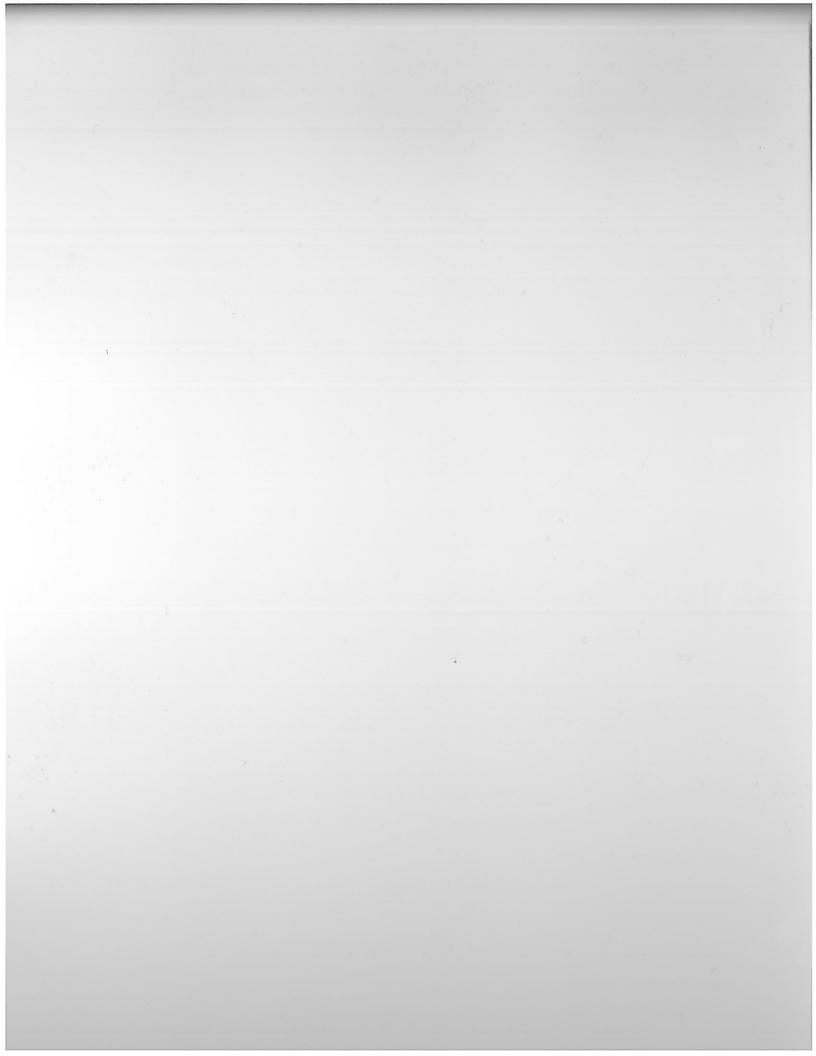


A Nutrition Environment Measurement Survey & Action Plan

> for Restaurants





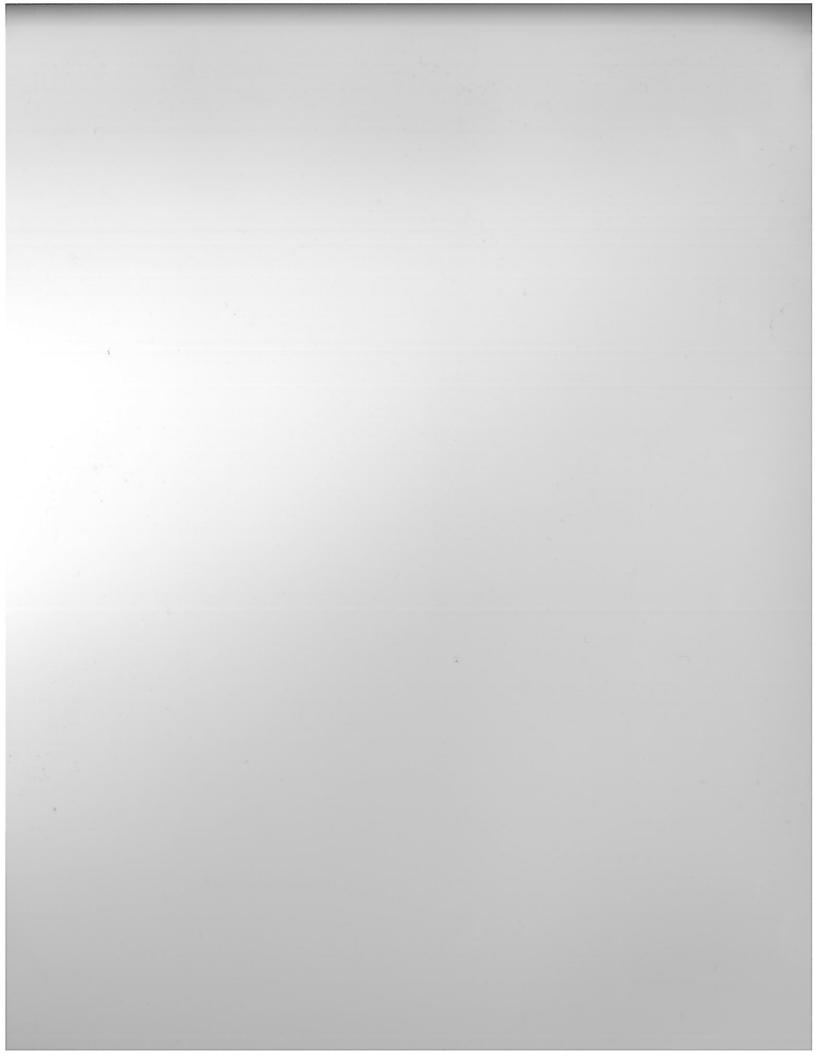
### Introduction

The mission of Cerro Gordo County Department of Public Health (CGCDPH) is to optimize the health of all people in Cerro Gordo County. CGCDPH strives to do this by supporting healthier environments where residents live, work, and enjoy life. The goal of CGCDPH in using the Nutrition Environment Measures Survey for Restaurants (NEMS-R) assessment tool is to evaluate the health of the restaurants' menus and environments in the community so residents can make healthy choices when they dine out.

The Cerro Gordo County Department of Public Health encourages restaurant owners and managers to explore this Restaurant Healthy Environment Guide to learn and adopt healthier practices for their restaurant. Beyond the health benefits to customers, adopting these strategies could lead to increased profitability and sustainability of your restaurant establishment.

Please explore the following pages to learn more about the NEMS-R assessment tool and how your restaurant can become identified as a healthy dining option for residents and visitors in Cerro Gordo County.

For questions regarding the NEMS-R Assessments and this Action Plan booklet, please contact the Cerro Gordo County Department of Public Health – Health Promotion Team at # 641-421-9312.



### **NEMS Background**

### What is NEMS?



NEMS stands for Nutrition Environment Measures Survey.

NEMS was developed to evaluate nutrition environments, which are places where individuals make nutrition or dietary choices. Therefore, nutrition environments can be grocery stores, restaurants, and vending machines. There are different surveys depending on what nutrition environment is being evaluated. NEMS-R evaluates restaurants, NEMS-V evaluates vending machines, and NEMS-S evaluates grocery and convenience stores. NEMS is a survey to observationally measure how healthy each of these environments is.

### Who created NEMS?

NEMS is supported by the Center for Health Behavior Research at the University of Pennsylvania, Robert Wood Johnson Foundation, Georgia Cancer Coalition, and National Institutes of Health.

### Why is evaluating restaurant environments important?

Being overweight and obese have been linked with many chronic conditions that lead to premature death—heart disease, stroke, diabetes, and certain cancers. According to the Centers for Disease Control, 1 in 3 adults in the nation are overweight and 1 in 3 adults are obese. That means that 2 out of 3 adults are not at a healthy weight. Dietary choices have an impact on a person's risk of becoming overweight and obese, and nutrition environments, like restaurants, influence these dietary choices. According to a 2008 Gallup Poll, 60% of adults ate dinner at a restaurant at least once in the past week. To combat obesity, customers need to be given the option to make healthy choices. With healthier nutrition environments, individuals have the opportunity to make healthier dietary choices which will decrease their risk of being overweight or obese and decrease their risk of many chronic diseases.



### **Assessment Protocol**

### What does NEMS-R measure?

NEMS-R measures fast food and sit down restaurants open to the public. It does not measure establishments un-open to the public, those that require a charge to enter, those in which food is not the primary product, and specialty shops that do not serve lunch or dinner items (i.e. coffee and ice cream shops). Examples of establishments that are excluded are schools, churches, assisted living/nursing homes, movie theaters, places with an age restriction (i.e. bars and clubs), hospitals, and workplace cafeterias.

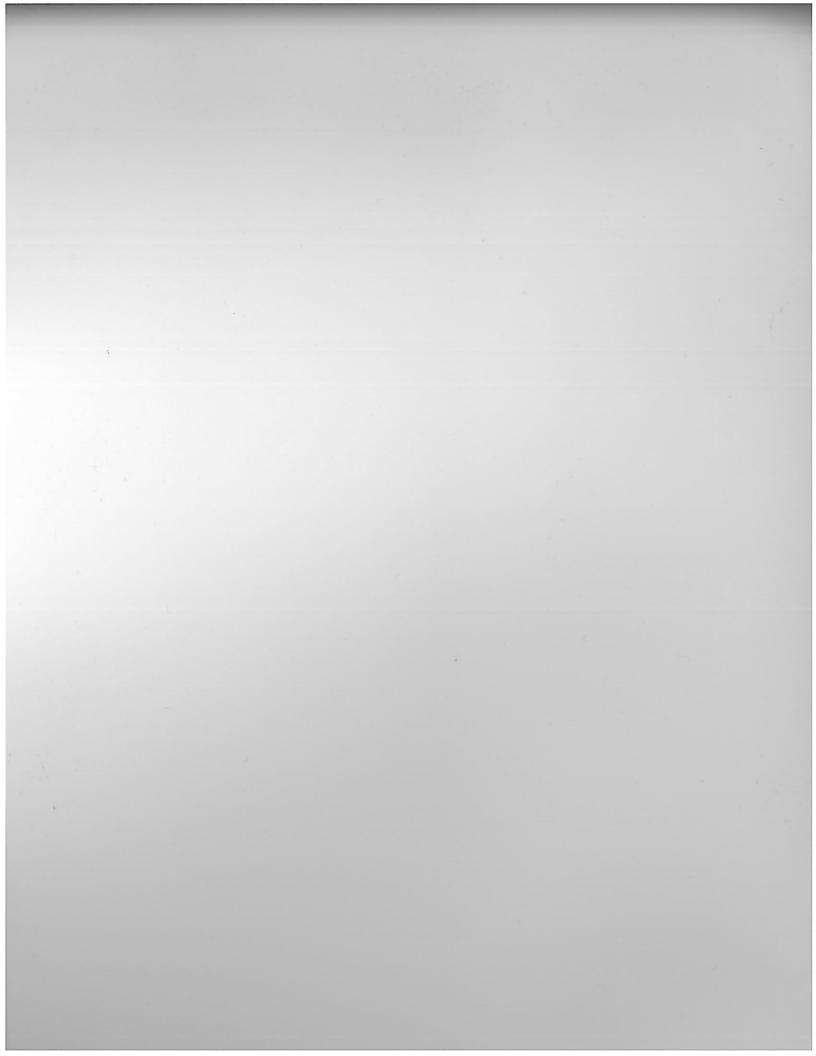
NEMS-R measures factors that contribute to food choices:

- o Availability of healthy entrées, salads, sides, and beverages
- o Barriers and support for healthy eating
- o Kid's menus

### Is NEMS-R reliable?

Reliable means the results are repeatable, that is measured consistently. In a study of 217 restaurants, inter-rater reliability was measured—the extent to which two or more evaluators agreed on their score of the same restaurant. Most kappa values were greater than 0.80.1 0.61-0.80 is considered substantial agreement and 0.81-0.99 is considered almost perfect agreement.2 Therefore, this assessment protocol is considered scientifically reliable.

<sup>1.</sup> Saelens B, Glanz K, Sallis J, Frank L. Nutrition environment measures study in restaurants (NEMS-R): development and evaluation. Am J Prev Med 2007;32:273–81. 2. Landis JR, Koch GG. The measurement of observer agreement for categorical data. Biometrics 1977;33:159-74.



### How is NEMS-R completed?

Trained Cerro Gordo County Department of Public Health - Health Promotion staff complete NEMS-R through a 25 question survey. The individuals completing the survey are not health inspectors and may not need to even enter a restaurant to complete the survey. Information collected for the survey may come from the restaurant's internet site, the restaurant's take away menu, a site visit, and/or an interview (a basic interview with a waiter or waitress can usually be sufficient to answer the questions). Each question is awarded points based on how it is answered and a score is calculated. Reference page 15 for the scoring system.

### **NEMS-R Questions**

NEMS-R can be broken down into 3 basic sections:

- 1. Availability of healthy entrées, salads, sides, and beverages (questions 12-21)
- 2. Barriers and support for healthy eating (questions 3-11, 22-23)
- 3. Kid's menus (question 25)—The kid's menu is scored separately and does not affect the NEMS-R score.

See Appendix A for complete NEMS-R survey questions.



### **Scoring Criteria**

### Availability of Healthy Entrées, Salads, Sides, and Beverages

NEMS-R evaluates the availability of many different healthy options in restaurants including the following. Rationale for evaluating each particular item is given.

Type of Food or Beverage	Rationale
Baked Chips	Baked chips are usually lower in fat and calories than regular chips.
100% Wheat or Whole Grain Bread	The United States Department of Agriculture states that half of an individual's grains should come from whole grains because a diet that includes whole grains has been shown to decrease the risk of many chronic diseases. To be classified as a whole grain, according to the USDA, the first ingredient should be one of the following: brown rice, buckwheat, bulgur, millet, oatmeal, quinoa, rolled oats, whole grain barley, whole grain corn, whole grain sorghum, whole grain triticale, whole oats, whole rye, whole wheat, or wild rice. If the menu has listed bread that is whole wheat, cracked wheat, or rye it is classified as a whole grain according to NEMS-R.
100% Fruit Juice	According to the USDA, juice can only be counted as a fruit in the fruit food group if it is 100% juice.
1% Low-Fat, Skim, or Non-Fat Milk	Low fat and fat free versions of milk and dairy products are lower in saturated fat than their regular fat counterparts. Saturated fat raises LDL cholesterol ("bad" cholesterol) which can increase the risk of heart disease.
Diet Soda (less than 5 calories per serving)	Diet soda has less calories and sugar than regular soda.
Other Healthy or Low Calorie Beverage (40 calories or less)	NEMS-R also takes into consideration any other healthy beverage a restaurant has that is not included above. Examples may include lemonade sweetened with artificial sweetener (i.e. Splenda or NutraSweet), diet juice or tea, unsweetened ice tea, bottled water, or flavored water.
Nutritional Guidelines establish	ned by the United States Department of Agriculture (USDA)



### Healthy Entrée Guidelines

Healthy entrées and salads are also evaluated. Entrées are assumed to be unhealthy unless nutrition information is provided or the menu makes notation of it as a healthy option. It cannot be considered healthy solely off a description of the entree because food provided at restaurants are quite often served in large portions or prepared with added fat.

The Food and Drug Administration (FDA) daily food label standard is 2000 calories each day for adults. An average day could be broken down into 20% of calories at breakfast, 40% of calories at lunch, and 40% of calories at dinner. Forty percent of 2000 calories is 800 calories. Therefore, for an entrée to



be labeled as healthy, it must be 800 calories or less. However, for burgers and sandwiches, it must be 650 calories or less because a typical burger or sandwich includes a side like chips or fries. According to the Dietary Guidelines for Americans, no more than 20-35% of calories consumed should come from fat and no more than 10% should come from saturated fat. Therefore, these guidelines, with 30% being the cut off for calories from fat, are also used to determine if a food is healthy or not. Levels beyond these are associated with many chronic health conditions like heart disease.

To be classified as a healthy entrée when nutrition information is provided, the following criteria must be met:

- 1) ≤ 800 calories (≤ 650 calories if a burger or sandwich)
- 2)  $\leq$  30% calories from fat
- 3) ≤ 10% calories from saturated fat (if this information is available)

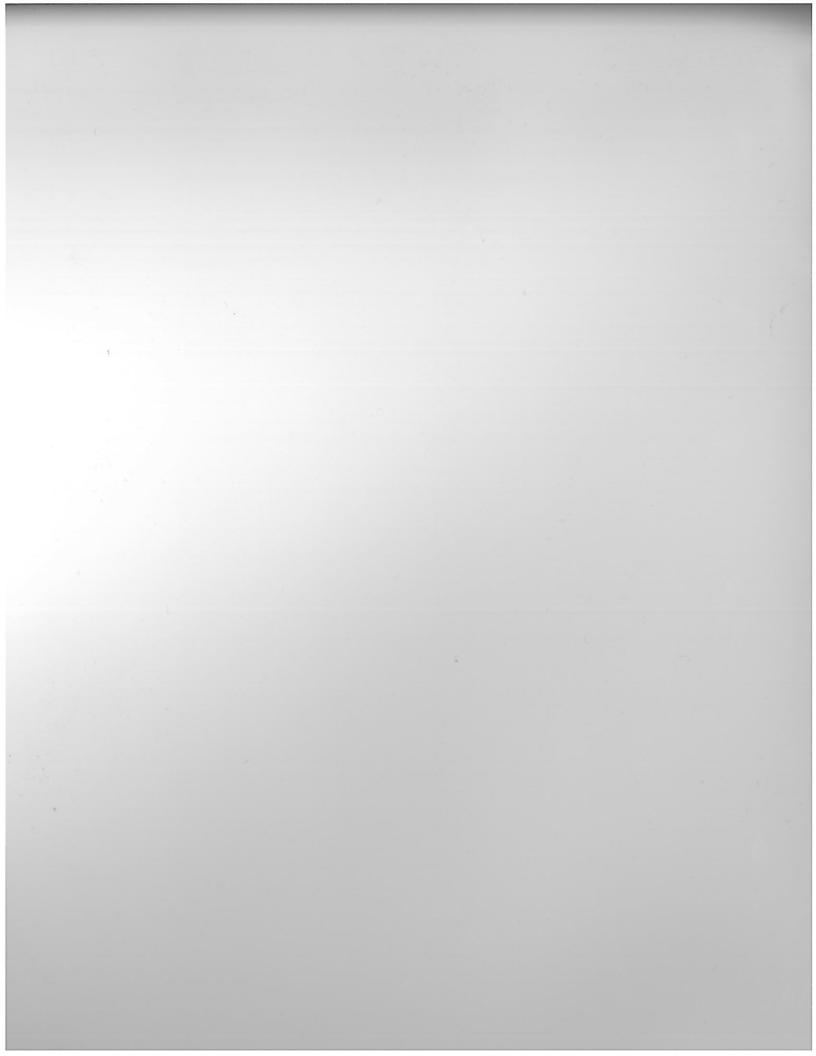


### **Fat Guidelines**

These tables illustrate the breakdown of 30% or less calories from fat and 10% or less calories from saturated fat. If the fat grams are greater than the number in the chart for that specific caloric level, it is not counted as a healthy option.

30% Calories from Fat		
Calories	≤ grams of fat	
≤ 179	5	
180—209	6	
210-239	7	
240-269	8	
270—299	9	
300—329	10	
330—359	11	
360—389	12	
390—419	13	
420-449	14	
450—479	15	
480—509	16	
510—539		
540—569		
570—599	19	
600—629		
630—659		
660—689		
690—719		
720—749	0.5	
750—779		
780—800	0 26	

≤ 10% Calories from Saturated Fat		
Calories	≤ grams of saturated fat	
≤ 149	11	
150-239	2	
240—319	3	
320-419	4	
420-499	5	
500—589	6	
590—689	7	
690—769	8	
770—800	9	



## Highlighted Healthy Entrées

If nutrition information is not provided, entrées can also be classified as healthy if they are identified on the menu as healthy (low-carb, vegetarian, or gluten free notations do not count as healthy). Entrées that can be classified as healthy must have words like "light fare," "light," "heart healthy," "healthy," etc. on their menu. Menus must follow similar FDA guidelines to food packaging when using these words on their menus because they are either implied health or nutrient claims. A health claim suggests a relationship exists between the food or an ingredient and a health related condition. A nutrient claim suggests a level of nutrient in the food.

The following are FDA definitions of health and nutrient claims:

 "Fat free": less than 0.5 grams of fat per serving with no added fat or oil



"Low fat": 3 grams or less of fat per serving

- "Light": 50% less fat or 1/3 fewer calories than the regular product
- "High in," "Rich in," or "Excellent Source": 20% or more of the Daily Value for a given nutrient per serving

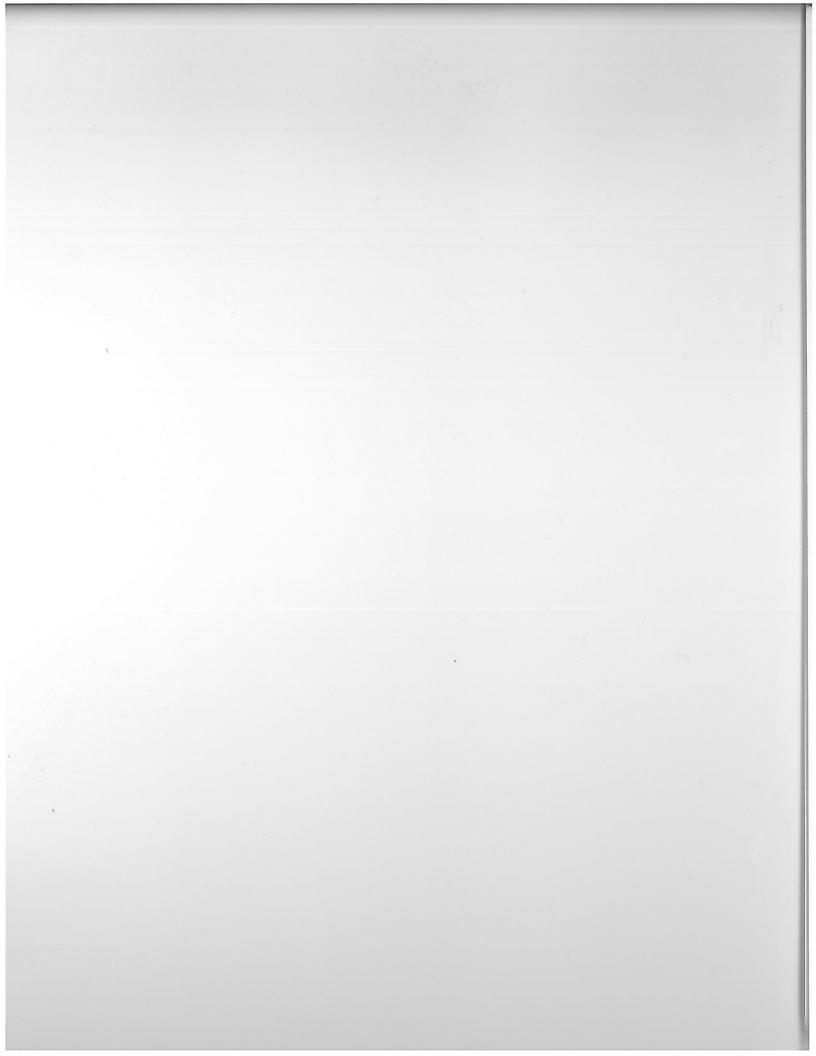


- "Healthy": Low in fat (3 grams or less), low in saturated fat (less than 0.5 grams), low in cholesterol (20mg or less), and low in sodium (less than 5mg), and containing at least 10% of the Daily Values for Vitamins A and C, iron, calcium, protein, or fiber
- Heart Symbol: would need more information to be sufficient (i.e. where to go/who to ask about the relationship between the nutrient and a certain disease, along with nutrition information)



If health or nutrient claims are made, information needs to be provided about the specific nutrient for which the claim is made. For example, if an entrée is low fat, the restaurant would need to be able to provide the specific amount of grams of fat for the entrée.

See Appendix B for a more complete list of health claims.



### Salad Entrées

Criteria for labeling a main dish salad as healthy can be slightly different than a healthy entrée. Main dish salads are those that can be considered a meal in itself and contain at least one protein source. Salads can only be labeled healthy if low fat or fat free dressing is available.

### Acceptable ingredients:

- Grilled, char grilled, or charbroiled chicken
- Grilled fish or seafood
- Turkey breast
- Ham
- Roast Beef

Criteria that automatically excludes a salad from being labeled healthy:

- Mayonnaise-based salads (i.e. Tuna salad, chicken salad)
- Caesar salad
- · Fried chicken or other fried meat
- Salad in a fried shell (i.e. Taco salad)

If nutrition information is provided, salads must meet the same nutrition criteria for healthy entrées:

- 1) ≤ 800 calories
- 2) ≤ 30% calories from fat
- 3) ≤ 10% calories from saturated fat (if this information is available)





If nutrition information is not provided, main dish salads can also be labeled healthy if they have a menu notation that labels it as such (i.e. light, low fat, healthy, etc). If the menu does not make a healthy notation, a salad can still be healthy if no more than 2 of the salad's ingredients have 50% or more calories from fat.

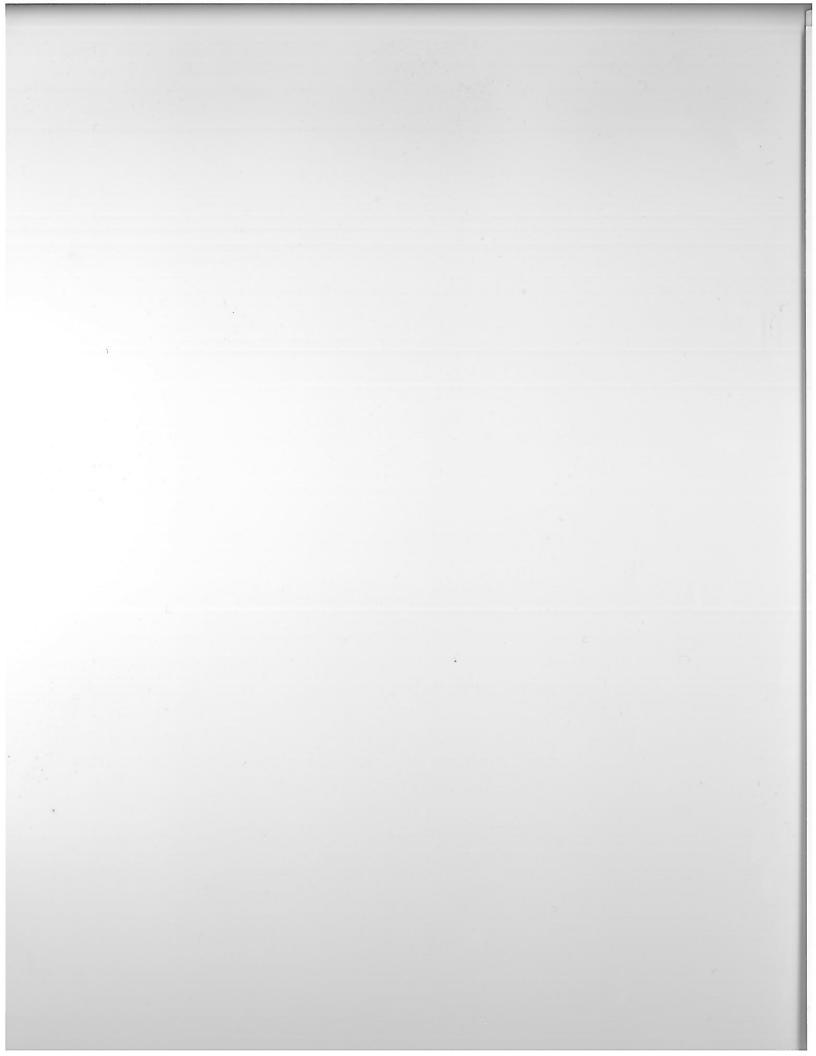
### Ingredients that contain 50% or more calories from fat

(only 2 of these can be present in a salad for it to be labeled healthy)

- · Avocado or guacamole
- Bacon
- Cheese
- Croutons
- Egg (if it already has a protein source)
- Fried (crispy) noodles, tortilla strips
- Nuts
- Olives
- Pesto
- Salami, bologna, pastrami, corned beef or other high fat lunch meat
- Sausage or pepperoni
- Sour Cream



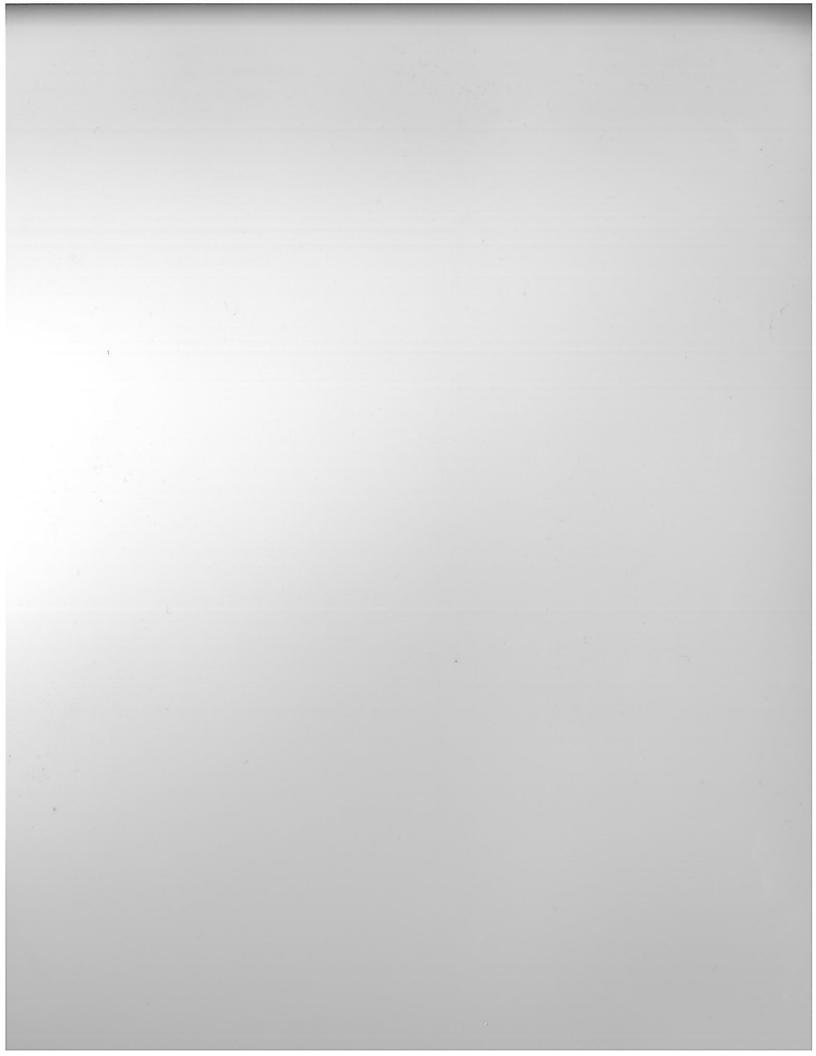
NEMS-R also records low fat or fat free salad dressings because salads can only be counted as healthy if these types of dressings are available. To be considered fat free, there must be less than 0.5 grams of fat per serving. To be considered low fat there must be 3 or less grams of fat per serving.



### Fruits and Vegetables

NEMS-R questions also address the availability of fruits and vegetables. Fruits and vegetables are an important part of any healthy life. However, they are quite often made unhealthy by adding sugar, dressings, sauces, or creams or preparing them by frying. These increase the caloric content of the dish without increasing the nutrient value. If a fruit or vegetable does not have added sugar or sauce it is counted in NEMS-R. The following are examples of key words on the menu that would indicate whether or not it could be counted as a fruit or a vegetable.

Counted as a Fruit	Not Counted as a Fruit		Counted as a Vegetable	Not Counted as a Vegetable
Fresh Fruit	Sweetened		Raw	Fried
Canned	Applesauce Canned		Steamed	Stir Fried
Fruit (in fruit	Fruit (in		Grilled	Breaded
juice)	syrup)		Char grilled	Au gratin
Fresh Fruit	Cinnamon		Baked	Casserole
Compote	Apples		Pickled	Creamed
Fresh Fruit	Fruit Salad with		Side Salad where low fat or fat free dressing is	Scalloped
salad without	dressing			With Sauce
dressing or				Glazed
on the side				Sautéed
Fresh Fruit with Yogurt			available	Potatoes
Fresh Fruit				Pinto beans, dried beans,
plate with	ė.			peas
cottage	10.			Mixed dishes
cheese Fresh Fruit		Carro		(i.e. lasagna,
on the salad		NOW.	}	pot pie, stew,
bar				Sheppard's pie)



### Kid's Menu

A NEMS-R score is not affected by whether or not a restaurant has a kid's menu. The kid's menu is scored separately from the regular menu. Some of the questions for the kid's menu are the same as the regular menu (i.e. availability of nutrition information, 100% juice, 1% low fat, skim, or non-fat milk and promotion of healthy and unhealthy eating).

The kid's menu questions also ask if there are healthy entrées. However, they do not need to meet the qualifications that the regular menu had to meet. The following are examples of key words on the menu that would indicate whether or not it could be counted as a healthy entrée.

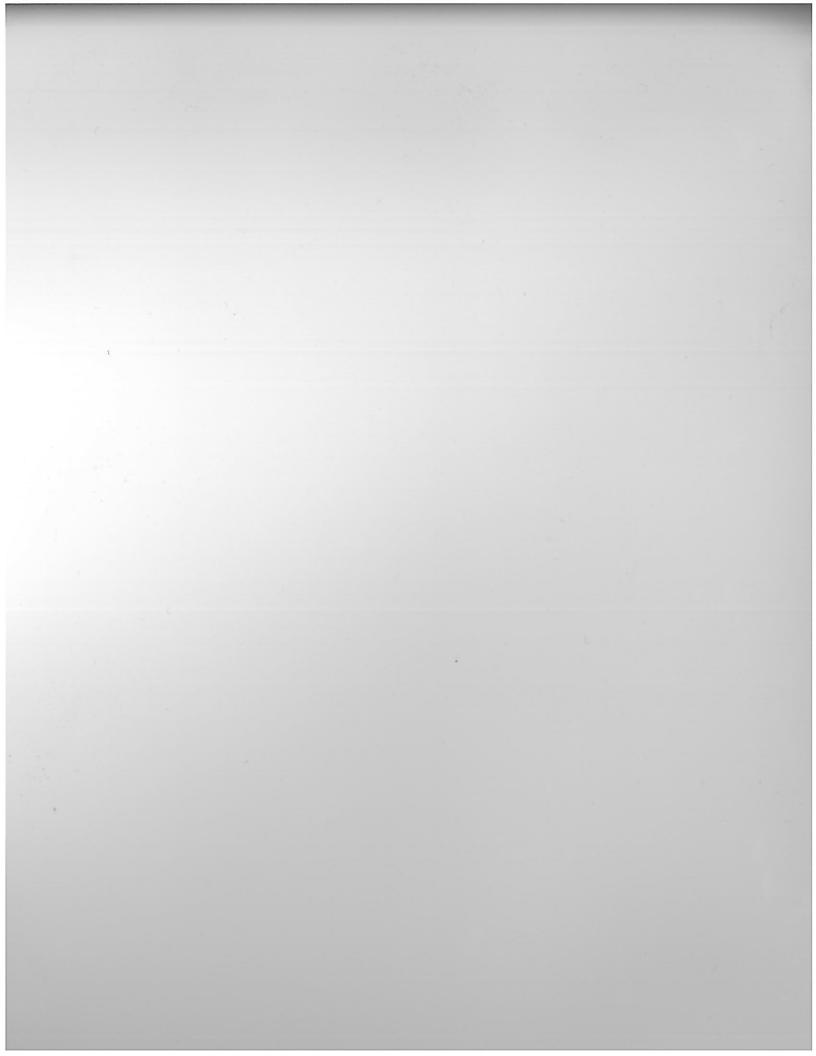
Healthy Kid's Entrée	Unhealthy Kid's Entrée
Grilled (i.e. grilled chicken)	Fried
Baked	Cheese (i.e. macaroni and cheese, cheese ravioli)
Broiled	Butter (i.e. pasta with butter)
Salad (unless it does not meet the qualifications to the right - i.e: fried or red meat)	Red Meat (i.e. hamburger, taco, hotdog)
	Low carb promotions
	Peanut Butter and Jelly Sandwich (unless made with whole wheat bread or low sugar preserves)

The Kid's Menu section of NEMS-R also looks at the availability of healthy sides (either assigned sides or sides that can be chosen).

Healthy Kid's Side	Unhealthy Kid's Side
Fruits and vegetables that are considered healthy on the regular menu	Mayonnaise or oil based sides (i.e. coleslaw or potato salad)
Applesauce without added sugar	Sides with cheese as the
Salads (regardless of the	primary ingredient (i.e. macaroni
dressing)	and cheese)
Baked chips	Sides where oil or butter is
Raw vegetables (can include	usually added to the preparation
dipping sauce or dressing)	(i.e. garlic bread, mashed
	potatoes, stuffing)

The kid's menu is also evaluated on whether or not there are free refills on unhealthy drinks (i.e. regular soda, high fat milk), unhealthy desserts automatically included in the meal, and the availability of any healthy desserts.

To obtain your Restaurant's Kids Menu NEMS-R Score, contact the Cerro Gordo County Department of Public Health at 641-421-9312



### **Scoring System**

The scoring system for NEMS-R has a point range of -27 to 63 depending on how questions are answered.



The scoring breakdown is as follows:

NEMS-R Scoring System for Restaurants

NEMS-R Scoring System for R		
Question	Points Allotted	
Site Visit: Nutrition Information	Yes = 3 points	
Menu: Nutrition information on menu	Yes = 3 points	
Menu: Identifies healthier menu options	Yes = 2 points	
Internet: Nutrition information	Yes = 2 points	
Internet: Identifies healthier items	Yes = 2 points	
Nutrition information at point of purchase	Yes = 3 points	
Signs show healthy menu options	Yes = 3 points	
Signs encourage healthy eating	Yes = 3 points	
Signs encourage unhealthy eating	Yes = -3 points	
Signs encourage overeating	Yes = -3 points	
Low carb promotion	Yes = -3 points	
Baked chips	Yes = 3 points	
Whole grain bread	Yes = 3 points	
100% fruit juice	Yes = 3 points	
1% low fat, skim, or non fat milk	Yes = 3 points	
	1 Choice = 1 point	
Main dishes/entrées: Healthy options	2-4 Choices = 2 points	
• •	5+ Choices = 3 points	
	1 Choice = 1 point	
Main dish salads: Healthy options	2-4 Choices = 2 points	
-	5+ Choices = 3 points	
	1 Choice = 1 point	
Low fat or fat free salad dressings	2 Choices = 2 points	
	3+ Choices = 3 points	
Fruit without added sugar	Yes = 3 points	
Non-fried vegetables	Yes = 3 points	
Diet soda	Yes = 3 points	
Nutrition information on menu OR healthy	Voc = 2 points	
entrees identified on menu	Yes = 3 points	
Reduced-sized portions offered on menu	Yes = 3 points	
Menu notations that encourage healthy	Voc = 2 points	
requests	Yes = 3 points	
Large portion sizes encouraged	Yes = -3 points	
Menu discourages special requests	Yes = -3 points	
All you can eat or unlimited trips	Yes = -3 points	
Combo meal cheaper than individual items	Yes ("more") = -3 points	
Healthy entrees cost more than regular ones	Yes ("more") = -3 points	
Charge for shared entrée	Yes = -3 points	
Smaller portion at reduced cost	Yes ("less") = 3 points	



### Kid's Menu Scoring System

The kid's menu is scored separately from the rest of the survey. The kid's menu score has a range of -6 to 24. (The kid's meal score was not included in the NEMS-R score for your restaurant.)



NEMS-R Scoring System for Kid's Menu Review

Question	Points Allotted
Healthy Entrées	Yes = 3 points
100% Fruit Juice	Yes = 3 points
1% low fat, skim, or non fat milk	Yes = 3 points
Free refills on unhealthy drinks	Yes = -3 points
Healthy sides	Yes = 3 points
Healthy side substitution	Yes = 3 points
Assigned healthy sides	Yes = 3 points
Unhealthy dessert included	Yes = -3 points
Healthy dessert available	Yes = 3 points
Nutrition information provided	Yes = 3 points



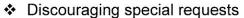
### Barriers - Reasons for low scoring

According to NEMS-R, barriers to healthy eating need to be removed and support for healthy eating needs to be in place. Healthy choices need to be an easy choice for customers.

Barriers should be eliminated that prevent individuals from eating healthy or encourages them to eat unhealthy.

### Barriers include:

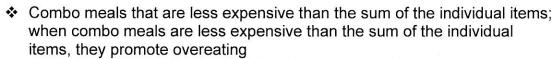
- Encouraging large portion sizes and overeating
  - "Are you up for the challenge? Try any of our burgers with two juicy 8 oz patties"
  - "Gigantic"
  - "20 ounce steaks"
  - "Over stuffed"
  - "Super size"



- "Substitute salad for fries add \$2"
- "No Substitutions"

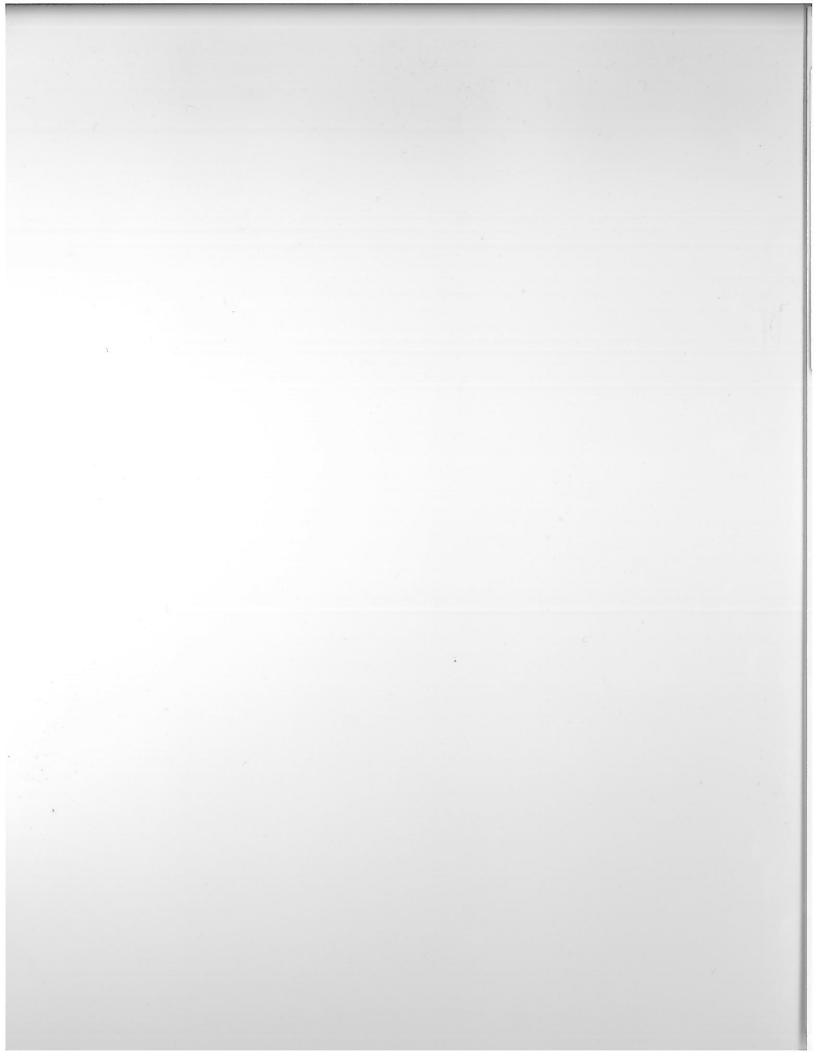


- "All you can eat buffet"
- "All you can eat rib night"
- "Unlimited fries"
- Signs, table tents, or displays that encourage unhealthy eating
  - "You Deserve It Desserts"
  - Posters featuring pictures of high fat foods
  - "Ask you server about the specialty cakes & cheesecakes available for dessert"



- \$5.39 for combo (sandwich, fries, and drink); \$6.07 for items purchased separately (\$2.99 for sandwich, \$1.59 for fries, \$1.49 for drink)
- Extra charge for a shared entrée
  - "\$10 charge for split entrées"





### **Alternatives to Barriers**

Restaurants should also support healthy eating.

### Support of healthy eating includes:

- Nutrition information posted near point-of purchase, available in a brochure or on the menu (at minimum it must include calories and total fat).
- Signs, table tents, or displays that highlight healthy menu options
  - "We feature salads made with fat free dressings"
  - "Try our brown rice"
  - "Eat this, not that" (Arby's)
- Signs, table tents, or displays that encourage healthy eating
  - "Eat Healthy" (Lantern)
  - "Fruits and Vegetables the Smart Choice"
  - USDA's MyPlate Icon
  - "To keep it balanced remember energy in = energy out" (KFC)
- Menu notations that encourage healthy requests
  - "You can opt for a healthier selection like a veggie burger patty and a whole wheat bun. All at no extra cost. Just ask your server."
     (Denny's)
  - "Our sandwiches are topped with lettuce, tomato, and cheese. For a low-fat option, ask for lettuce and tomato only."
- Healthy entrées indentified on menu
  - "Fit & Trim Selections under 700 calories" (Ruby Tuesdays)
  - "6 grams of fat or less" (Subway)
  - "Drive thru Diet" (Taco Bell)
  - "Lighten Up" (Carlos O'Kelly's)
- Reduced sized portions offered on menu (if reduced sized portions are offered, the smaller portion should cost less than the regular sized portion)
  - "Petite" choices (The Quarry)
  - "Half Sandwiches" and "Half Combos" (Pete's Kitchen)
- Healthy entrées at a lower cost than unhealthy options



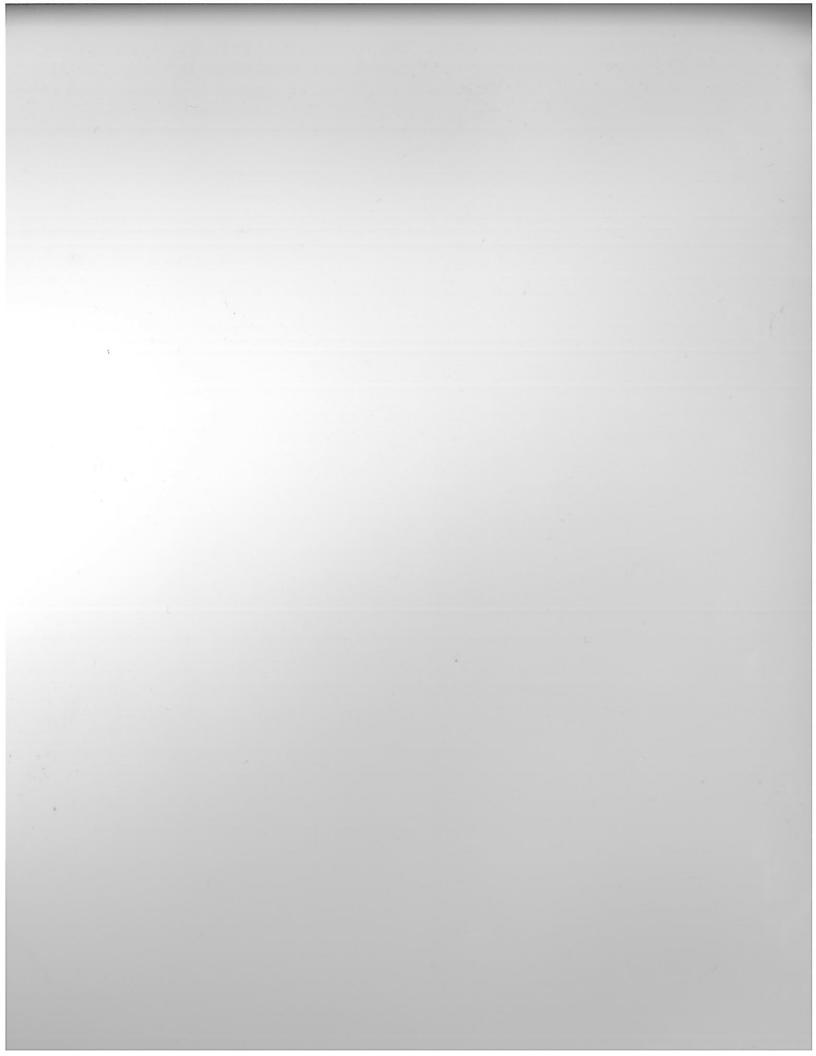






EAT THIS MOTINATION

Arby's®

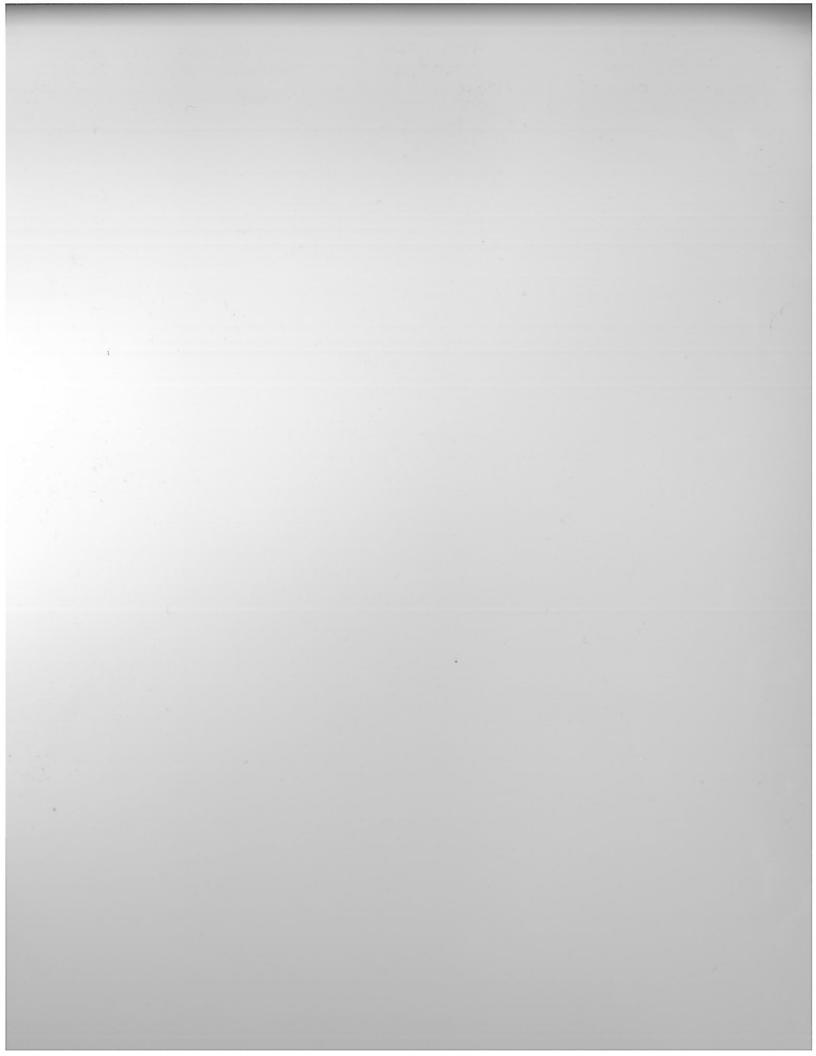


### **Solutions**

### Options to improve score and health of the restaurant environment

Increase your NEMS-R score by up to 18 points by following these 6 simple steps. Each requires very little time, effort, and money.

- 1. Have a sign, table tent, or display that highlights a healthy menu option (adds 3 points). With this, you are still promoting your food options, but stressing healthy options over unhealthy options.
  - See Appendix C for examples
- 2. Have a sign, table tent, or display that highlights healthy eating (adds 3 points)
  - See Appendix D for examples
- 3. Provide 1% or skim milk instead of 2% (adds 3 points)
- Offer low fat or fat free dressing for salads (adds 3 points if you have 3 or more low fat/fat free dressing options)
  - Examples could include: fat free ranch, fat free zesty Italian, fat free blue cheese, low fat sesame ginger, low fat balsamic vinaigrette. Note: Many "light" dressings are not low fat—they need to have 3 grams or less of fat per serving to qualify.
- 5. Offer fruit without added sugar (adds 3 points).
- Offer non-fried vegetable without added sauce (adds 3 points each). This may just mean altering the preparation of vegetables you already provide (ex. steaming instead of frying).



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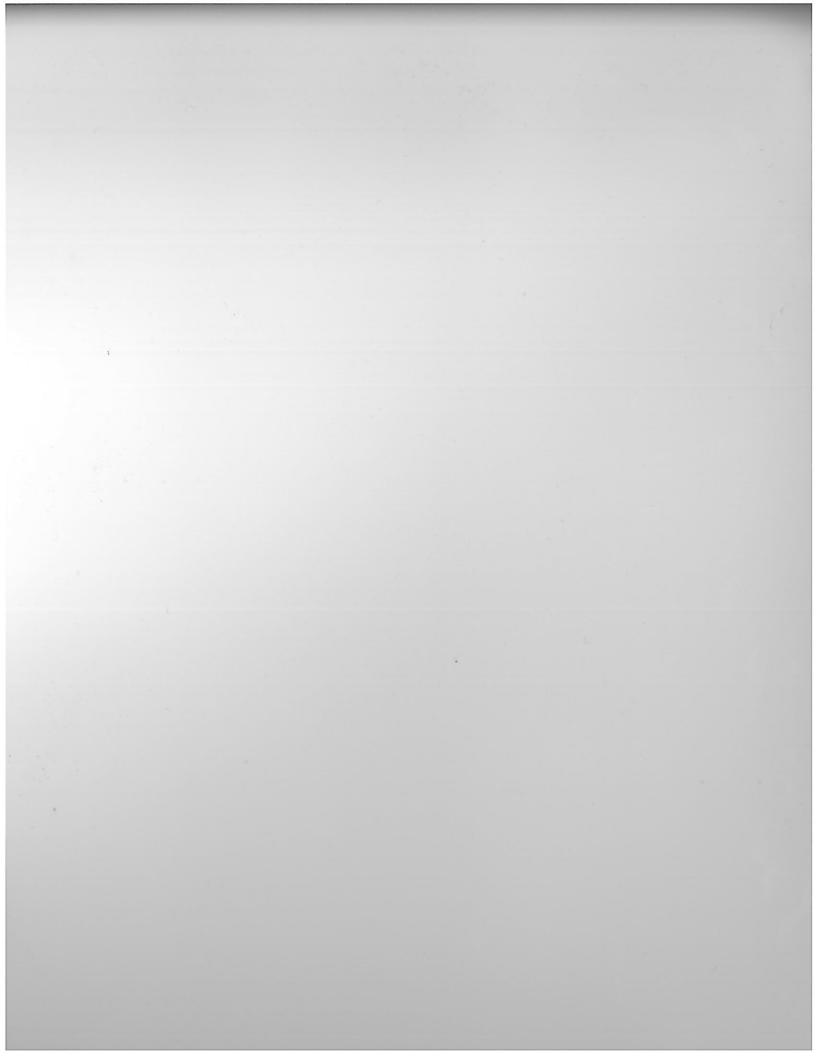
Location:

NEMS-R Score:	Date Scored:
	di Kalendari

# **NEMS-R Score Classification:**

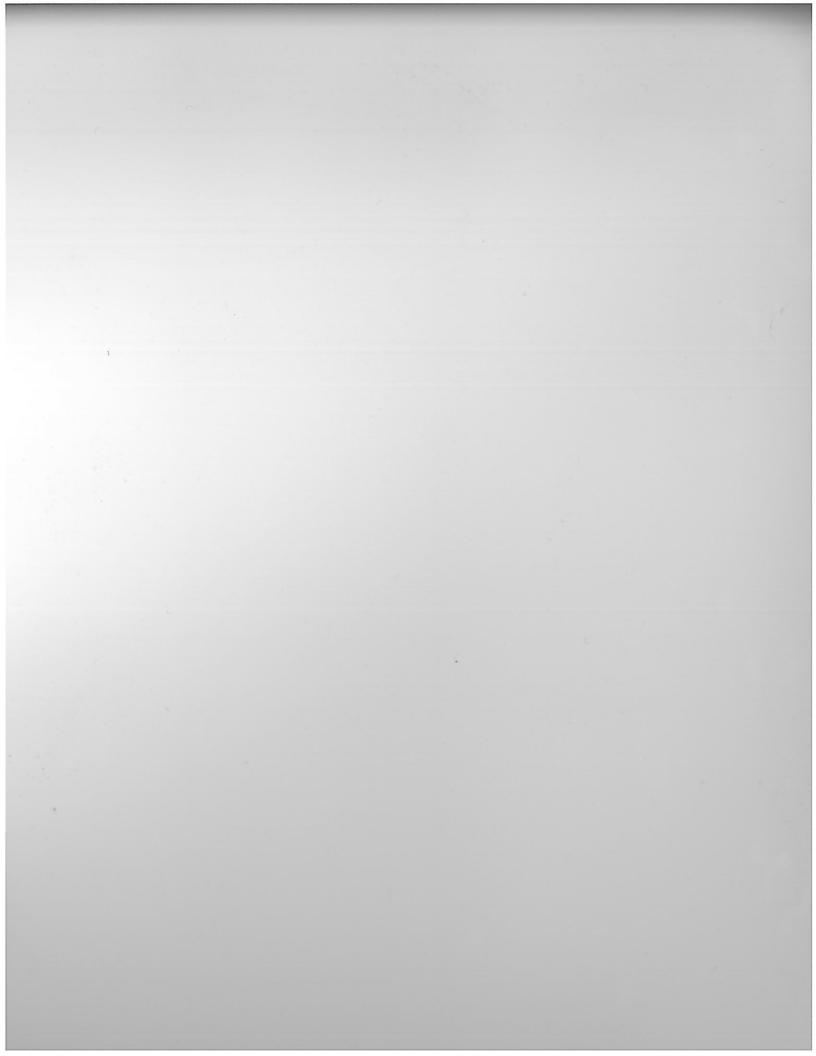


Points ≥ 27	75+% of healthy strategies are practiced by restaurant
Points 18-26	50-74% of healthy strategies are practiced by restaurant
Points < 18	<50% of healthy strategies are practiced by restaurant



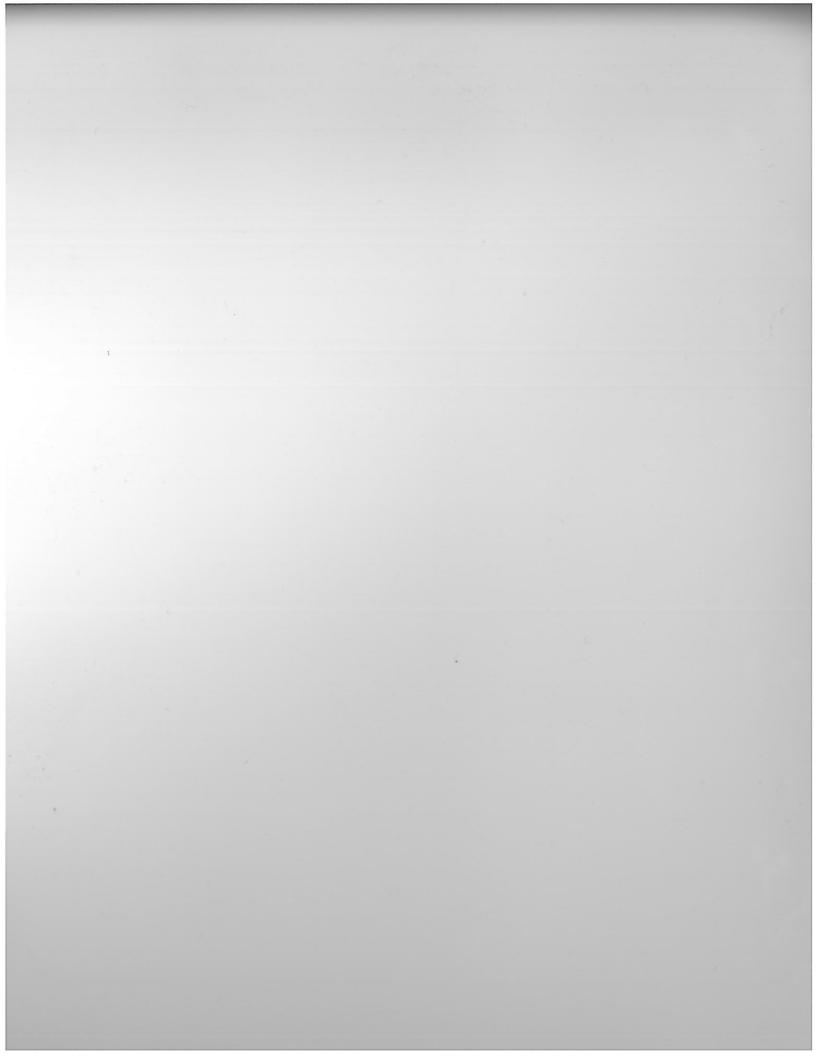
Restaurant managers: use this chart to identify strategies that can be adopted to increase the health of your restaurant's environment.

	Areas for Improvement
	Post Nutritional Information at Point of Purchase
1000	Post Nutritional Information on Menus
	Highlight "Healthier" Menu Items
	Provide a Salad Bar
	Display Nutrition Information around restaurant
(100	Display signs/banners promoting healthy menu items
	Display signs/banners encouraging healthy eating habits
	Don't display signs/banners encouraging unhealthy eating habits
	Don't display signs/banners encouraging overeating
	Offer Baked Chips
	Offer Whole Grain Bread
•	Offer 100% Fruit Juice
	Offer 1%, low-fat, skim or non-fat milk
	Offer ≥ 5 healthy entrees (*see guidelines on page 8)
	Offer ≥ 5 healthy salad entrees (*see guidelines on page 11)
	Offer ≥ 3 low-fat or fat free salad dressings
	Offer non-fried vegetables as a side dish
	Offer Diet Soda
	Option to order a reduced portion size noted on menu
	Menu notations that encourage healthy meal requests
	Don't promote super-sizes, large sizes, combo deals
	Don't charge additional money for special requests (i.e. split an entrée)
	Don't promote "All you can eat" or Buffet selections
	Charge the same amount for a combo meal as purchasing each item individually
	Charge the same amount for healthy entrées as less healthy entrées



# Appendix A

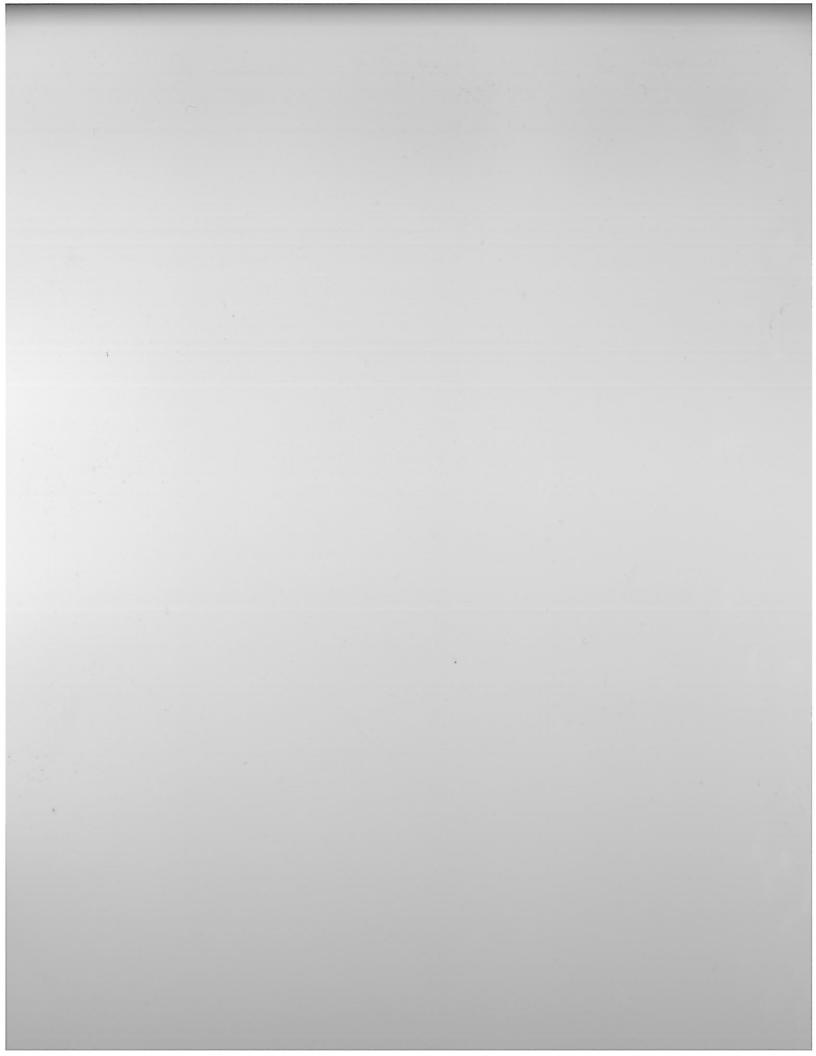
NEMS-R SURVEY ASSESSMENT TOOL



# CEREST STATES OF RESTAURANT MEASURES-DATA COLLECTION Nutrition Environment Measures Survey (NEMS)

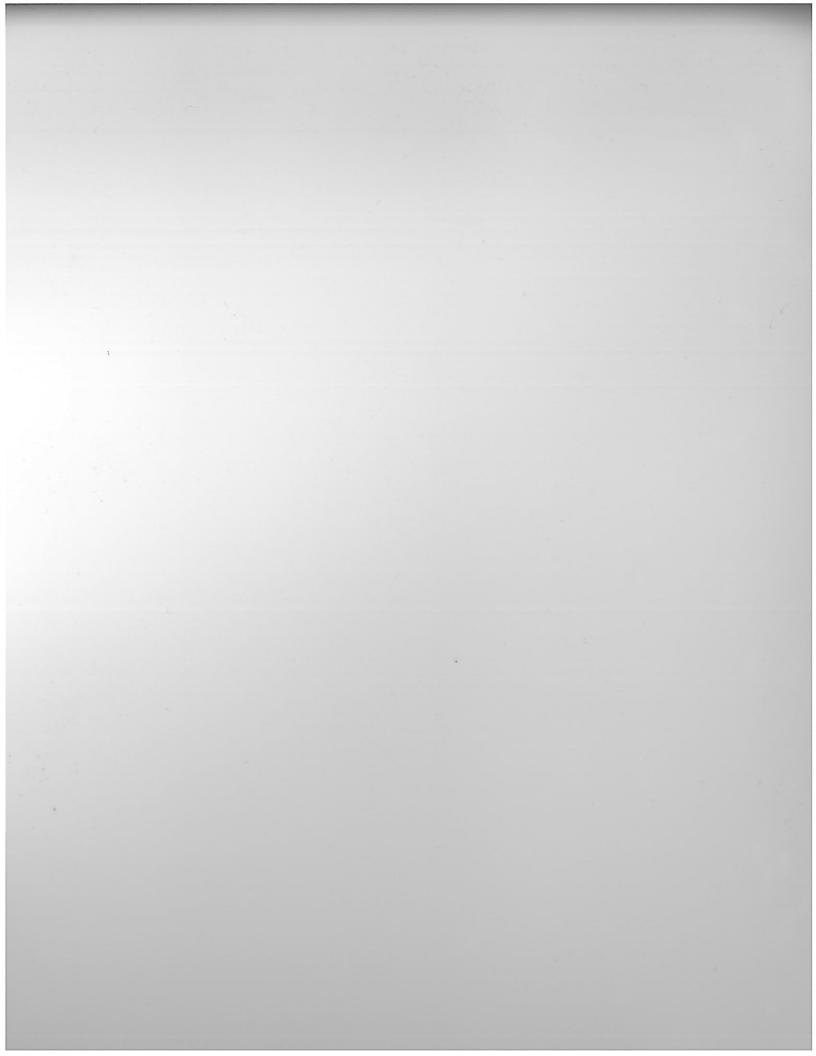
	Resta	Restaurant D:[				Date:				
	Rater ID:	<u> </u>				Month	Day Y	ear		
1) Type of Restaurant:	ınt:	Code #								
2) Data Sources:	Site Visit	Site Visit/Observation	ation Take-Away Menu	ay Menu		Internet		Interview	W	
	O yes O no	ou O	O yes O no	O no	0	O yes O no		O yes O no	O no	
3) Site Visit Information:	ation:		4) Take-Away Menu Features:	u Features:	5) Internet Site Features:	e Features:	(9	6) Interview Information:	rmation:	
Take-away Menu O yes	O yes	O no	Nutrition	O yes O no	Menu	O yes	O no	Menu options	O yes	O no
Nutrition Information	O yes	O no	Information Identification of healthier menu	O yes O no	Nutrition Information	O yes	O no	Pricing	O yes	О по
Other:	O yes	O no	items		Identification of	Jo:		Other:	O yes O no	O no
Other:	O yes O no	O no	Other:	O yes O no	healthier menu items		O yes O no Co	Comments (describe items above)	be items abc	ve)
Comments:			Other:	O yes O no	Other:	O yes	ou O			ſ
			Comments: —		Web site URL					1
					Comments:			#		1
7) Hours of operation:	tion:					Data S	Data Source(s): O Site	O Site O Menu	u O Web	
Sunday O Open		O Closed	Thursda	Thursday O Open C	O Closed Fri	Friday O Open O Closed	n O Close		y O Open	Saturday O Open O Closed
O B: 6:00 - 11:00am	00am		OB: 6:0	OB: 6:00 - 11:00am	OB	OB: 6:00 - 11:00am	Jam	OB: 6	OB: 6:00 - 11:00am	m
O L: 11:00 am - 3:00 pm	- 3:00 pn	1	OL: 11:	O L: 11:00 am - 3:00 pm		O L: 11:00 am - 3:00 pm	3:00 pm	O L: 1	O L: 11:00 am - 3:00 pm	00 pm
O D: 5:00 pm to Close	o Close		O D: 5:0	O D: 5:00 pm to Close	16	O D: 5:00 pm to Close	Close	OD: 5	O D: 5:00 pm to Close	lose
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7) Hours of operation:		Dairy Dearres(3): Otto Civella	on o mount
Sunday O Open O Closed	Thursday O Open O Closed	Friday O Open O Closed	Saturday O Open O Clos
O B: 6:00 - 11:00am	O B: 6:00 - 11:00am	O B: 6:00 - 11:00am	O B: 6:00 - 11:00am
O L: 11:00 am - 3:00 pm	O L: 11:00 am - 3:00 pm	O L: 11:00 am - 3:00 pm	O L: 11:00 am - 3:00 pm
O D: 5:00 pm to Close	O D: 5:00 pm to Close	O D: 5:00 pm to Close	O D: 5:00 pm to Close
OAM OPM	O AM O PM	C O AM O PM	☐:☐OAM OPM
O Open 24 Hours (If 24-hr, leave Hours of Operation section blank)	s of Operation section blank)		
8) Access: Drive-thru window	Parking onsite 9) Size	9) Size of Restaurant:	
O yes O no	O yes O no O S	O Seating capacity = OR O	<b>OR</b> O Number of tables =
Comments:	Com	Comments:	
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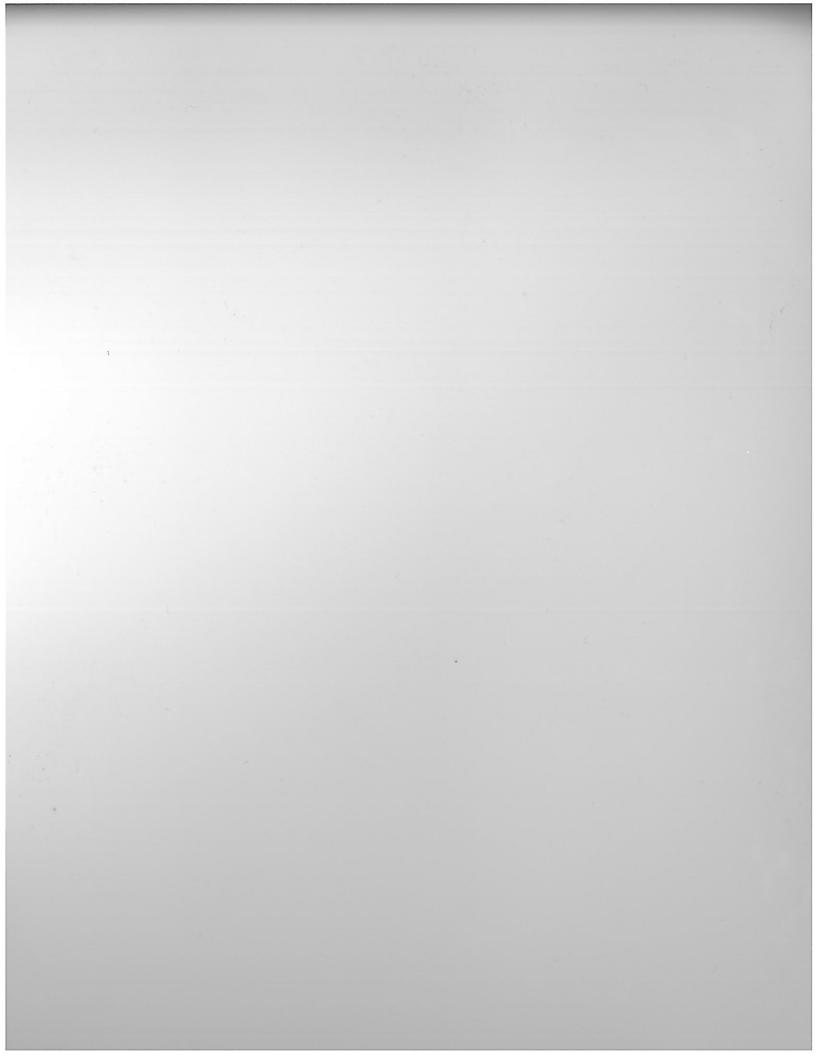
	Comments									
Date: Month Day Year	Choices (#)		#		#				1 1	
	Select One C	O yes	O yes #	O yes #	O yes 6	O yes 4	O yes #	O yes #	O yes O no	O yes
Restaurant ID:	Menu Review	16) Main Dishes/Entrees: a. Total # Main Dishes/Entrees	b. Healthy options	17) Main dish salads; a. Total # Main dish salads	b. Healthy options	c. Low-fat or fat free salad dressings	18) Fruit (w/out added sugar)	19) Non-fried vegetables (w/out added sauce)	20) Diet soda	21) Other healthy or low calorie beverage?

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Nutrition Environment N RESTAURANT MEASUR	Nutrition Environment Measures Survey (NEMS) RESTAURANT MEASURESDATA COLLECTION	
Restaurant D:	Date: Month Day	Year
Menu Review/Site Visit 22) Facilitators & Supports	Select One	Comments
a. Nutrition information on menu (paper or posted menu)	O yes O no	
b. Healthy entrees identified on menu	O yes O no	
c. Reduced-size portions offered on menu	O yes O no O standard	
d. Menu notations that encourage healthy requests	O yes O no	
e. Other?	O yes O no	
23) Barriers a. Large portion sizes encouraged? Super-size items on menu	O yes O no	
b. Menu notations that discourage special requests (e.g., No substitutions or charge for substitutions)	O yes O no	



# Comments RESTAURANT MEASURES-DATA COLLECTION **Nutrition Environment Measures Survey (NEMS)** Date: O less ONA O less O less ONA ONA Select One O same O same O more O more O same O more O yes O yes O yes O no O no O no (if 22c is No or Standard then mark N/A) a. Sum of individual items compared to combo meal d. Smaller portion compared to regular portion ı b. Healthy entrees compared to regular ones c. All-you-can-eat or "unlimited trips" Restaurant ID c. Charge for shared entree? Rater ID: 23) Barriers (Cont.) d. Other? 24) Pricing

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O more

e. Other?

ONA

O same



			Comments														
(EMS) ECTION	Date: $\square$ $ $ $\square$ $				er O Other O NA												
Survey (P	Da				O 12 and under	ONA	O NA	O NA	ONA	ONA	O NA	O NA	O NA	O NA	ONA	ONA	O NA
easures ES-DA			ne	O no		O no	O no	O no	O no	O no	Опо	O no	O no	O no	ou O	O no	O no
ment M EASUR			Select One	O yes (	O 10 and Under	O yes	O yes	O yes	O yes	O yes	O yes	O yes	O yes	O yes	O yes	O yes	O yes
Nutrition Environment Measures Survey (NEMS) RESTAURANT MEASURESDATA COLLECTION	Restaurant ID:	Rater ID:	Menu Review	25) Kid's menu?	a. Age limit	b. Any healthy entrees?	c. 100% fruit juice	d. 1% low-fat, skim or non-fat milk	e. Are there free refills on unhealthy drinks?	f. Are there any healthy side items (either assigned or to choose)?	g. Can you substitute a healthy side for an assigned unhealthy one?	h. Do any entrees that have assigned sides include an assigned healthy side?	<ul><li>i. Is an unhealthy dessert automatically included in a kid's meal?</li></ul>	<ul><li>j. Are there any healthy desserts</li><li>(either free or at additional cost)?</li></ul>	k. Is nutrition information (e.g., calories or fat) provided on the kid's menu?	1. Other unhealthful eating promotion?	m. Other healthful eating promotion?

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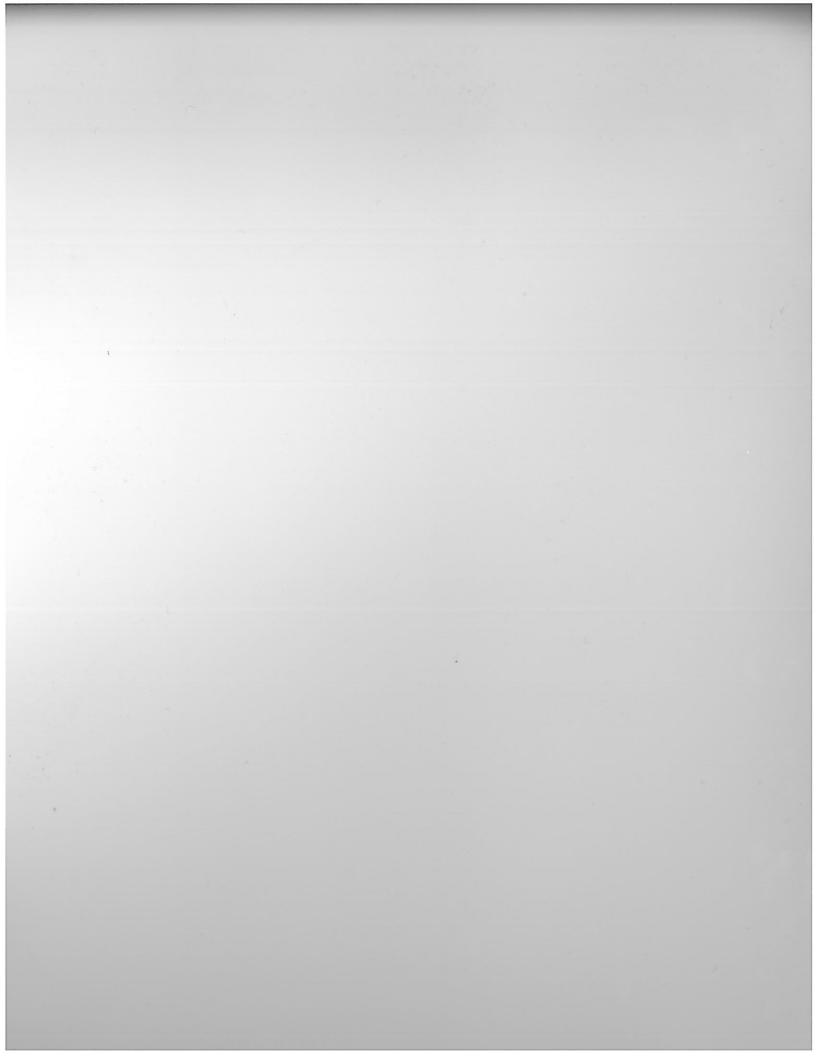
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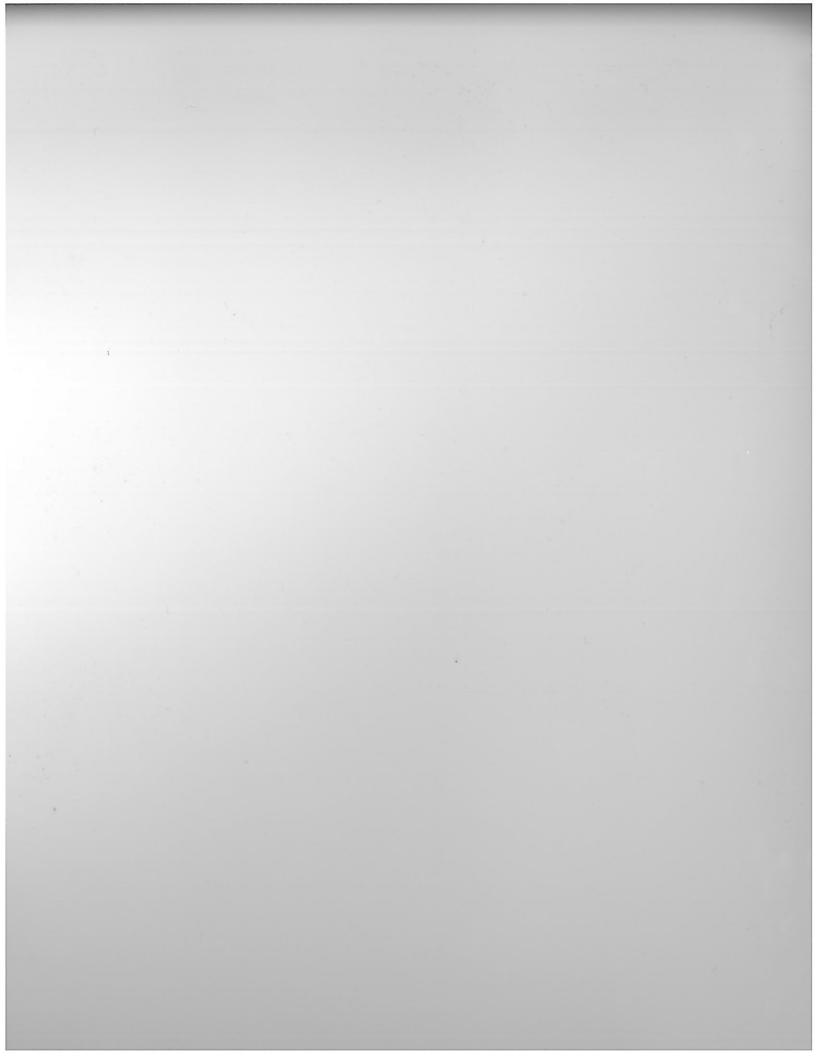
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# **Appendix B**

### **FDA Specifications for Health Claims & Descriptive Terms**

Claim	Requirements that must be met							
Fat-Free	Less than 0.5 grams of fat per serving, with no added fat or oil.							
Low fat	3 grams or less of fat per serving.							
Less fat	25% or less fat than the comparison food.							
Saturated Fat Free	Less than 0.5 grams of saturated fat and 0.5 grams of trans-fatty acids per serving.							
Cholesterol-Free	Less than 2 mg cholesterol per serving, and 2 grams or less saturated fat per serving.							
Low Cholesterol	20 mg or less cholesterol per serving and 2 grams or less saturated fat per serving.  At least 25% fewer calories per serving than the comparison food.							
Reduced Calorie	At least 25% fewer calories per serving than the comparison food.							
Low Calorie	40 calories or less per serving.							
Extra Lean	Less than 5 grams of fat, 2 grams of saturated fat, and 95 mg of cholesterol per (100 gram) serving of meat, poultry or seafood.							
Lean	Less than 10 grams of fat, 4.5 g of saturated fat, and 95 mg of cholesterol per (100 gram) serving of meat, poultry or seafood.							
Light (fat)	50% or less fat than in the comparison food.							
Light (calories)	1/3 fewer calories than the comparison food.							
High-Fiber	5 grams or more fiber per serving.							
Sugar-Free	Less than 0.5 grams of sugar per serving.							
Sodium-Free or Salt-Free	Less than 5 mg of sodium per serving.							
Low Sodium	140 mg or less per serving.							
Very Low Sodium	35 mg or less per serving.							
Healthy	A food low in fat, saturated fat, cholesterol, and sodium, and containing at least 10% of the Daily Values for vitamins A and C, iron, calcium, protein, or fiber.							
"High," "Rich in," or "Excellent Source"	20% or more of the Daily Value for a given nutrient per serving.							
"Less," "Fewer," or "Reduced"	At least 25% less of a given nutrient or calories than the comparison food.							
"Low," "Little," "Few," or "Low Source of"	An amount that would allow frequent consumption of the food without exceeding the Daily Value for the nutrient but can only make the claim as it applies to all similar foods.							
"Good Source Of," "More," or "Added"	The food provides 10% more of the Daily Value for a given nutrient than the comparison food.							
"Whole Grain"	Cereal grains that consist of the intact, ground, cracked or flaked fruit of the grains whose principal components (endosperm, germ and bran) are present in the same relative proportions as they exist in the intact grain. Manufacturers can make factual statements about whole grains on the label of their products, such as "10 grams of whole grains," "½ ounce of whole grains," and "100% whole grain oatmeal".							



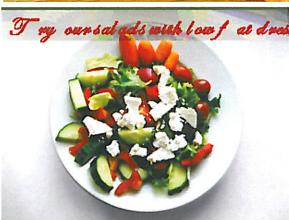
### **Appendix C**

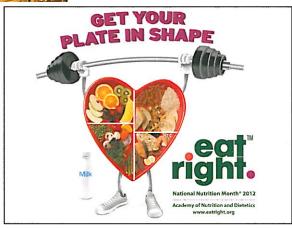
Sample Promotion of Healthy Menu Options and Healthy Eating Choices

PROMOTIONAL SIGNAGE:









### MENU SIGNAGE:

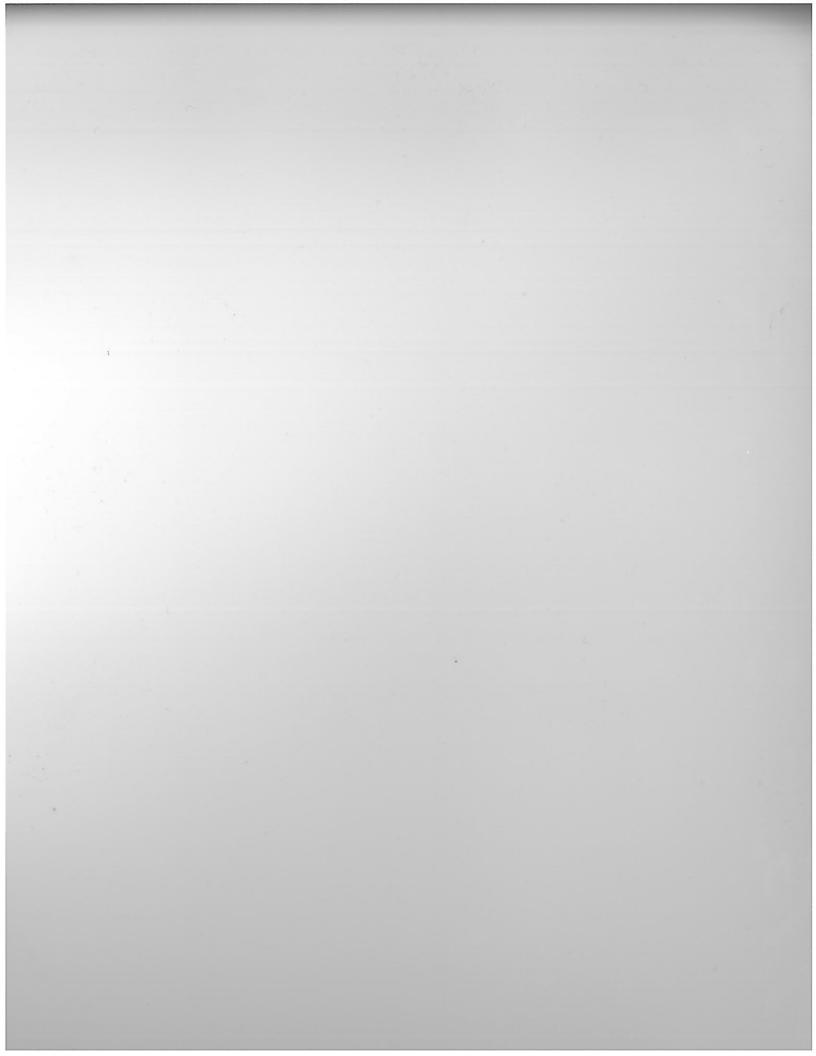


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# References

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.

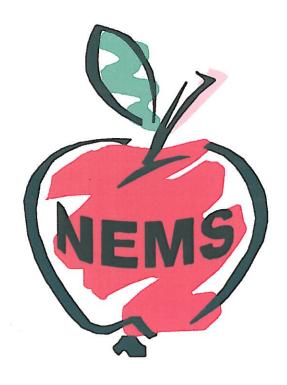
Center for Health Behavior Research, University of Pennsylvania

December 2008 Gallup Lifestyle Poll, www.gallup.com/poll/113617/Restaurant-Dining

USDA 2010 Dietary Guidelines for Americans, www.dietaryguidelines.gov

FDA – Food Labeling Guidance & Regulatory Information www.fda.gov/Food/LabelingNutrition/FoodLabelingGuidanceRegulatoryInformation/def ault/htm





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Cerro Gordo County Department of Public Health

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