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.

MORE RESOURCES

- **Community-Based Restaurant Initiative**