicken Cross the Grill?
Grilled chicken, corn off-the-cob and Mexican rice.



Kid's Quesadilla
Jack cheese with or without grilled chicken or steak. Rice and corn on the side.



Kid's Pizza
French bread pizza with mozzarella cheese and tomato sauce.



California Chicken Salad
This one's for your peeps! Half scale model of the grown up version.



Mac-N-Cheese
Made fresh in house with cheddar cheese sauce and Monterey Jack.

Yo! Know your dmos?

(Dinos are at the bottom of the page)



All kid's meals include:

- Milk, juice or soda in a take-home cup
- Carrots, celery and ranch dressing for dipping
- A scoop of ice cream with a brownie for dessert

\$4.95

RESULTS



- A healthier option should be available for every part of the children's meal :
- At least 1 healthier entrée available = 52%
- At least 1 healthier side available = 61%
- At least 1 healthier beverage available = 78%

RESULTS

Unhealthy food and beverage options should not be assigned (on the children's menu) :

- Unhealthy side assigned (default) = 39%
- Unhealthy beverage assigned (default) = 15%



RESULTS

**Milk should be available
(preferably a low fat option) :**

- Milk (any kind) available = 71%
- Of restaurants with milk, 1 in 4 had lowfat milk.



RESULTS

Children need to eat fruits and vegetables as part of every meal :

- Fruit available as a side = 31%
- Vegetables available as a side = 18%



RESULTS

Families need to know whether a healthier option is available.

Menu text, meal names, and food items were sometimes ambiguous or difficult to read, i.e. small text, “Laptop Meal,” juice listed but no indication if juice drink or 100% juice, milk offered but not clear if whole, 2%, 1% or nonfat.

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To contact us

Zena Edwards, MS, RD

Food Safety & Nutrition Faculty

Washington State University - Thurston County Extension

Edwardz@co.thurston.wa.us

Mary Ann O'Garro, BA, BS

Epidemiologist

Thurston County Public Health & Social Services Department

ogarrom@thurston.wa.us

Jamilia Sherls, MPH

Chronic Disease Prevention

Thurston County Public Health & Social Services Department

sherlsj@co.thurston.wa.us