



Mayors Wellness Campaign
Put your community in motion.

Physical Health & Nutrition



THE HEALTHY RESTAURANT INITIATIVE

CHANGING THE WAY YOUR COMMUNITY EATS

- In 2017, Americans spent more money eating out than eating at home, according to the **USDA**.
- Controlling calorie and fat intake when eating in restaurants can be difficult.
- However, one **study** showed that healthy changes to children's menus led to healthier ordering patterns without removing choice or reducing revenue.
- Enlist local restaurants in Mayors Wellness Campaign: ask them to promote healthy meal options and educate the public on the benefits of eating healthy.

ACTION STEPS

Read up, Find Partners and Create Incentives

- Read about the **Childhood Obesity 180 Restaurant Initiative**.
- Get CDC **info** on successful ways to promote healthy foods in local restaurants.
- Ask local restaurants to highlight healthy meal options on their restaurant menus.
- Start a **placemat initiative** to teach kids to make healthier choices.
- Offer to advertise partner restaurants in local newspapers.
- Give restaurants/stores an award for creating health/calorie labels.

Promote

- Let your town know about the initiatives.
- Urge restaurants to get involved.
- Issue press releases.
- Involve your local chamber of commerce or restaurant association in a "win-win" that promotes the campaign, healthy eating, and local restaurants.

FOLLOW THEIR LEAD!

Twice a year, Highland Park's HPTV cable station produces a "Healthy Cooking" series. The Borough invites a celebrity chef—a local dignitary or official—to cook a healthy meal at a local ethnic restaurant. Residents join as audience members, and partake in the healthy meal. The segment is then aired on the local station and shared via social media.



Healthy Restaurant Initiative

For more information, contact the New Jersey Health Care Quality Institute's Mayor's Wellness Campaign at 609-452-5980 or info@njhcqi.org