

Formative Evaluation of a Restaurant-Based Approach to Sodium Reduction in a Local Community

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Presenter Disclosures

Stephanie Taylor

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

Sodium reduction in restaurants

- ❑ Partner with local restaurants to help develop lower-sodium menu items
- ❑ Develop a Healthy Restaurant Toolkit



Background

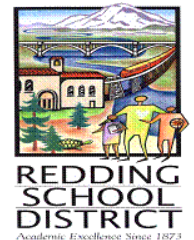
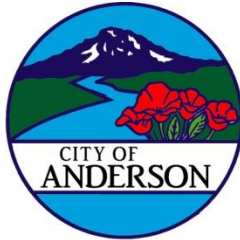
HEALTHY



SHASTA

Better choices. Healthy changes.

Healthy Shasta Partners



Healthy Shasta Initiatives

- Food Systems
- Healthy Schools
- Walk the Talk
- Walking/Biking
- Healthy Communities

Food Systems Initiative

- Sodium Reduction in Communities grant
- Healthy Kids Choice at Restaurants
 - 11 restaurants at 12 locations



Healthy Kids Choice Criteria

- Main course is a lean meat or protein
- Side dish includes fruit, vegetable, beans, or a whole grain option
- A fruit and/or non-fried vegetable substitution for French fries at no additional charge
- Low fat milk, water and/or 100% fruit juice as a substitution for a soft drink at no additional charge
- No sugar-added beverage



Healthy Kids Choice
\$3.95
Kids 12 and under
Includes Choice of Entrée, Side and Beverage

Entrée
Turkey & Cheese Roll Ups
Peanut Butter and Banana Sandwich
Turkey and Cheese Sandwich
Grilled Mozzarella Cheese Sandwich
Salad Bar

Sandwiches Served on 100% Whole Grain Bread

<u>Sides</u>	<u>Beverage</u>
Apple Slices	Milk
Baby Carrots	100% Juice
Fruit of the Day	

Dessert
Fruit Parfait \$3.95



Formative Evaluation Question

What are the barriers and facilitators for restaurants when reducing sodium?

What are barriers and facilitators when reducing sodium?

- Key informant interviews
- Conducted interviews between August and December 2011
- Purpose:
 - Gather information about barriers and facilitators
 - Learn about resource and training needs

Importance of reducing sodium

- Majority of owners felt it was important to reduce sodium in restaurant meals
 - Health risks of excess consumption
 - Balanced health concern with concerns about change in taste and other barriers



Barriers to sodium reduction

- Product availability
 - Few low-sodium foods
 - Pervasiveness of high-sodium content food
 - Fresh foods that are out of season
- Increased preparation time
- Need for staff training
- Marketing of healthy options
- Ingredient cost
- Concerns about reputation and customer satisfaction





Facilitators for reducing sodium

- All felt that there were opportunities to reduce sodium in their restaurant
 - Increasing scratch cooking
 - Higher quality ingredients
 - New seasoning mixes to enhance flavor
 - Decrease sodium in side items
 - Target soup bases to accomplish sodium reduction across several menu items

Needs for training & resources to facilitate sodium reduction

- Greatest training needs:
 - Cooking low-sodium items from scratch
 - Purchasing low-sodium food items
 - Modifying recipes to lower sodium content
 - Marketing lower sodium items to consumers
- Suggestions for “Healthy Restaurant Toolkit”:
 - Ingredient substitutions
 - Low-sodium recipes

Formative Evaluation Question

What are the attitudes of restaurant consumers toward sodium reduction?



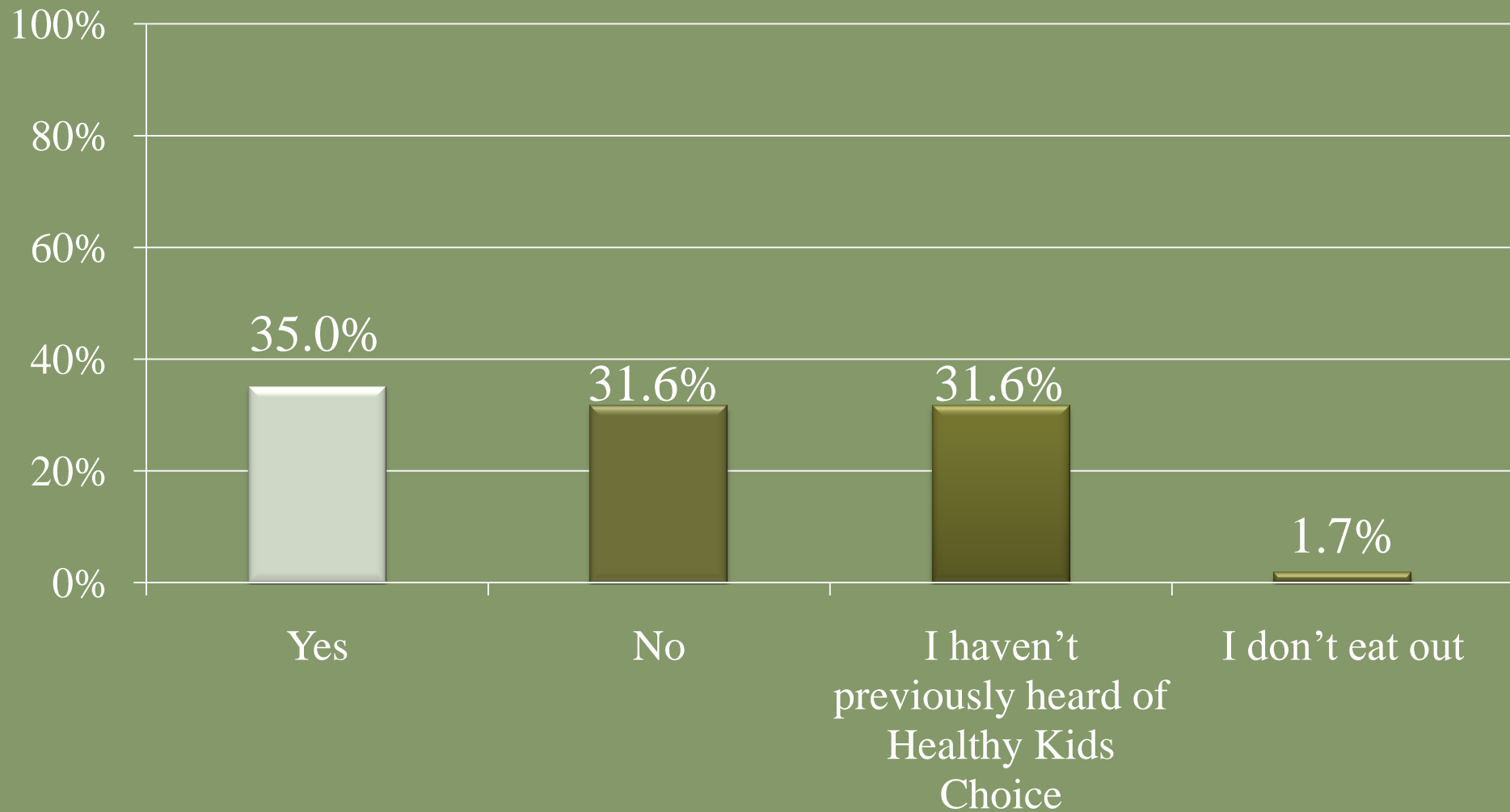
What are consumer attitudes toward sodium reduction?

- Paper, self-administered consumer survey
- Target group: Shasta County residents who eat at restaurants at least once per month
- Also assessed demand for low-sodium menu items
- Survey conducted in 2011 at Healthy Shasta Walk this Way event
- 187 responses to pre-survey, 117 in target group
- Follow-up survey to be conducted in 2013

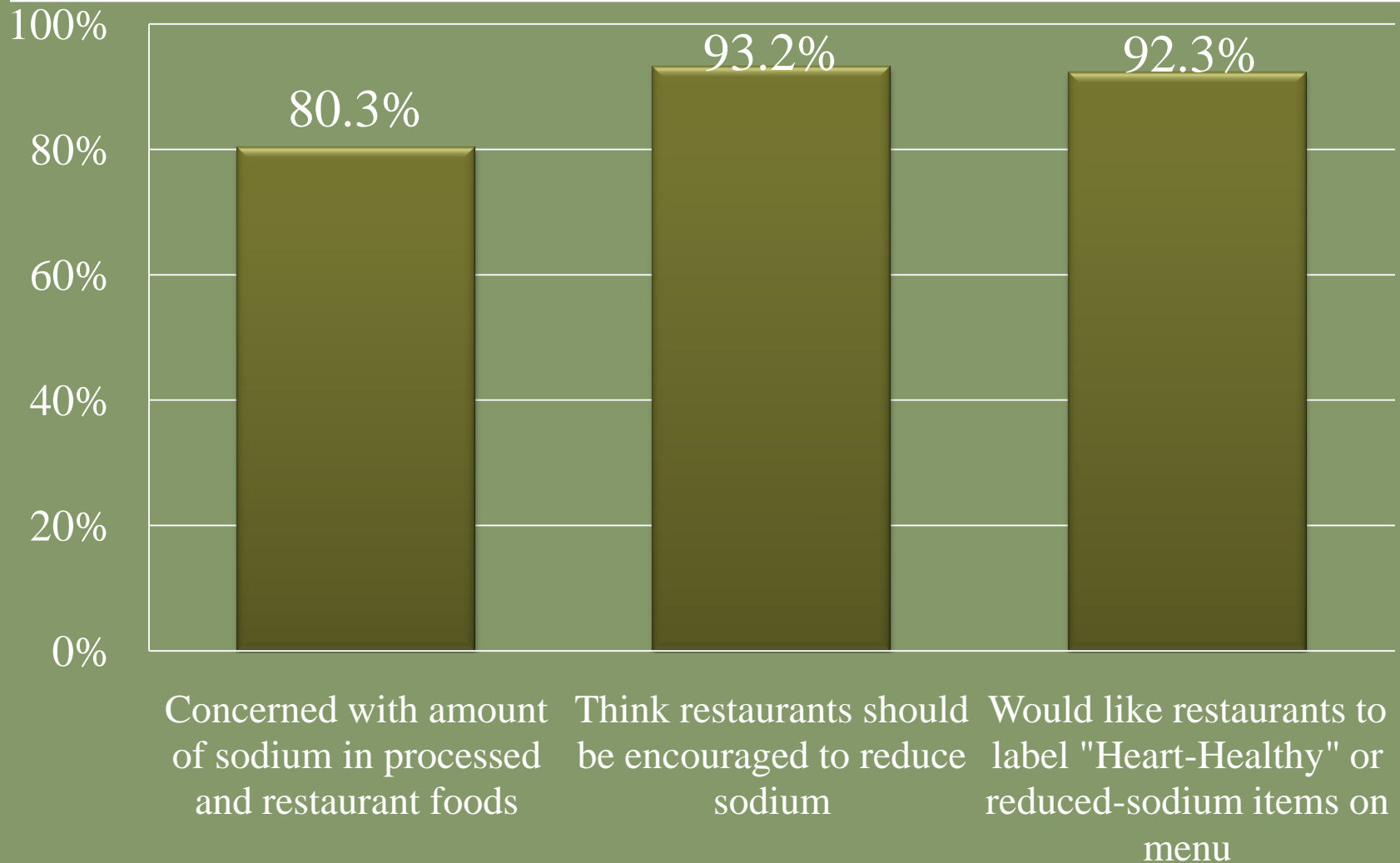
Respondent profile

- 63% of all 187 Shasta County respondents eat out at least once per month
- Of the 117 in the target group:
 - 35% choose locally owned, sit-down restaurants
 - 75% live in Redding
 - 79% female
 - 74% had at least some college education
 - 65% aged 20-40

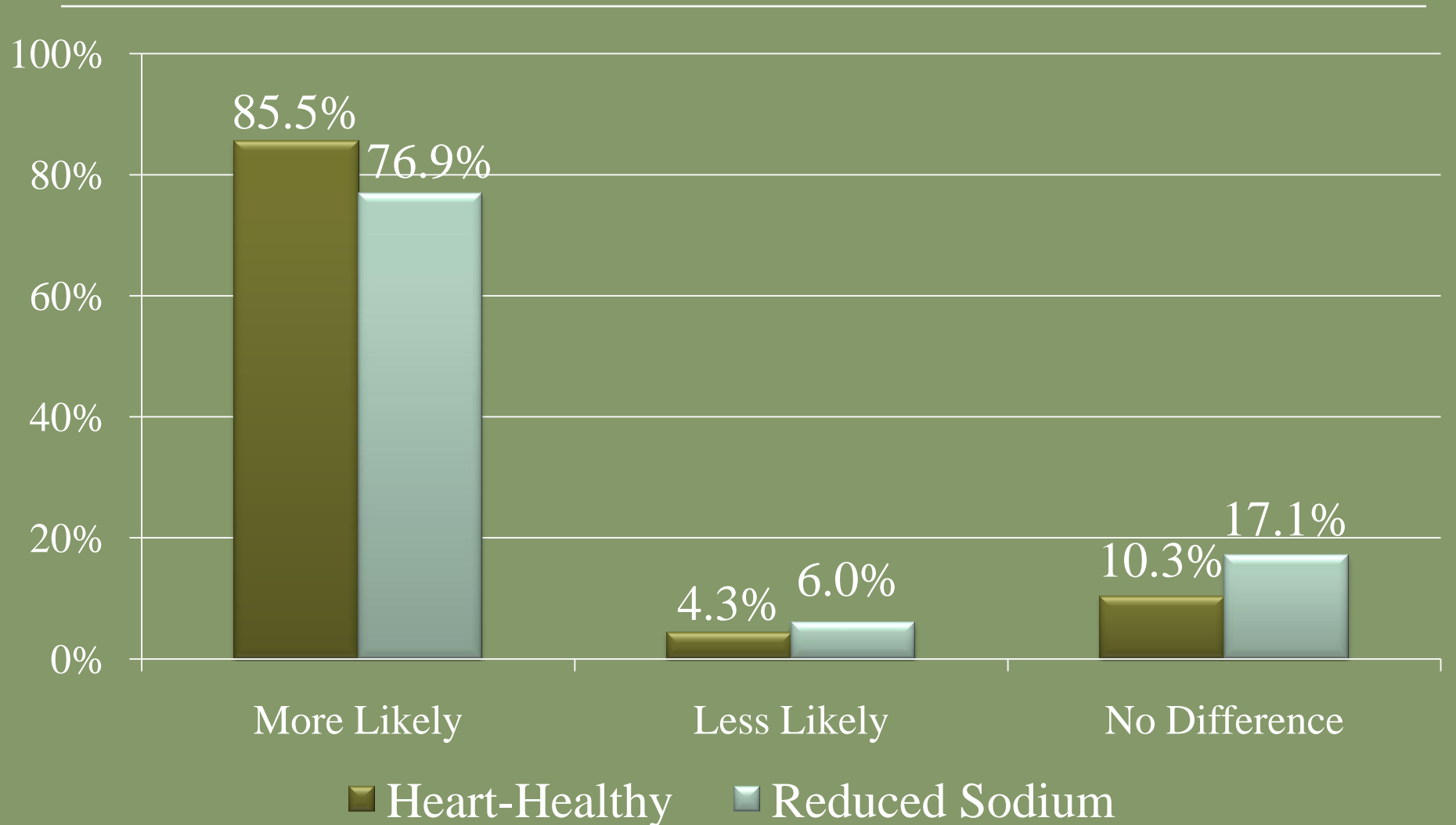
Have you ever chosen to eat at a restaurant specifically BECAUSE it was a “Healthy Kids Choice” restaurant?



Attitudes about sodium in restaurant meals



Would you be more or less likely to order a menu item if it is labeled on the menu as...?



Formative Evaluation Question


What is the current amount of sodium in menu items at Healthy Kids Choice restaurants?

What is the current amount of sodium in menu items? (Restaurant A)

Menu Item	Sodium Content
Chicken Nuggets	710
Italian Chicken Sandwich	750
Veggie Tofu Sandwich	800
Turkey Cranberry Sandwich	850
Turkey Pesto Sandwich	880

What is the current amount of sodium in menu items? (Restaurant B)

Menu Item	Sodium Content (per slice)
Margarita Pizza	390
Veggie Pizza	420
Farmers Special Pizza	450
Hawaiian Pizza	460
Pepperoni Cheese Pizza	470
Combination Pizza	570



Strategies for Sodium Reduction in Restaurants

- ❑ Incorporate sodium guidelines into Healthy Kids Choice meal criteria
- ❑ Increase participation in Healthy Kids Choice program
- ❑ Work with restaurants to make broad changes that affect adult menu items

Healthy Kids Choice Criteria

- Main course is a lean meat or protein
- Side dish includes fruit, vegetable, beans, or a whole grain option
- A fruit and/or non-fried vegetable substitution for French fries at no additional charge
- Low fat milk, water and/or 100% fruit juice as a substitution for a soft drink at no additional charge
- No sugar-added beverage
- **Sodium ≤ 770 mg per meal**



The image shows a menu board for 'Healthy Kids Choice Meals' designed to look like a chalkboard with a wooden frame. In the top left corner, there is a circular logo with the text 'Healthy Kids Choice, Inc.' and 'get fruits, get veggies, get moving!' around two cartoon children. The main title 'Healthy Kids Choice Meals' is written in white chalk. Below the title, it states 'All meals just \$4.99! For kids 12 and under'. The menu is organized into sections: 'Breakfast' (including a choice of beverage) and 'Lunch' (including a choice of side and beverage, and all sandwiches served on 100% whole grain bread). Under 'Breakfast', there are three options: 'Oatmeal' (topped with raisins and brown sugar, served with whole grain toast and fresh fruit), 'One Egg Breakfast' (one egg, any style, served with whole grain toast and fresh fruit), and 'French Toast' (made with whole grain bread and a side of fresh fruit). Under 'Lunch', there are three sandwich options: 'Little Standard' (half sandwich with roasted turkey, ham or roast beef, swiss or cheddar cheese, mayo, lettuce and tomato), 'Turkey & Cranberry Sandwich' (half sandwich with roasted turkey breast, jellied cranberry sauce, mayo, lettuce and tomato), and 'Peanut Butter and Jelly Sandwich'. At the bottom, there are two sections: 'Choice of Side' (Fresh fruit, Carrot & celery sticks, Green salad) and 'Beverages' (Milk, Juice, Water). A small 'HEALTHY SWASTA' logo is visible in the bottom left corner of the board.

Healthy Kids Choice, Inc.
get fruits, get veggies, get moving!

Healthy Kids Choice Meals

All meals just \$4.99!
For kids 12 and under

Breakfast

Includes choice of beverage

Oatmeal Topped with raisins and brown sugar, served with whole grain toast and fresh fruit	One Egg Breakfast One egg, any style, served with whole grain toast and fresh fruit	French Toast Made with whole grain bread and a side of fresh fruit
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Lunch

Includes choice of side and beverage
All sandwiches served on 100% whole grain bread

Little Standard Half sandwich with your choice of roasted turkey, ham or roast beef, swiss or cheddar cheese, mayo, lettuce and tomato	Turkey & Cranberry Sandwich Half sandwich with roasted turkey breast, jellied cranberry sauce, mayo, lettuce and tomato	Peanut Butter and Jelly Sandwich
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<u>Choice of Side</u> Fresh fruit Carrot & celery sticks Green salad	<u>Beverages</u> Milk Juice Water
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HEALTHY SWASTA

Healthy Restaurant Toolkit

Cut the Sodium, Keep the Flavor

- Sodium reduction tips
- Recipes
- Tips for specific cuisines
- Distribution to restaurants
 - Provided to attendees at training
 - Healthy Shasta website
<http://healthyshasta.org/saltsavvy>
 - Healthy Shasta Facebook page
 - Healthy Dining Finder
 - *Nation's Restaurant News* article



Cut^{the}
Sodium,
Keep^{the}
Flavor



Local Success Stories

- Restaurant A – **New Healthy Kids Choice partner!**
 - Expanded kids menu
 - Using lower sodium turkey deli meat, chicken nuggets, tomato paste
 - Decreased or eliminated salt added in several recipes including sauces and soups
 - Don't automatically add mayo on kids sandwiches
 - Adjusted portion sizes of some menu items



Restaurant A – Sodium Reduction

Menu Item	Before	After	% Decrease
Chicken Nuggets	710	580	18.3%
Italian Chicken Sandwich	750	720	4.0%
Veggie Tofu Sandwich	800	590	26.3%
Turkey Cranberry Sandwich	850	550	35.3%
Turkey Pesto Sandwich	880	540	38.6%

Restaurant B – Sodium Reduction

One Medium Slice	Before	After	%Decrease
Pepperoni Cheese Pizza	470	430	8.5%
Farmers Special Pizza	450	410	8.9%
Margarita Pizza	390	340	12.8%
Hawaiian Pizza	460	420	8.7%
Veggie Pizza	420	380	9.5%
Combination Pizza	570	530	7.0%



Evaluation Challenges

- ❑ Coordinating interviews with key informants
- ❑ Recruiting non-Healthy Kids Choice restaurant participants
- ❑ Limitations of convenience sample consumer survey
- ❑ Timing to conduct 2013 follow-up survey
- ❑ Gathering information for recipe analysis



Implementation Challenges

- ❑ Demands on time of restaurant owners/managers
- ❑ Concerns about loss of profit
- ❑ Availability of lower-sodium ingredients



Lessons Learned

- ❑ Incorporate sodium reduction gradually into recipes
- ❑ Increase scratch cooking
- ❑ Try out recipes on employees first
- ❑ Use vendors as a resource for finding new products

Next Steps

- ❑ Continue expanding Healthy Kids Choice program
- ❑ Provide TA to restaurants to help them reduce sodium in adult menu items
- ❑ Marketing of restaurants



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