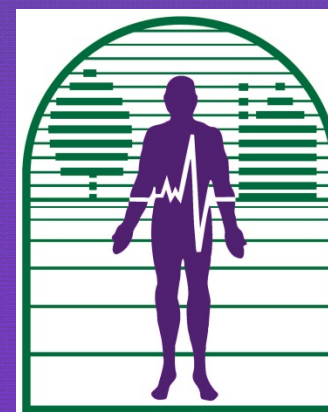


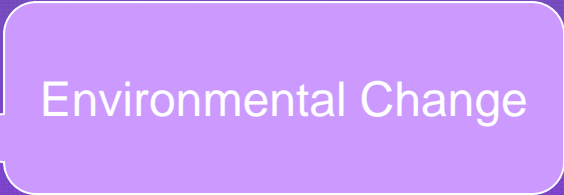
# NEMS-R Project

Healthy Dining in Cerro Gordo County

Cerro Gordo County  
Department of Public Health



# Principle:

- High levels of food marketing, convenience, and quantity create a “toxic environment” which may be at the root of the obesity epidemic.
  - Excess body weight (and therefore chronic diseases) results from a number of factors:
    - Genes
    - Metabolism
    - **Behavior**
    - **Environment**
    - Culture
    - Socioeconomic status
- 
- Environmental Change
- In particular, **behavior** and **environment** are the factors that play the greatest role in the battle against the bulge. Consequently, these are the primary factors targeted for prevention and treatment actions.

# NEMS –

Nutrition Environment Measurement Survey

**The NEMS Tools are observational measures of community and consumer nutrition environments in food outlets, specifically stores and restaurants. The measures focus on availability of healthful choices, prices and quality.**

**NEMS – R : Restaurants**

**NEMS – S : Stores**

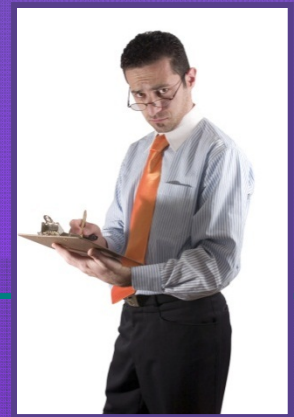
**NEMS – V : Vending Machines**



# Cerro Gordo County Health Dept. Action Plan:

## STEP 1:

Assess County Restaurants using  
NEMS-R tools



March – December 2012:

Cerro Gordo County Staff and Interns conduct NEMS-R assessments

Restaurant Database provided by County Food Inspections Program

# Cerro Gordo County Health Dept. Action Plan:

## STEP 2:

Educate Restaurant Managers  
on NEMS-R Score  
&



Strategies to Improve Nutrition Environment

November 2012 - February 2013:

Distribute NEMS-R Scores and Strategies Booklet to Restaurant Managers

Provide restaurants the opportunity to improve NEMS-R score through environment changes

# Cerro Gordo County Health Dept. Action Plan:

## STEP 3:



Create Smart-Phone Application to assist local residents and visitors select local restaurants based upon the nutrition environment

August 2012 – February 2013:

Partner with Web Wise Websites, Inc. to create Smart Phone Application

Launch application to the public – use to find *healthy* and local restaurant choices

# Cerro Gordo County Health Dept. Action Plan:

## STEP 4:

Update Application and NEMS-R Scores  
as needed



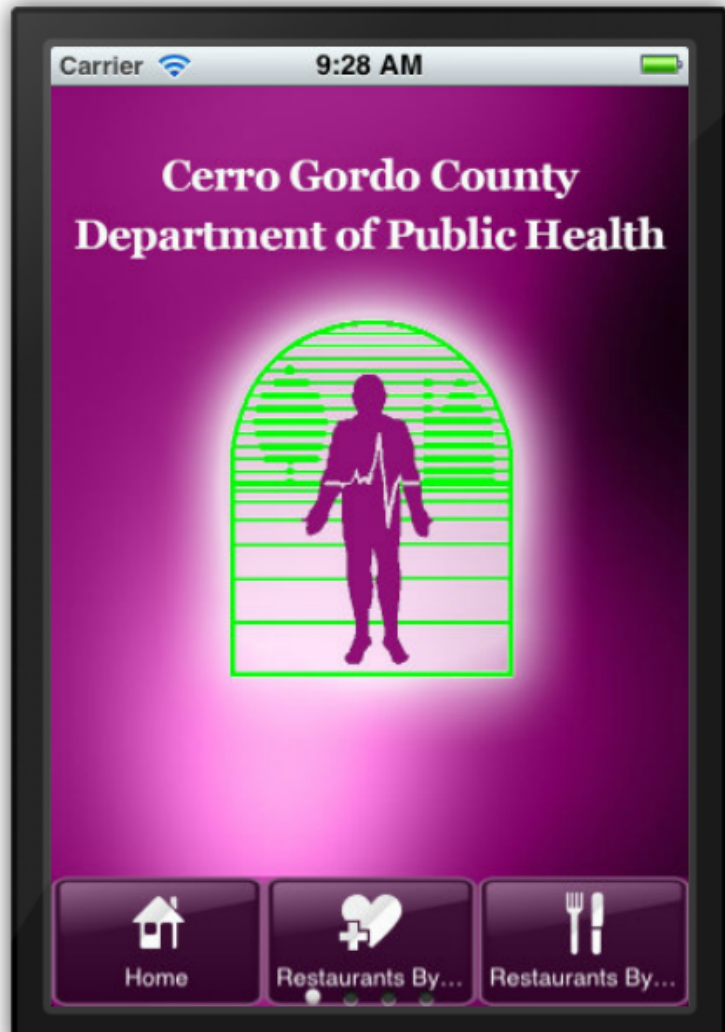
Spring 2013 and beyond...

The restaurant NEMS-R scores and data content are easily managed through WebWise's internet site. (no need for users to re-download the App when changes occur!)

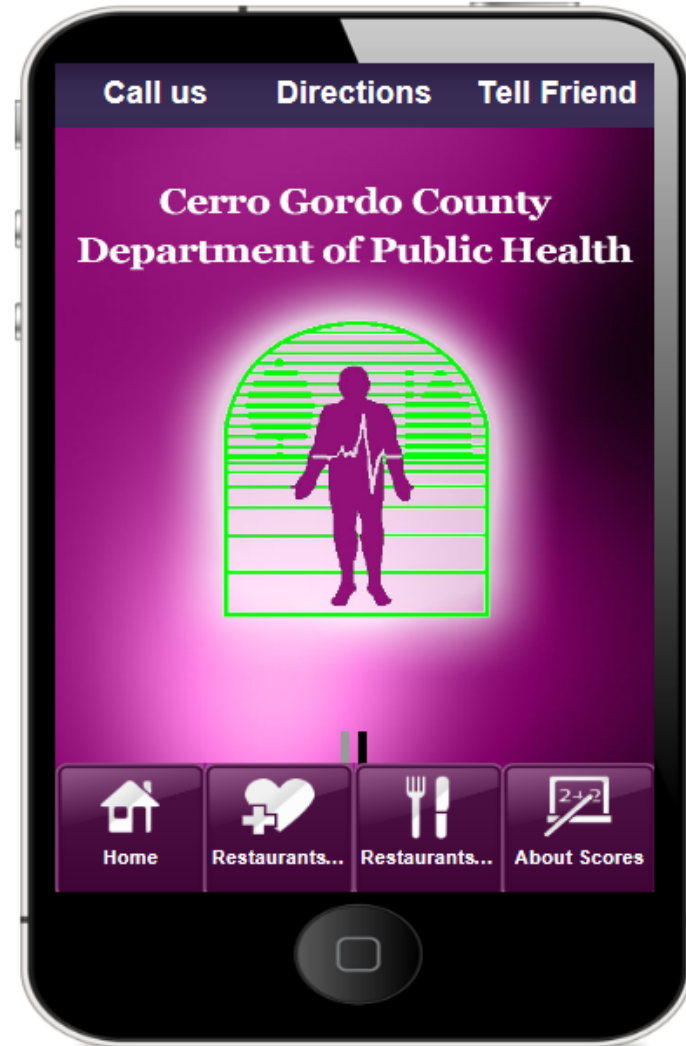
The application will be expandable for additional uses...(trails, health department activities, etc.!!!)

# NEMS-R App

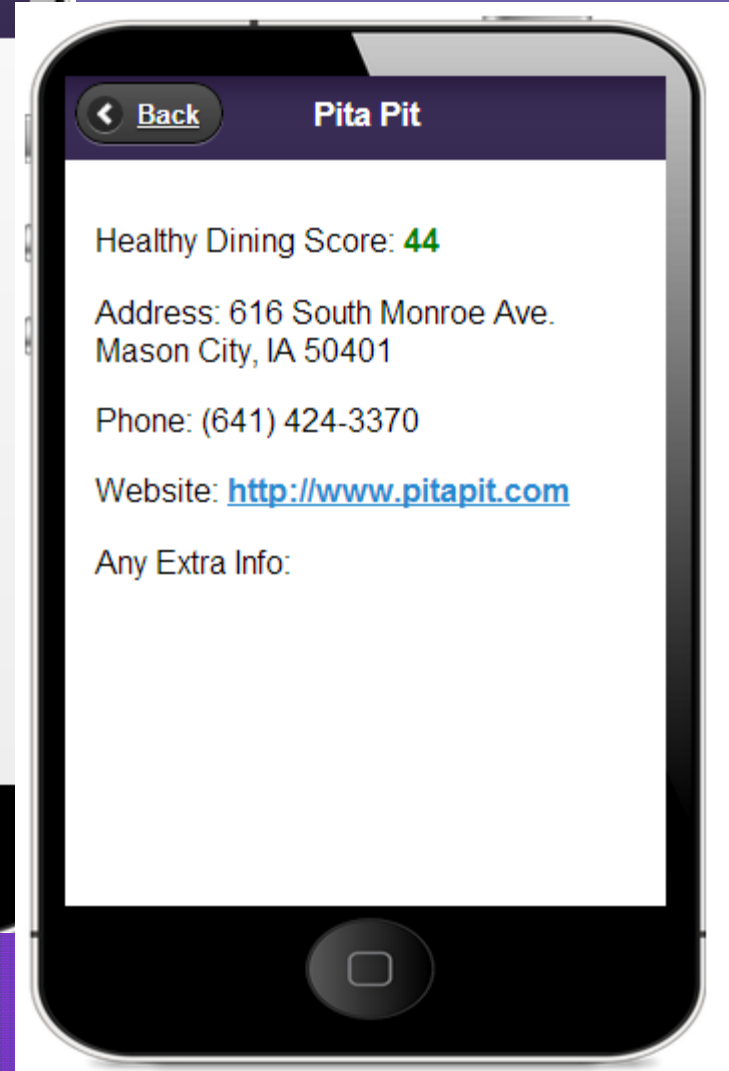
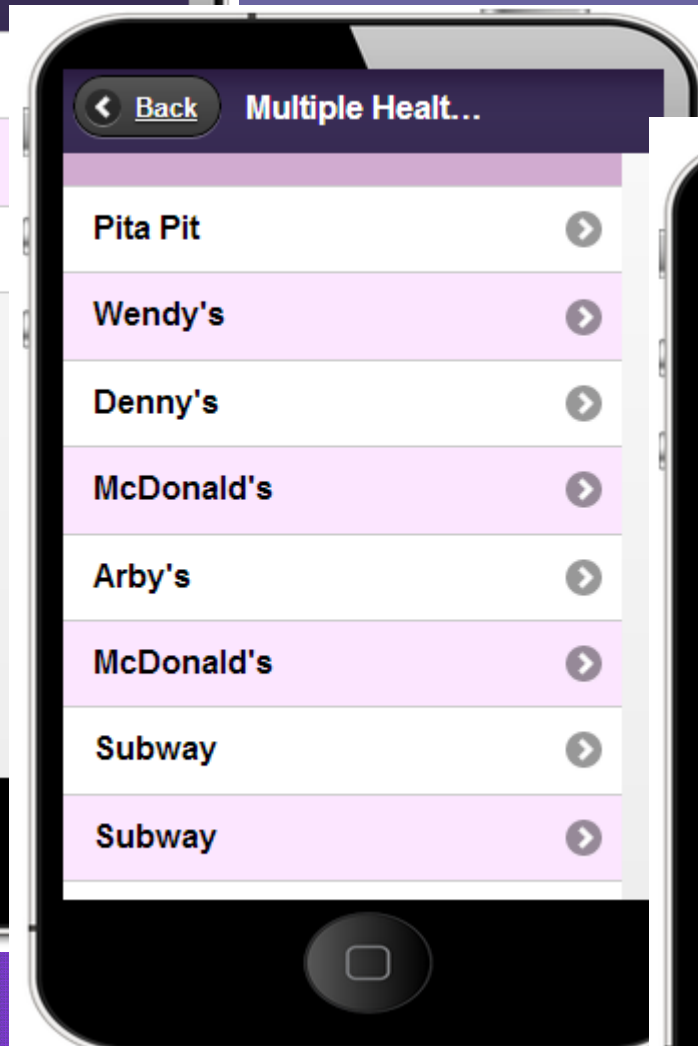
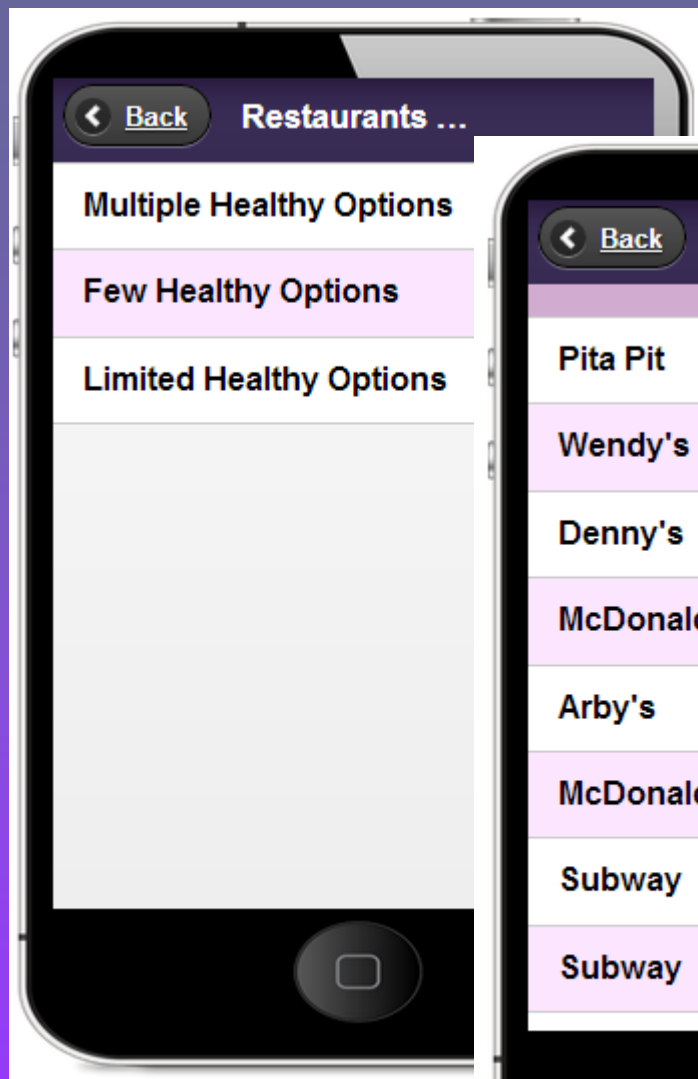
Mobile App Preview



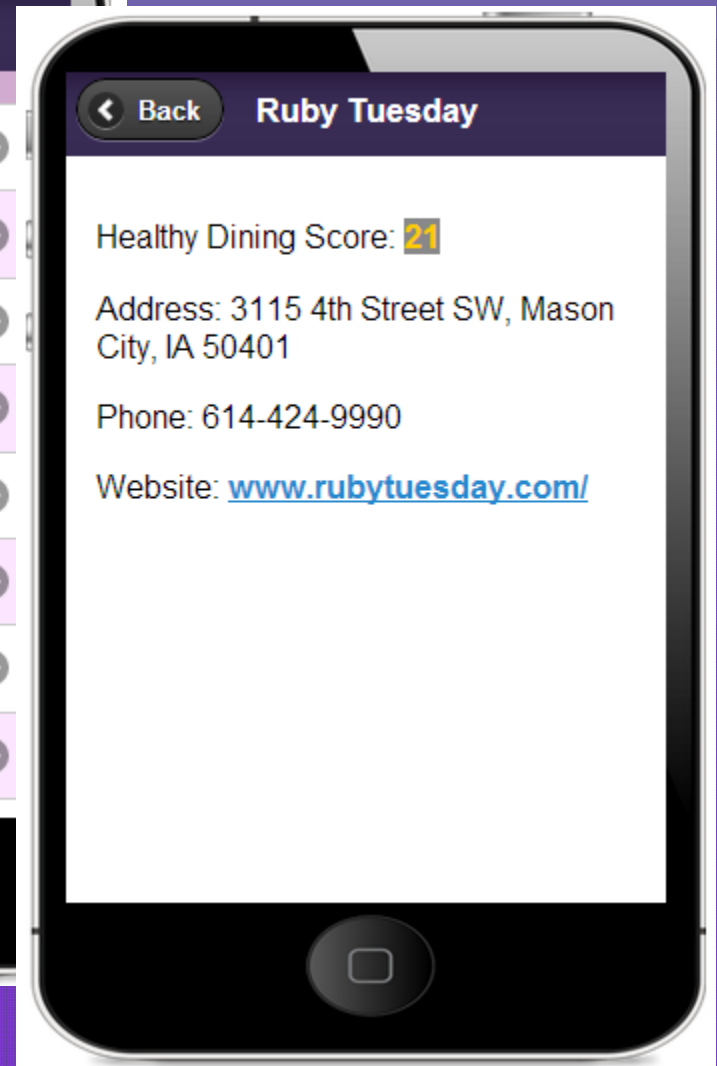
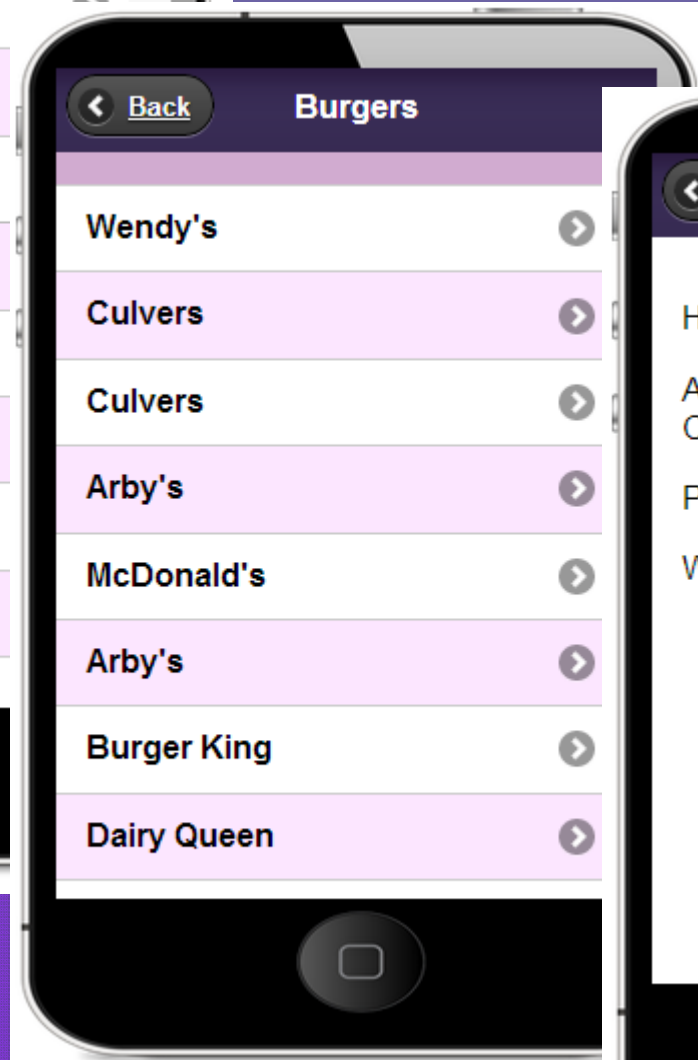
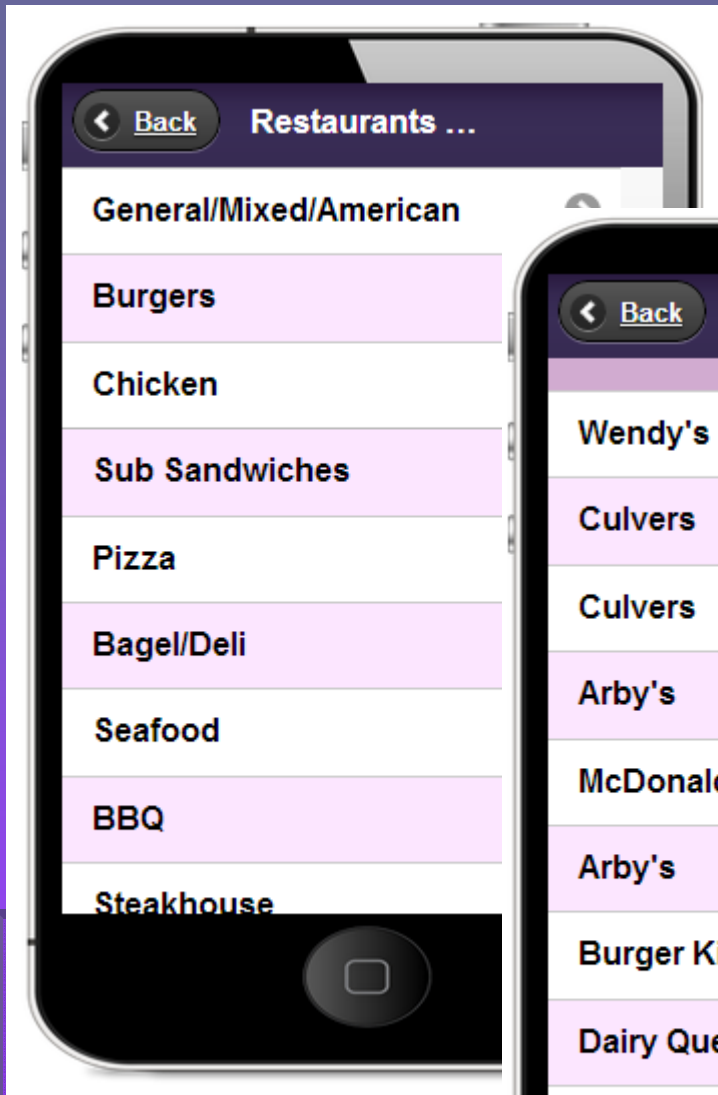
Mobile Website Preview



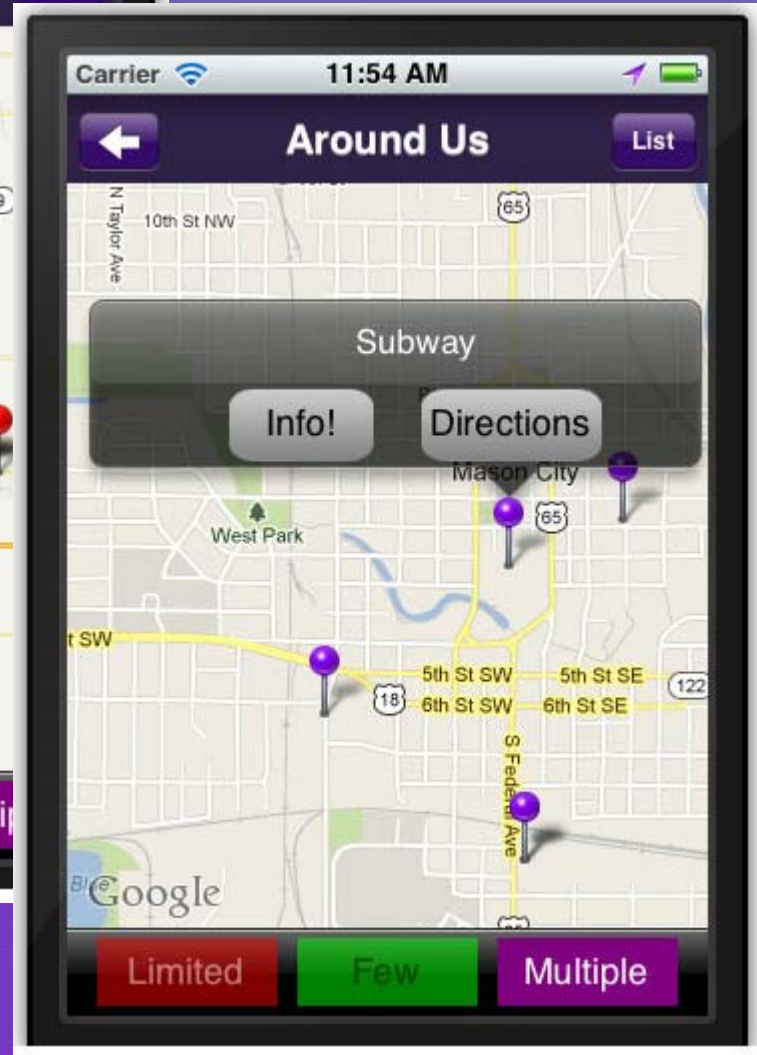
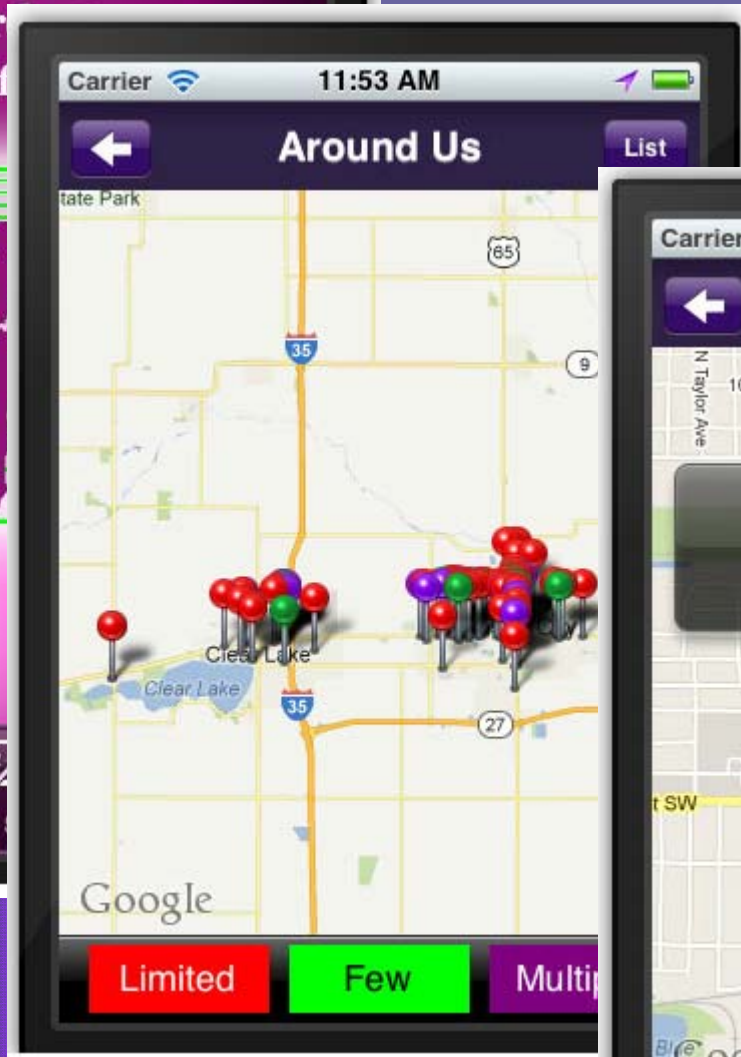
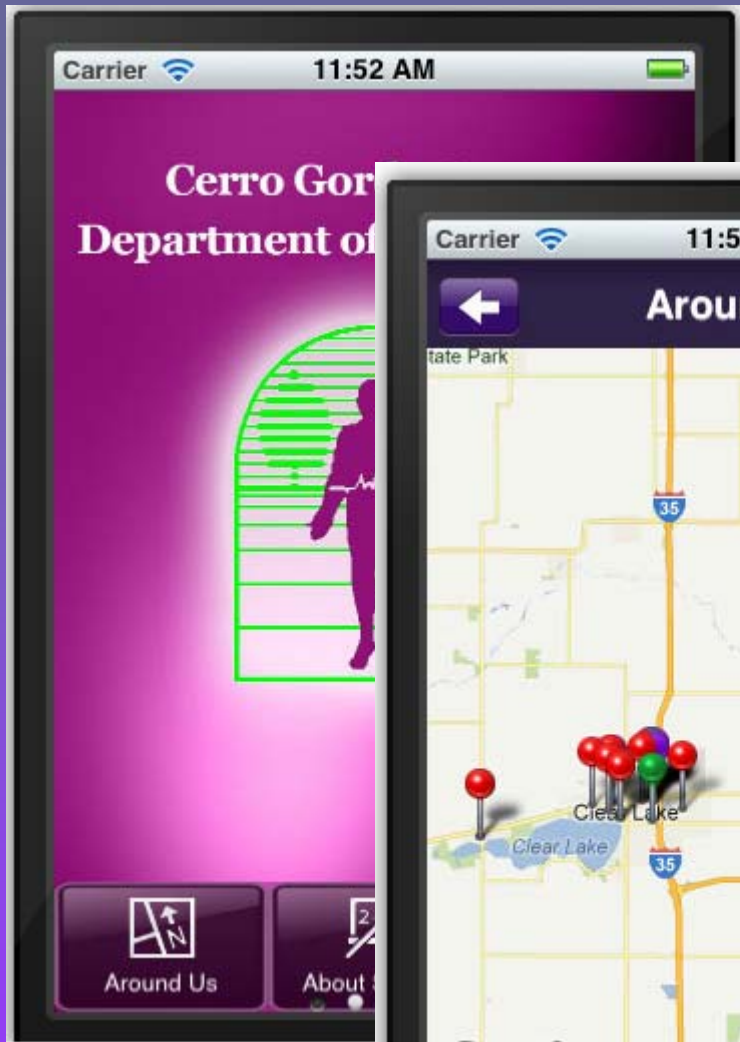
# Restaurants by Score



# Restaurants by Cuisine



# Restaurants Around Us



# Additional App Categories:



# GOAL:

Create an environment supporting healthy eating habits and community well-being.



# References

- Warmerdam, M. (April, 2008). Are our surroundings making us fat? La Prensa, San Diego, CA.
- [www.med.upenn.edu/nems](http://www.med.upenn.edu/nems)
- Saelens, B.E., Glanz, K., Sallis J.F., Frank L.D. Nutrition Environment Measures Study in Restaurants (NEMS-R): Development and evaluation. *American Journal of Preventive Medicine*, 32(4): 282-289, 2007.
- <http://www.idph.state.ia.us/CTG/Default.aspx>

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