

Colorado Department of Public Health and Environment

Smart Meal™ Seal Program Toolkit

The Colorado Department of Public Health and Environment is committed to protecting and preserving the health and environment of the people of Colorado.



Smart Meal™ Seal Program
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A Program developed by the Colorado Physical Activity and Nutrition Program

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Smart Meal™ Seal Overview

What is the Smart Meal™ Seal?

The Smart Meal™ Seal program was created by the Colorado Department of Public Health and Environment's Colorado Physical Activity and Nutrition program to establish nutrition requirements specifically designed for restaurant meals. Restaurants showcase those entrees that are lower in fat and include components such as grains, fruits, and vegetables by highlighting them with the Smart Meal™ Seal. Promotional materials and publicity will educate consumers about what the Smart Meal™ Seal signifies when seen on a menu.

- Restaurant partners will satisfy an increase in consumer demand for healthier options.
- Consumers will be able to easily recognize healthy choices a restaurant has to offer.
- The public will recognize restaurants carrying the Smart Meal™ Seal as establishments that support a healthy lifestyle.

Nutritional Requirements

To qualify for as a Smart Meal™, each menu item must contain:

- Two servings or more of beans, whole grains, fruits or vegetables
- 700 calories or fewer
- 30 percent or less of total calories from fat or 23 grams or fewer of total fat
- 10 % or less of calories from saturated fat or 8 grams or fewer of saturated fat
- 0.5 grams or fewer of trans fat (*no added or artificial trans fat*)
- 1,350 mg or fewer of sodium

What are the Benefits?

- FREE artwork for use on packaging and in advertising
- FREE link from the website www.smartmealcolorado.com to your website
- Advertising opportunities such as television and newsprint
- Invitation to participate on our statewide Colorado Department of Public Health and Environment coalition

Why Use the Smart Meal™ Seal?

- Restaurant partners will gain the approval and support of the Colorado Department of Public Health and Environment.
- Restaurant partners will receive publicity highlighting their efforts to provide healthy, great tasting food.

Restaurants also receive:

- FREE Smart Meal™ Toolkit
- FREE Smart Meal™ logo files
- FREE promotional items: Smart Meal™ window decals, description display, panel cards

Frequently Asked Questions

Q: How many restaurants are participating?

A: As of August 2010, 20 restaurants in Colorado with nearly 200 locations are fully on board (meaning they have fully launched and implemented the program), but we are working with several other restaurants and agencies in other states interested in implementing the program.

Q: Why should we participate in this program?

A: There are many benefits to participating in the program, but the main reasons for you as a business are that you will have the opportunity to increase sales and gain recognition for your efforts. You will have free promotion as a restaurant that cares about the health of its consumers, and you will be participating in an initiative to address the increasing overweight and obesity problem in Colorado. You will be seen as a community leader in this effort.

Q: How do we know this program won't fade out or disappear?

A: This restaurant initiative is in the Colorado Department of Public Health and Environment integrated work plan. We are committed to the successful execution of this program.

Q: How do we get started?

A: Once you have decided that you would like to become a partner restaurant, complete the online form in the Contact section of the website www.smartmealcolorado.com. In addition, you must provide a summary of the proposed action plan for implementing the Smart Meal™ Seal program, including your method of evaluation.

Q: What is the cost for the restaurant?

A: Typically, if a restaurant uses one of our recommended analysis companies (*Appendix C*) the restaurant will receive a discount as a potential Smart Meal™ participant. The average cost per recipe/meal analysis is \$90, which includes labor, technical assistance, full nutritional labeling for the recipe, and suggested recipe modifications to meet standards. Other costs include reprinting of the existing menu to reflect the identified Smart Meal™ items and/or printing of menu inserts if the restaurant is not yet ready to print new menus.

Q: What kind of publicity will we receive?

A: The Colorado Physical Activity & Nutrition program received a grant from The Colorado Health Foundation to conduct a media campaign to be launched in 2011. In addition, there will be statewide publicity through the department's press releases (which occur 2-3 times per year), promotion through the Smart Meal website, and any promotional and advertising efforts you do on your own.

Nutritional Requirements*

For **adult meals** to qualify for the Smart Meal™ program they must contain:

- Two servings or more of beans, whole grains, fruits or vegetables**. One serving may be substituted for a serving of fat-free or low-fat milk or equivalent milk product
- 700 calories or fewer
- 30 percent or less of total calories from fat or 23 grams or fewer of total fat
- 10 percent or less of calories from saturated fat or 8 grams or fewer of saturated fat
- 0.5 grams or fewer of trans fat (*no added or artificial trans fat*)
- 1,350 mg or fewer of sodium

For **adult side dishes** to qualify for the Smart Meal™ program they must contain:

- At least one serving of beans, whole grains, fruits, or vegetables**
- 300 calories or fewer
- 10 grams or fewer of total fat
- 3 grams or fewer of saturated fat
- 0.5 grams or fewer of trans fat (*no added or artificial trans fat*)
- 650 mg or fewer of sodium

For **kids' meals** to qualify for the Smart Meal™ program they must contain:

- Two servings or more of beans, whole grains, fruits or vegetables**. One serving may be substituted for a serving of fat-free or low-fat milk or equivalent milk product
- 400-600 calories or fewer⁺
- 30 percent or less of total calories from fat or 13-20 grams or fewer of total fat
- 10 percent or less of calories from saturated fat or 4-7 grams or fewer of saturated fat
- 0.5 grams or fewer of trans fat (*no added or artificial trans fat*)
- 600-800 mg or fewer of sodium⁺

Note: Smart Meal™ does not currently have nutritional requirements developed for kids' side dishes

* Smart Meal™ nutritional requirements are based on recommendations from the U.S. Dietary guidelines, Fruits and Veggies: More Matters, Western Dairy Council, the American Heart Association, U.S. Food and Drug Administration nutrition labeling guidelines, and Winner's Circle-North Carolina Prevention Partners

** One serving equals: ½ cup cooked beans/legumes, ½ cup cooked brown rice or whole grain pasta, 1 slice whole grain bread, 1 cup raw leafy greens, ½ cup raw or cooked vegetables, ½ cup of cut fruit, 1 cup fat-free or low-fat milk, 1 cup fat-free or low-fat soy milk, 1 cup fat-free or low-fat yogurt, or 1 oz fat-free or low-fat cheese

⁺ Calorie and sodium ranges are necessary to represent respective ages (4-8 and 9-13 years) in children. The meal would represent approximately 1/3 of daily recommendations

Advertising and Promotional Guidelines

Whether adding Smart Meal™ options to an existing menu or creating menu inserts, table tents, or a separate board display of the Smart Meal™ Seal program for customers, a few requirements apply:

- The Smart Meal™ logo must be used:
 - Next to **each** qualifying menu item on the existing menu
 - Or placed on a separate/temporary menu insert that only contains Smart Meal™ items
- The Smart Meal™ guidelines developed by the Colorado Department of Public Health and Environment must be included on all menus and menu inserts (italicized wording is optional). The guidelines are as follows:

Adult Smart Meal™

- Two servings or more of beans, whole grains, fruits or vegetables. One serving may be substituted for a serving of fat-free or low-fat milk or equivalent milk product (*only one serving for a side dish*)
- 700 calories or fewer (*300 calories for a side dish*)
- 30 percent or less of total calories from fat or 23 grams or fewer of total fat (*10 grams for a side dish*)
- 10 percent or less of calories from saturated fat or 8 grams or fewer of saturated fat (*3 grams for a side dish*)
- 0.5 grams or fewer of trans fat (*no added or artificial trans fat*)
- 1,350 mg or fewer of sodium (*650 mg for a side dish*)

Smart Meal™ Kids

- Two servings or more of beans, whole grains, fruits or vegetables. One serving may be substituted for a serving of fat-free or low-fat milk or equivalent milk product
- 400-600 calories or fewer⁺
- 30 percent or less of total calories from fat or 13-20 grams or fewer of total fat
- 10 percent or less of calories from saturated fat or 4-7 grams or fewer of saturated fat
- 0.5 grams or fewer of trans fat (*no added or artificial trans fat*)
- 600-800 mg or fewer of sodium⁺

⁺ Calorie and sodium ranges are necessary to represent respective ages (4-8 and 9-13 years) in children. The meal would represent approximately 1/3 of daily recommendations

- Including the Smart Meal™ program description on the menu or menu inserts is optional:

The Colorado Department of Public Health and Environment The Smart Meal™ seal was created by the Colorado Physical Activity and Nutrition Program to establish nutrition requirements specifically designed for restaurant meals. Restaurants can bring attention to those entrees that are lower in fat, calories, and sodium and include components such as beans, whole grains, fruits, or vegetables by highlighting them with the Smart Meal™ seal.

Advertising and Promotional Guidelines continued...

As a member of the Smart Meal™ program, the restaurant agrees to:

- Display the Smart Meal™ window decals
- Display the description display, included in the advertising packet (**Appendix A**), a one-page summary explaining the program to customers
- OR
- Use the Smart Meal™ logo on menu boards (if applicable) to identify and promote specific menu items that qualify for the program. The Smart Meal™ description must also be posted in plain view
- Use the Smart Meal™ logo to identify and promote qualifying menu items on the menu or menu inserts. If menu inserts are used, they may only advertise Smart Meal™ options. The required language describing the program must also be included on the menu or menu inserts.



Restaurant Staff Training

Training restaurant staff is an essential component to the success of the Smart Meal™ program. Staff should be able to answer any questions customers might have about the program or qualifying meals.

The following is the recommended training plan:

1. Train Staff Prior to the Launch of the Smart Meal™ Program

Before officially launching the Smart Meal™ Seal program in the restaurant, set up a time to conduct a brief training with the staff. All staff should receive a training packet (**Appendix A**)-to be assembled by the restaurant-which includes the restaurant's new menu or menu insert and a sample script on how to inform customers about Smart Meal™ when asked about the program.

Restaurant staff will also need to know the following:

- **What** the Smart Meal™ Seal means and the nutritional requirements that are necessary for participation in the program
- **Which** menu items are Smart Meal™ items
- **Where** in the restaurant the Smart Meal™ description display is located
- **How** to answer customer's questions about Smart Meal™

Sample Script

Customer asks: "What is a Smart Meal? What does Smart Meal mean?"

Suggested staff response: "We are partnering with the Colorado Department of Public Health and Environment to promote healthy eating. The nutritional guidelines of the program are here (points to section of menu or menu insert with the program description) as are all of our items that qualify (points out qualifying menu items). We worked to make sure that all the meals are delicious as well as nutritious, so we hope you try them."

2. Training New Hires

New employees should receive the same brief training and training packet described above. A recommendation is that the training packet is distributed to the new employees during their new hire orientation or during their first few days of training.

Evaluation

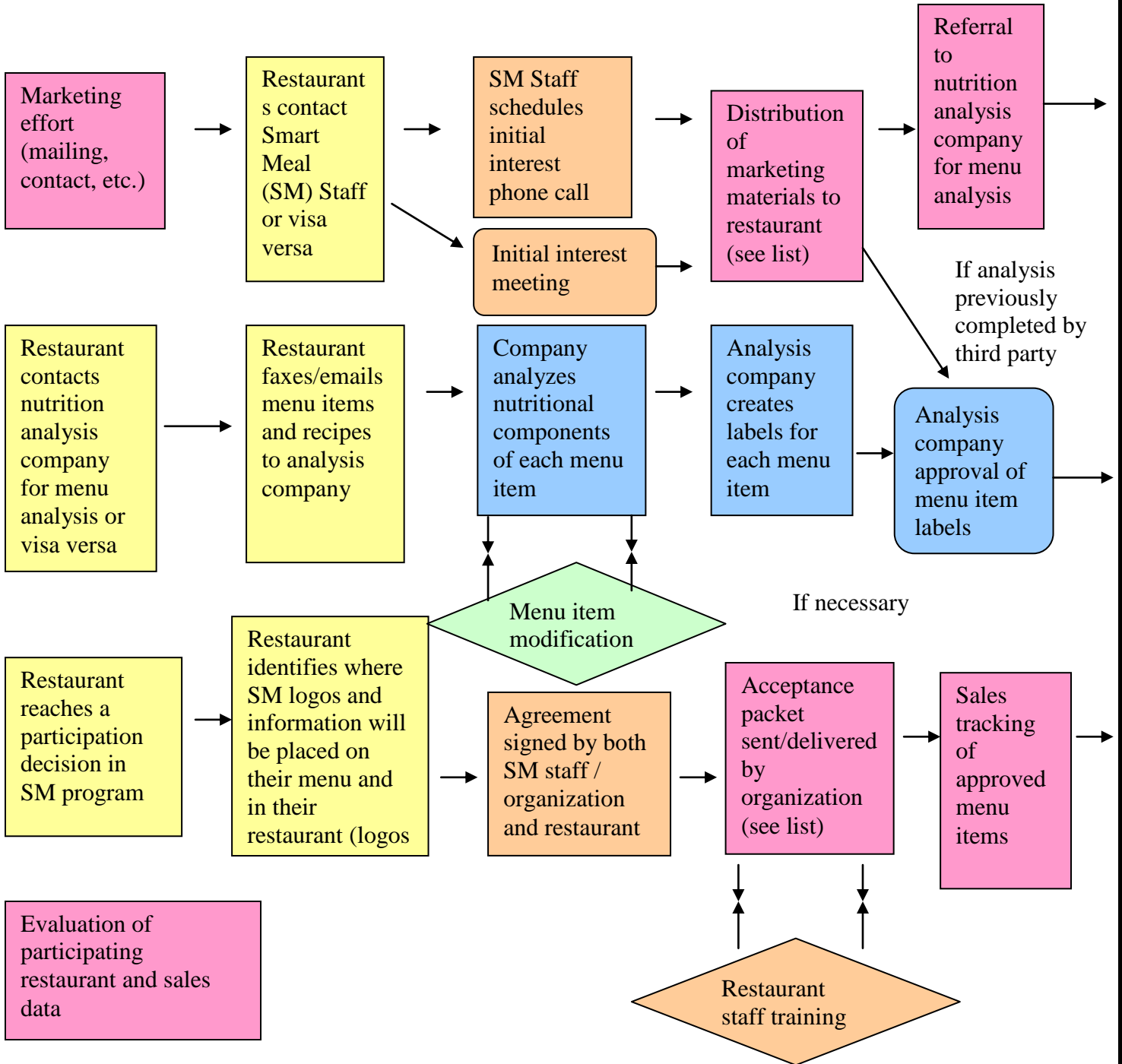
As part of our commitment to measuring program outcomes and promoting program sustainability, the Colorado Department of Public Health and Environment has developed an evaluation plan that includes the active participation of restaurant owners and/or managers. Our goal is to not only make healthy food options more available in the community, but to help restaurant owners successfully promote these healthy choices and gain customer loyalty.

All information collected for evaluation purposes will remain confidential. Information will be shared only with the Smart Meal™ staff, partner agencies, and the evaluators. Any public reports generated from our evaluation activities will not include any identifying information about specific individuals or stores unless Smart Meal™ receives permission prior to using them in reports. All information gathered will be used to identify ways to increase the usefulness, value, and financial benefits of this program.

As a member of the Smart Meal™ Seal program, you agree to participate in the following evaluation measures:

- **Smart Meal™ Sales Data Collection:** The purpose of the data collection is to help Smart Meal™ staff understand the economic impact that the Smart Meal™ Seal program has on businesses. While data collection methods may change, we currently ask restaurants to report the number of qualifying items/meals sold each month (required) and gross sales for each month (optional) for the first year (data is collected quarterly from the launch date). Restaurants should submit sales data via www.smartmealcolorado.com (preferred) or by completing and submitting the sales data collection form (**Appendix D**).
- **Manager Interviews:** The purpose of this annual interview (**Appendix E**), conducted one year after the agreement is signed, is to help Smart Meal™ staff evaluate the value of the program in promoting healthy changes in restaurants. We are also interested in evaluating how healthy changes impact businesses and customer ordering choices so that the Smart Meal™ program can be sustained.
- **Secret Shopper:** The purpose of the secret shopper is to determine the visibility of the Smart Meal™ Seal program at participating restaurants and to ensure each restaurant is meeting the program advertising requirements. The Smart Meal™ staff member will act as a secret shopper and record compliance findings.
- **Quarterly Meetings/Calls:** Quarterly meetings and/or phone calls with Smart Meal™ staff are a means to discuss any challenges and successes to implementing the Smart Meal™ Seal program.
- **Customer Survey:** Customers are surveyed (**Appendix G**) for brand awareness and program satisfaction (surveillance of customer program awareness conducted in cooperation with restaurant management as needed).

Smart Meal™ Seal Flowchart



Action items initiated by SM Staff – Participating Restaurant – Analysis Company – SM Staff AND Participating Restaurant – Participating Restaurant and Analysis Co.

Agreement to Participate

Company Name _____ Owner/ Manager _____

Address _____

Phone Number _____ Fax Number _____

E-mail Address _____

Website _____

By Signing this form, I agree to:

- Meet the requirements of the Smart Meal™ Seal program, including specific labeling and advertising requirements of the Smart Meal™ Seal program, reporting of Smart Meal™ sales data, and Smart Meal™ implementation protocol
- Make changes in each restaurant for the health of the community (such as increasing and marketing healthy food options to kids and adults while limiting unhealthy food options)
- Allow Smart Meal™ staff and/or volunteers to assess or survey each restaurant to identify types of foods sold and the level of healthy or unhealthy messages/advertising, etc.
- Participate in the evaluation of the program, such as reporting sales of Smart Meal™ menu items to Smart Meal™ staff on a monthly basis

In return, Smart Meal™ staff agrees to:

- Offer technical assistance as needed
- Offer ideas that will help participating restaurants increase healthy food options, marketing, and merchandising
- Promote participating restaurants through scheduled press releases and promotional efforts through a planned community engagement campaign
- Keep confidential any sales, marketing, store operations, and other information collected for evaluation purposes. Information will be shared only with the Smart Meal™ staff, partner agencies, and the evaluators. Any public reports generated from our evaluation activities will not include any identifying information about specific individuals or stores unless Smart Meal™ receives permission prior to using the information in reports. All information gathered will be used to identify ways to increase the usefulness, value, and financial benefits of this program

I understand that participation in the Smart Meal™ program is dependent on adherence to this agreement

Owner/Manager Print

Signature

Date

Smart Meal™ Program Coordinator Print

Signature

Date

Appendix A: Program Implementation Materials

Marketing Materials Packet

The following materials are given to the restaurant at the initial meeting:

- Smart Meal™ Seal Panel Cards (in Both English and Spanish-2 of each)
- Smart Meal™ Seal Power Point Presentation for Restaurants
- Smart Meal™ Seal Overview Sheet

Registration Packet

Once the nutritional analysis company verifies that the menu items meet the nutritional requirements and the restaurant along with the Smart Meal™ staff agree on the placement of the Smart Meal™ logo and information on menus/menu inserts, and around the restaurant; the restaurant will receive the following items in electronic format:

- Smart Meal™ agreement to participate form for signature
- Smart Meal™ logos
- Smart Meal™ logo use guidelines
- Sample menu insert

Acceptance Packet

After a restaurant has met all the requirements to participate and has signed and returned the agreement/membership form, the restaurant will receive the following items:

- Smart Meal™ folder
- Signed copy of Smart Meal™ agreement to participate form
- Signed copy of Smart Meal™ acceptance letter
- Window decals (2)
- Description Display
- Panel cards (optional)

Staff Training Packet

Prior to launching the program at each restaurant, restaurant managers/owners should conduct a brief staff training and provide the following to their employees:

- The restaurant's new menu or menu insert
- Sample script on how to answer customer's questions about Smart Meal™

Appendix B: Sample Promotional Materials


Items can be ordered at the website: www.cohealthresources.org
or are available electronically

Smart Meal™ Window Decal



Sample Panel Card

Small Steps for Healthy Leaps



Smart Meal™ Seal

The Colorado Department of Public Health and Environment Smart Meal™ Seal was created by the Colorado Physical Activity and Nutrition Program to establish nutrition requirements specifically designed for restaurant meals. Restaurants showcase those entrees that are lower in fat, calories, and sodium and include components such as beans, whole grains, fruits or vegetables by highlighting them with the Smart Meal™ Seal.



What are the guidelines for a meal to qualify for the Smart Meal™ Seal?*

- Two servings or more of beans, whole grains, fruits or vegetables. May substitute one serving for a serving of fat-free or low-fat milk or equivalent milk product (*Only one serving for a side dish*)
- 700 or less calories (*300 calories for a side dish*)
- 30 percent or less of total calories from fat or 23 grams or less of total fat (*10 grams for a side dish*)
- 10 percent or less of calories from saturated fat or 8 grams or less of saturated fat (*3 grams for a side dish*)
- 0.5 grams or less of trans fat (*no added or artificial trans fat*)
- 1,500 mg or less of sodium (*650 mg for a side dish*)
- Participating restaurants are required to have at least two qualifying menu items



Choosing these menu items means taking a step towards a healthier you!

* Nutritional analysis is required. A suggested vendor is On The Menu, LLC at www.OTMenu.com or Strategic Nutrition at www.StrategicNutrition.org



Smart Meal™ Kids Window Decal




Sample Menu Insert

The Tavern Up-Town

Searching for Healthy Options?
Look No Further!

Here are some healthy food options we offer:


Chicken Mango Salad
Fresh romaine salad, tomatoes, mangos, grilled chicken and light Italian dressing. If you get the cheese, it will not qualify as a 'Smart Meal!'

Or try our delicious 

Pork tenderloin
Our succulent grilled pork tenderloin with over roasted parsley potatoes, carrots and spinach.

To Qualify as a Smart Meal™

- Two servings or more of beans, whole grains, fruits or vegetables. May substitute one serving for a serving of fat-free or low-fat milk or equivalent milk product
- 700 or less calories
- 30 percent or less of total calories from fat or 23 grams or less of total fat
- 10 percent or less of calories from saturated fat or 8 grams or less of saturated fat
- 0.5 grams or less of trans fat
- 1,500 mg or less of sodium



Appendix C: Nutritional Analysis Companies

Smart Meal™ recommends the following nutritional analysis companies for analysis of menu items. Both companies use software approved by the U.S. Food and Drug Administration (FDA) that is internationally recognized as the most accurate and most complete nutrition analysis system.

Restaurants that choose to use one of the recommended analysis companies receive a discount as a potential Smart Meal™ participant. The average cost per recipe/meal analysis is \$90, which includes labor, technical assistance, full nutritional labeling for the recipe, and suggested recipe modifications to meet standards.

On the Menu, LLC

Phone: 303-757-1333

Website: www.otmenu.com

Strategic Nutrition Communications, LLC

Phone: 970-219-2202

Website: www.strategicnutrition.org



Appendix D: Smart Meal™ Sales Data Collection Form

RESTAURANT NAME: _____

RESTAURANT ADDRESS: _____

CONTACT NAME AND PHONE: _____

Instructions:

1. Please list items labeled with the Smart Meal Seal in the left column of the table.
2. At the end of each month, write the month in the box at the top of the column, then record the number of each item sold during that month in the corresponding box in the column.

ITEM	Baseline*	Month:	Month:	Month:	Month:	Month:	Month:
Example: Mexican veggie burger	New item	5	18	25	75	60	80
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
12.							

*Baseline refers to sales data for the month before the items are labeled with the Smart Meal Seal, if available. If the item is new at the time it is labeled with the Smart Meal Seal, note "new item" in this column.

Appendix E: Manager Interview Questions


Name: _____

Email: _____

Phone: _____

Restaurant: _____

Address: _____

- 
- The logo is a circular seal with a serrated edge. In the center, there is a white fork icon above the words "smart meal" in a lowercase, sans-serif font. The seal is surrounded by text: "MEASURING UP TO THE 2015 NUTRITION GUIDELINES" at the top and "COLORADO PHYSICAL ACTIVITY & NUTRITION PROGRAM" at the bottom, separated by small dots.
1. What do you think about the growing rates of obesity in the general public? Is it a cause of concern? Please explain....
 2. What can your business do to help prevent obesity in your customers?
 3. Do the benefits of promoting healthy foods to your customers outweigh the costs of doing so? Please explain....
 4. What are the main reasons you decided to adopt the Smart Meal™ Seal program?
 5. How important, to your business, is positive media exposure and news coverage about promoting healthy foods? Please explain....
 6. Is the Smart Meal™ Seal Program easy to use, and does it work? Please explain....
 7. How could the program be improved?

Appendix F: Sample Customer Survey

