

The Restaurant Project:
Chronic Disease Prevention Through Environmental Change in Chenango County, New York

Inputs	Early Activities	Who & When	Later Activities	Who & When	Outputs	Early Outcomes	Later Outcomes
Funds Staff Health promotion resources (incentives, print menus and promotions, paid media, evaluation tool) Relationships with restaurants, worksites, community organizations	NEMS-R inventory of county restaurants Restaurant outreach to identify 7 restaurants partners Assess need for restaurant technical assistance. Provide technical assistance to 7 restaurants. Change restaurant menus.	CHN 12/10 CHN 2/11 CHN 3-5/11 CHN 4-7/11 Restaurants 8/11 and again with seasonal changes and customer feedback	Develop and disseminate audience-appropriate health promotion materials. Conduct recognizable marketing campaign which promotes healthy eating and 7 local restaurants. Partners conduct info/educational activities with constituents (including health care providers w/ patients with chronic disease) Outreach to organizations and employers to promote utilization of 7 restaurants. Launch community-wide events to promote, celebrate and recognize restaurants.	CHN develops and disseminates to partners 8-9/11 CHN 8/11--1/12 Extend timeframe pending \$ and identified need Partners 8/11--- CHN & Partners 8/2010--2011 CHN & Partners 9-11/11 CHN & Partners 9-11/11	# groups promoting healthy eating and offering educational activities # restaurants making menu changes #groups, organizations, worksites, schools promoting healthy restaurant choices # groups, organizations, worksites, schools patronizing restaurants and choosing healthier options # patrons using new menu choices	Community members (parents, families, employees, individuals) patronize restaurants which offer healthy options. Restaurants experience profits.	Quality of life improves or is maintained. Healthier population—workforce, students, general population, persons managing chronic disease Obesity rate declines. Decline in risk for chronic disease.

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			Evaluate project	CHN creates evaluation tools 8/11			
				CHN, Partners and Restaurants evaluate year one activities 1/12			
			Outreach to engage more restaurants.	CHN Early 2012			