

DATE: ___/___/___ (MO/DD/YYYY)

RATER ID: ___

Start Time: ___:___ AM/PM

RESTAURANT ID ___ - ___

End Time: ___:___ AM/PM

Children’s Lunch/Dinner Menu Assessment



DOES THIS MENU CONTAIN A CHILDREN’S MENU? YES NO

IF NO CHILDREN’S MENU, ANSWER Q1 AND Q2, AND THEN DISCONTINUE MEASURE.

INSTRUCTIONS: PLEASE CHECK THE APPROPRIATE CIRCLE OR FILL IN THE CORRESPONDING TOTAL NUMBER ON THE LINE. UNLESS OTHERWISE INDICATED, PLEASE CHECK ONLY ONE CIRCLE FOR EACH QUESTION.

1) Type of restaurant	<input type="radio"/> Full Service
	<input type="radio"/> Fast Casual
	<input type="radio"/> Buffet
	<input type="radio"/> Fast Food
2) Cuisine type	<input type="radio"/> American (hamburgers, wings, Southern-style, steaks, seafood)
	<input type="radio"/> Asian (Chinese, Vietnamese, Korean, Thai, Japanese)
	<input type="radio"/> Mexican or Tex-Mex
	<input type="radio"/> Italian
	<input type="radio"/> Pizza
	<input type="radio"/> Sandwich/Deli
	<input type="radio"/> Other – Greek, Indian, French, African/Moroccan, etc.

NOTE: Discontinue HERE if there is no children's menu for the restaurant.

3) Age limit for children’s menu	<input type="radio"/> 10 and under
	<input type="radio"/> 12 and under
	<input type="radio"/> Other
	<input type="radio"/> NA
4) Is nutrition information (e.g., calories) available on the children’s menu?	<input type="radio"/> yes <input type="radio"/> no
5) Are healthy entrees identified on the children’s menu by a symbol or words that indicate “light”, “low-calorie” or “low-fat” (e.g., fit)?	<input type="radio"/> yes <input type="radio"/> no
6) Entrees on the children’s menu	
6a) How many total entrees are available?	_____
	Total from Table 1
6b) How many healthy entrées are offered (baked, grilled, broiled, or boiled and do not have bacon, cheese, cream or butter sauce added)?	_____
	Total from Table 1
6c) How many healthy entrée salads offered (do not have bacon, sausage, cheese, fried chips/croutons/wontons, or fried meat)?	_____
	Total from Table 1

6d) How many whole grain/wheat products are offered?	Total from Table 2		
6e) How many white grain products are offered?	Total from Table 2		
7) Beverages			
7a) Is fruit juice available (on the children's menu or on the general menu)?	<input type="radio"/> yes	<input type="radio"/> no/can't tell	
7a.1) If juice is available are one or more varieties specified as 100% fruit juice?	<input type="radio"/> yes	<input type="radio"/> no/can't tell	
7b) Is milk available (on the children's menu or on the general menu)?	<input type="radio"/> yes	<input type="radio"/> no/can't tell	
7b.1) If available, is it (select all that apply):	<input type="radio"/> Skim/non-fat <input type="radio"/> 1% <input type="radio"/> 2% <input type="radio"/> Whole <input type="radio"/> All types of flavored milk <input type="radio"/> Can't tell <input type="radio"/> NA		
7c) Is soda noted as a beverage choice, specifically for children?	<input type="radio"/> yes	<input type="radio"/> no/can't tell	
7d) If available, can 100% juice, low-fat milk, or water be substituted without an additional charge in combination meals?	<input type="radio"/> yes	<input type="radio"/> no/NA	
7e) Does the menu indicate that there are free refills on sugar-sweetened beverages for children?	<input type="radio"/> yes	<input type="radio"/> no	<input type="radio"/> NA
8) Side dishes on the children's menu			
8a) Are non-fried vegetables or salad offered as a side dish?	<input type="radio"/> yes	<input type="radio"/> no/can't tell	
8b) Are fruits offered as a side dish?	<input type="radio"/> yes	<input type="radio"/> no/can't tell	
8b.1) Does the menu specify that the fruit is without added sugar?	<input type="radio"/> yes	<input type="radio"/> no	<input type="radio"/> NA
8c) Are dairy products (e.g., cottage cheese, yogurt) offered as a side dish?	<input type="radio"/> yes	<input type="radio"/> no/can't tell	
8c.1) Does the menu specify that any of the dairy products are low-fat?	<input type="radio"/> yes	<input type="radio"/> no	<input type="radio"/> NA
8d) If any healthier side is available, does the menu indicate that a non-fried vegetable, fruit (with or without added sugar) or a dairy product (regular or low-fat) can be substituted for an assigned side at no extra charge?	<input type="radio"/> yes	<input type="radio"/> no	<input type="radio"/> NA

9) Desserts on the children's menu			
9a) How many desserts are available on the children's menu?	_____ Total from Table 3		
9b) How many healthy desserts are available on the children's menu?	_____ Total from Table 3		
9c) Is an unhealthy dessert automatically included in a kid's meal?	<input type="radio"/> yes	<input type="radio"/> no/can't tell	
10) General information			
10a) If salads are on the children's menu, is reduced-fat, light or reduced-calorie salad dressing available (on the children's menu or on the general menu)?	<input type="radio"/> yes	<input type="radio"/> no/can't tell	<input type="radio"/> NA
10b) Is branded marketing used to promote children's menu items or meals?	<input type="radio"/> yes	<input type="radio"/> no	
10c) Are toys used to promote children's menu items or meals?	<input type="radio"/> yes	<input type="radio"/> no	

Comments Regarding the Assessment:			

For information about the development and test-retest and inter-rater reliability of the measure, please refer to:

Krukowski RA, Eddings K & West DS. (2011). *The Children's Menu Assessment: Development, Evaluation, and Relevance of a Tool for Evaluating Children's Menus*. *Journal of the American Dietetic Association*, 111(6), 884-888.

This measure and instructions are an expansion/adaptation of the Nutrition Environment Measures Survey-Restaurant (Saelens, Glanz, Sallis, & Frank, 2007). Please see this article for more information about the Nutrition Environment Measures Survey-Restaurant.

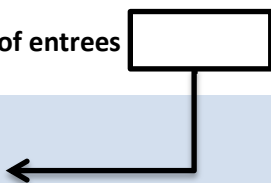
Saelens B, Glanz K, Sallis J, & Frank L. (2007). *Nutrition Environment Measures Study in Restaurants (NEMS-R): Development and Evaluation*. *American Journal of Preventive Medicine*, 32(4), 273-281.

Table 1: Entrée Assessment

Entrees and entrée salads	Healthy entrée?	Healthy entrée salad?	Price
1	Y N	Y N	\$
2	Y N	Y N	\$
3	Y N	Y N	\$
4	Y N	Y N	\$
5	Y N	Y N	\$
6	Y N	Y N	\$
7	Y N	Y N	\$
8	Y N	Y N	\$
9	Y N	Y N	\$
10	Y N	Y N	\$
11	Y N	Y N	\$
12	Y N	Y N	\$
13	Y N	Y N	\$
14	Y N	Y N	\$
15	Y N	Y N	\$
16	Y N	Y N	\$
17	Y N	Y N	\$
18	Y N	Y N	\$
19	Y N	Y N	\$
20	Y N	Y N	\$
21	Y N	Y N	\$
22	Y N	Y N	\$
23	Y N	Y N	\$
24	Y N	Y N	\$

Please enter total number of entrees

Transfer total to Question 6a



Transfer total Y's to Question 6b

Transfer total Y's to Question 6c

Table 2: Grain Availability

Y N	Whole grain/wheat bread	Y N	White bread
Y N	Brown/wild rice	Y N	White rice
Y N	Whole grain/wheat roll/bun	Y N	White roll/bun
Y N	Whole grain/wheat tortilla	Y N	White tortilla
Y N	Whole grain/wheat pasta	Y N	White pasta
Y N	Whole grain/wheat pizza crust	Y N	White pizza crust
Y N	Whole grain cracker/chip	Y N	White cracker

Total Y's:

Total Y's:

Transfer
total Y's to
Question 6d

Transfer
total Y's to
Question 6e

Table 3: Dessert Assessment

Desserts	Healthy Dessert?
1	Y N
2	Y N
3	Y N
4	Y N
5	Y N
6	Y N
7	Y N
8	Y N
9	Y N
10	Y N

Total number of desserts:

Transfer total to Question 9a



Transfer total number of healthy dessert Y's to Question 9b



Children's Menu Assessment (CMA) Completion Instructions:

★ **Menu selection:** If a restaurant serves dinner, the rater should only rate the dinner menu. If the restaurant serves only lunch, the rater should rate the lunch menu.

Definitions:**1. Restaurant type:**

- ❖ Full service - food is served to patrons, such as in family and fine-dining restaurants (ex. Chili's)
- ❖ Fast casual – patrons order and pay at the register for menu items that are more upscale and wider in variety than in fast food restaurants (ex. Chipotle Grill)
- ❖ Buffet—patrons pay one price for their choice of numerous items
 - a. Complete the possible items on the measure, and then discontinue
- ❖ Fast food – patrons order and pay at a register or drive through (ex. Chick-fil-A)

2. Cuisine type: indicate the cuisine type that best describes the majority of food on the full menu.**3. Children's Menu: a children's menu is defined as a menu that specifically targets individuals who are under the age of 18.**

- ❖ Promotions that do not include specific menu items for children do not meet the criteria of being a children's menu (ex. Children under 4 eat free at a buffet with a paying adult)

4. Lunch/Dinner Entrée:

- a. In assessing all of the entrée items, only examine those on the children's menu.
- b. To count an item as a separate entrée, it must be distinctly different, either in ingredients, proportion of ingredients, or preparation method and differ in ways other than size or quantity.
- c. If the same entrée is prepared with different sauces, count them as different entrées.
- d. If breakfast items are offered all day, count them as entrees.
- e. Soup is counted as an entrée if it is priced similarly to other entrees.
- f. As an example of distinct entrees, a cheeseburger and a double cheeseburger have proportionately different ingredients, making one higher in percent fat than the other. Proportionally, a double cheeseburger is higher in percent fat than a cheeseburger, because it has a smaller percentage of bread, lettuce and tomato (lower fat ingredients) than meat and cheese (higher fat and saturated fat ingredients). Thus, each of these would be counted as two separate entrees. Similarly, separate listings of cheese pizza and pepperoni pizza can be considered two separate entrees, given the difference in ingredients and fat.
- g. If the entrée is offered in different sizes, count it only once.

Example: Baby Back Ribs (Count as one entrée)
½ Rack Baby Back Ribs
- h. If the entrée is listed with an option of "chicken or beef" or similar choices, count each item as a separate entree.
- i. If entrees are listed together in a section, but are distinctly different, count each one as an entrée.

Example: (Count as 5 entrees, not 1)

Blimpies Hot Subs—Grilled

Buffalo Chicken

Ultimate Club

Beef, Turkey & Cheddar

Pastrami Special

Reuben

- j. If various preparation options, e.g., broiled, fried, or grilled, are available, count each preparation option as an entrée.

*Example: Farm-raised Catfish, grilled or breaded and pan-fried (Count as 2 entrées, **not** 1)*

- k. Count “build your own” as one item.

Example: Build your own pizza (Count as 1 entrée) or an entrée vegetable plate (e.g., the customer can select a set number of vegetables from a list of possibilities—count as an entrée if priced similar to other entrées on the menu).

5. Healthy Entrée: The burden of proof must be on the kid’s menu to identify that an entrée is healthy or prepared in a more healthy way. Use the following guidelines:

- Healthy preparations such as “grilled”, “baked” “smoked” or “broiled” generally are considered a healthy choice (e.g., grilled chicken), with the exception of “grilled” sandwiches (e.g., grilled cheese).
- Preparations such as “fried” are not considered healthy. Unless otherwise noted, fish and chicken entrees should be considered fried (e.g., chicken fingers or chicken wings).
- Anything with “cheese”, “butter” or a cream sauce as a significant ingredient (e.g., mac ‘n cheese, cheese ravioli, pasta with butter) is generally not considered healthy.
- Anything with red meat is not considered healthy (e.g., hamburger, taco, hotdog), unless it is specified that the meat is lower-fat or calories.
- Only rate a sandwich as healthy, if it is “modified” to be made with whole wheat bread, lower-calorie/fat condiments (e.g., light mayo) or all fruit preserves (lower sugar).
- Only rate a daily entrée soup special as a healthy entrée, if it is specified that the soup is consistently a healthy choice (i.e., not made with cream, cheese, or red meat).

6. Healthy Entree Salad: An entree salad is of sufficient size to be the central part of a kids’ meal (or a meal in itself) and typically contains at least one protein source as an integral ingredient.

- Do not count salads that are indicated for sharing, as is typical in an Italian restaurant.
- If in doubt, and the price is similar to other main dishes on the menu, count it as an entrée salad.
- Do not count pasta, Caesar or House salads as a main dish, unless they have a high-protein ingredient (tofu, chicken or turkey (poultry), fish or seafood, beef or pork (do not count bacon as a protein source), vegetarian chili, pinto beans, soybeans, chickpeas (or hummus) or other legumes, egg (unless used only as a garnish)).
- A salad is not considered a healthy entrée salad if it has fried meat on it.
- If the restaurant specifically promotes the salad bar for children (e.g., a lower price for children to choose this option) and the price for this option is similar to other main dishes on the menu, count it as a healthy entrée salad, as the children are likely to have the option of choosing healthy components for their salad.
- A vegetable plate can be counted as a healthy entrée salad if it is possible for the child to select all healthier items for this plate (i.e. healthier items include non-fried vegetables, fruits without added sugar, low-fat dairy products (as outlined below in section 7), and whole grain items (as outlined below in section 5).)

7. Grain Products:

- When the menu does not indicate the type of grain (e.g., Whole or Wheat), the rater is to assume that the grain source is white.
- For an item to be rated as wheat/whole grain, the item must be specifically described as a whole grain, including wheat, whole wheat, whole grain, brown rice, oats, wheatberries, bulgur, quinoa, amaranth, buckwheat, spelt, kamut, barley, millet, wild rice, corn, and rye.

- c. Items that should be counted as bread include: sandwich bread, hoagie roll, submarine sandwich bread, breadsticks, flatbread (with the exception of flatbread pizza, which should be counted as pizza crust), gyro or naan.
- d. Items that should be counted a roll include: dinner rolls, yeast rolls, etc.
- e. “Buns” include hotdog and hamburger buns.
- f. Chips or hard shell tacos should not be counted in the grain category as either white or whole grain.

8. Beverages: The burden of proof must be on the kid’s menu to identify that the fruit juice is “100% fruit juice” or the milk is low-fat.

- a. Assess the availability of 100% fruit juice and milk on the whole menu, but restrict the assessment of soda to the children’s menu (i.e., soda as a choice specifically targeted at children).
- b. Low fat milk is defined as skim or 1% milk.
- c. Sugar sweetened beverages are soft drinks, sports drinks, fruit drinks and punches, sweetened tea, and other sweetened beverages.

9. Side Dishes:

- a. Only assess the side dishes specifically listed on the children’s menu. The side can either be included in a combination meal or be available separately. When determining whether a fruit is a side or dessert, consider how the restaurant refers to it (i.e., as a side or dessert) as well as whether it is similar to a side that is clearly not a dessert (e.g., French fries and apple fries).
- b. Non-fried Vegetable– will include any raw, boiled, steamed, poached, sautéed, stir-fried, baked, stewed, grilled, roasted, braised, pickled, or dried vegetable. Vegetables will include potatoes, sweet potatoes, corn and peas. Vegetables will also include beans such as pintos, black beans, lentils, garbanzos (chick peas), kidney beans, navy beans, red beans, and soy beans.
 - i. Mayonnaise or oil-based sides (e.g., coleslaw, potato salad, etc.) are not considered healthy
 - ii. Other sides where oil, cream or butter is typically added to the preparation are not considered healthy (e.g., mashed potatoes, stuffing or dressing, potato chips)
- c. Fruits with added sugar: Products such as cinnamon apples, fruit canned in syrup, fruit salad with dressing, and applesauce.
- d. Fruits without added sugar: Items such as whole fruit, raisins, unsweetened applesauce and apple fries.
- e. Low-fat dairy products: Products such as cottage cheese or yogurt that are specifically listed as “no-fat,” “low-fat,” and “reduced fat.”

10. Desserts:

- a. Only assess desserts that are specifically listed on the children’s menu.
- b. Healthy desserts include fruit without added sugar or unhealthy topping, fruit with a healthy topping added (e.g., low-fat yogurt), or a lower calorie/fat/sugar dairy product.
- c. Unhealthy desserts include ice cream-based desserts (e.g., sundaes, ice cream smoothies, milkshakes) and other sugar-based desserts (e.g., slushies). If a dessert is not specifically listed (e.g., labeled generically as a “special treat”), consider it an unhealthy dessert.

11. Salad dressing: only assess salad dressing options, if the children’s menu includes either an entrée salad or a side dish salad. The rater can refer to the general menu to assess salad dressing options.

12. Branded marketing – logos or characters that are desired by children and commonly seen in pop culture (ex. Sponge Bob, Hot Wheels, etc.)