

Colorado Department of Public Health and Environment

Smart Meal™ Seal Program

Supplemental Resource for Implementing Agencies

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
4300 Cherry Creek Drive South
Denver, CO 80246

Smart Meal™ Coordinator: Flora Kulwa Martinez 303-692-2603

A Program developed by the Colorado Physical Activity and Nutrition Program

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Smart Meal™ Seal Overview

What is 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

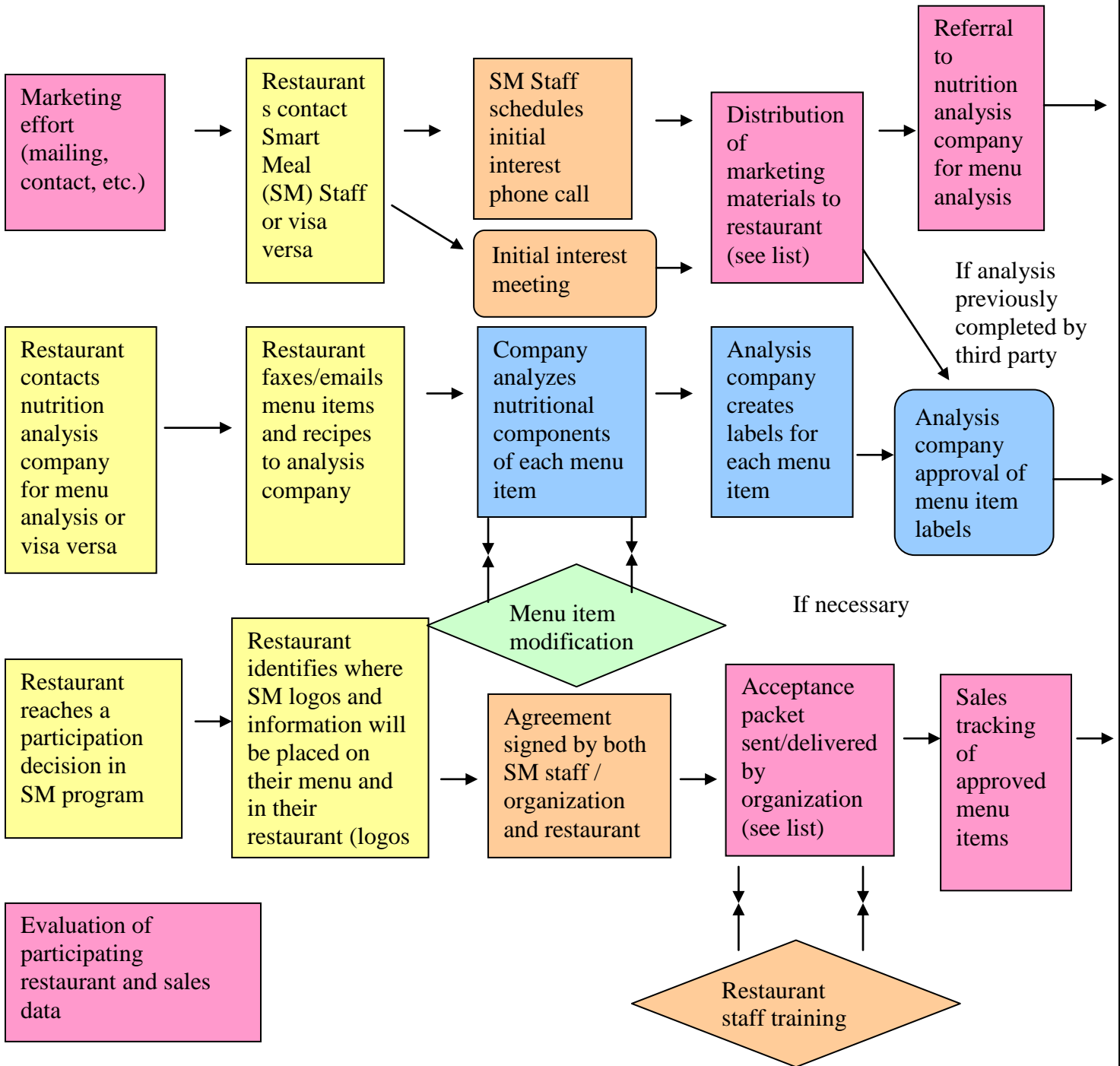
Why Use the Smart Meal™ Seal?

- 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

Smart Meal™ Seal Flowchart



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

Smart Meal™ Time Narrative & Process

(To be used in conjunction with the Smart Meal™ Flowchart and Smart Meal™ Seal Program Implementation Checklist)

This is a yearly forecast of the time required to build and sustain the Smart Meal™ Seal program – **155 hours** for every **five** restaurants.

All CDPHE time involvement and work is an estimate based on five new restaurants enrolling each week. One of the recommended menu analysis companies has verified time estimates based on previous work completed and the time commitment involved.

Promotion – **80 hours** (this 80-hour projection is broken down and detailed below)

- Mailings to target restaurants
- Initial interest phone call
- Distribution of materials to restaurants
- Press Releases (templates can be requested)

1. Mailings

- If an initial letter is sent, community and/or Smart Meal staff will identify which restaurants to send the mailings to.
- After mailings have been sent, community staff will contact each restaurant manager or owner/operator to follow-up with the mailing. *If time allows, the initial phone call or meeting time will be arranged*

2. Initial interest phone call or meeting (dependent upon each restaurant) – **5 hours**

- This call is made to arrange an initial conversation over the phone or in person
- The conversation lasts approximately **30 minutes**

3. Distribution of materials to restaurants

- CDPHE Smart Meal will provide the necessary materials
- Distribute materials for the initial meeting with restaurants (see marketing materials packet in Appendix A of the Restaurant Toolkit for details)-**2 hours**
- Gather materials and mail

4. If the restaurant is interested, work with the manager/owner to identify some meals on the existing menu that could be submitted to the analysis company

5. Smart Meal staff refers the restaurant to the menu analysis company for nutritional analysis of at least two menu items – less than **1 hour**

6. The restaurant contacts the menu analysis company.

- Ask the restaurant if it would be acceptable to give the restaurant contact information so that the analysis company may call the restaurant if the company hasn't heard from the restaurant – less than **1 hour**

7. The analysis company will ask the restaurant to fax or e-mail the menu and recipes – less than **1 hour**

8. The analysis company analyzes nutritional components of each menu item – **5 hours**

9. The analysis company modifies the menu items (if necessary) – **10 hours**

10. The analysis company creates nutrition labels for each menu item and sends them to the CDPHE Smart Meal staff, the implementing agency Smart Meal staff, and to the restaurant – **5 hours**
11. The Smart Meal implementing agency staff and the CDPHE Smart Meal staff approve the menu item labels- less than **5 hours**
12. Staff from the Smart Meal implementing agency will call the restaurant to set up a time to meet with the manager/owner to discuss implementation
13. The restaurant reaches a decision on participation in Smart Meal™ Seal program – the time is dependent upon each restaurant. Additional phone calls/meetings may be necessary
14. The restaurant identifies where Smart Meal™ Seal logos and information will be positioned on their menu and advertised throughout the restaurant – time dependent upon each restaurant. Additional phone calls/meetings may be necessary
15. The agreement to participate form and logo file should be sent to the restaurant at this point (refer to registration packet in *Appendix A of the Restaurant Toolkit*)
16. The agreement to participate form is signed by both the Smart Meal staff and the restaurant. The restaurant signs first and then faxes, e-mails or post mails the signed form. Then the Smart Meal staff signs the form – less than **5 hours**
17. Smart Meal staff delivers the acceptance packet (see *Appendix A of the Restaurant Toolkit*) to the restaurant and makes a copy of the agreement (signed by both parties) to be faxed, e-mailed, or post mailed to CDPHE Smart Meal staff). All of these materials can be found on the Smart Meal training website – **5 hours**
18. BEFORE complete implementation and approval of the restaurant's Smart Meal participation, the restaurant MUST create and send to the Smart Meal implementing agency staff the new menu depicting the Smart Meal menu items. The menu must also include the nutrition description of the Smart Meal program (servings of vegetables, beans, calories, fat, etc). This can be printed at the bottom or on the back of the menu. A Smart Meal menu insert may be substituted for the main menu if the main menu of the restaurant is not scheduled to be reprinted at the time of Smart Meal implementation. Restaurants should refer to the Smart Meal advertising requirements sheet
19. Restaurant staff trainings – more than **5 hours**
 - Gather materials
 - Travel to restaurant
 - Training of managers and staff (at least one hour per restaurant)
20. Smart Meal staff should be certain to communicate the need to gather sales data from the restaurant. CDPHE asks that a baseline of Smart Meal items be obtained prior to the launch of the Smart Meal program at that restaurant location. After the Smart Meal program launches, we ask for monthly sales data of the Smart Meal items (this may be an average or a percentage of total sales from each restaurant). We ask that this data be provided for at least the first year of program implementation. An example of the sales data form is available on www.smartmeal.com .The implementing agency Smart Meal staff will assist with determining the best evaluation protocol for restaurants, as needed -**5 hours**
21. Additional evaluation with restaurants (to be conducted at least once per year)-forms are available on Smart Meal website
 - Observation Checklist (secret shopper)
 - Manager interview

Other recommended activities:

22. It is recommended that Smart Meal implementing agencies hold quarterly networking calls for restaurants to discuss the successes, barriers, etc. that they may be experiencing and to relay any impactful information such as upcoming press releases or other promotional events
- Gather materials – **1 hour**
 - Preparation and delivery – **1 hour**
23. In addition to the quarterly meetings, an annual meeting with all restaurants to evaluate, share ideas, etc. is recommended
24. Press releases
- It is recommended that Smart Meal organizations prepare two press releases per year based on the total man-hours per week assuming five new restaurants enroll each week
 - created at lead organization twice/year (March – National Nutrition month, September – Fruits and Veggies: More Matters month)
 - **6 hours** per press release

*Recommended Nutrition Analysis Contractor information:

1. On The Menu, LLC
Rebekah Sputnagel, RD
303-757-1333

2. Strategic Communication, LLC
Nicole Turner-Ravana
970-219-2202

Business cards can be requested for distribution.

Smart Meal™ Seal Program Implementation Checklist

- The Smart Meal™ staff schedules the initial interest phone call and/or meeting with the restaurant
- The Smart Meal™ staff meets the restaurant manager/owner to discuss program guidelines, requirements, and implementation
- The Smart Meal™ toolkit, along with marketing materials (**Appendix A of the Restaurant Toolkit**), are distributed to the restaurant
- The Smart Meal™ staff contacts the nutritional analysis companies (**Appendix C of the Restaurant Toolkit**) to inform them of the restaurant's participation
- The restaurant works with one of the nutritional analysis companies (faxing menu items and recipes to the company) to identify at least two items that meet Smart Meal™ nutritional requirements (**Page 3 of the Restaurant Toolkit**)
- The nutritional analysis company contacts the restaurant and Smart Meal™ staff to verify the items that meet the nutritional requirements
- Smart Meal™ staff meets with the restaurant to identify where on the menu, menu boards, and throughout the restaurant to place Smart Meal™ logos and information
- The restaurant receives the registration packet (**Appendix A of the Restaurant Toolkit**) in electronic format
- The restaurant designs a Smart Meal™ menu/menu insert and sends a copy to the Smart Meal™ staff
- The restaurant signs and returns the agreement to participate form for Smart Meal™ staff signature
- Smart Meal™ staff sign the agreement to participate form and returns the letter of acceptance
- Smart Meal™ staff sets up a time to meet with the restaurant to deliver the advertising packet (**Appendix A of the Restaurant Toolkit**) and establish a process for tracking Smart Meal™ items sold
- The restaurant conducts a restaurant staff training (**Page 6 of the Restaurant Toolkit**). Assistance will be provided by Smart Meal™ staff if requested
- Launch of the Smart Meal™ Seal program occurs when all staff is trained, a meal tracking system is in place, menu/menu inserts are modified, and advertising materials are displayed
- The restaurant works with the Smart Meal™ staff to evaluate (**Page 7 of the Restaurant Toolkit**) the program

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Executive Director and Chief Medical Officer

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Denver, Colorado 80246-1530 8100 Lowry Blvd.
Phone (303) 692-2000 Denver, Colorado 80230-6928
Located in Glendale, Colorado (303) 692-3090

<http://www.cdphe.state.co.us>



Colorado Department
of Public Health
and Environment

Dear Restaurant Representative,

The Colorado Department of Public Health and Environment would like to congratulate your restaurant for the acceptance and participation in our Smart Meal™ program. As indicated by the agreement to participate form, you have elected to become a part of the Smart Meal™ Seal Program.

As a member of the Smart Meal Program, you agree to:

- Meet the requirements of the Smart Meal™ program, including specific labeling and advertising requirements of the Smart Meal™ 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 healthy items to Smart Meal™ staff on a prearranged basis

Smart Meal™ staff will promote participating restaurants through scheduled press releases and promotional efforts through a planned community engagement campaign. All press releases will be conducted through the department or local community media relations divisions. Releases will be scheduled throughout the year as free publicity to restaurant participants. While 400+ print and news media contacts throughout the state receive the press releases, it is not always possible to determine specific coverage of the story beforehand. We will keep you informed as we are contacted to schedule interviews.

Welcome to the Smart Meal™ Seal program!

Sincerely,

Smart Meal Staff

Smart Meal™ Restaurant Presentation

Smart Meal™ Seal Program



Background

- The Smart Meal™ Seal program was created by the Colorado Physical Activity and Nutrition Program (COPAN) and is supported by LiveWell Colorado. As of August 2010, 20 full-service restaurants are involved with Smart Meal™ state-wide (190 individual stores)

Background

- Developed to promote an increase of fruit and vegetable consumption
- Help consumers identify healthy menu items
- Developed to combat the rise of obesity and other related chronic diseases in Colorado

Benefits

- Smart Meal™ Seal menu item identification and endorsement by the Colorado Department of Public Health and Environment
- Statewide publicity through Smart Meal™ Seal media outreach
- Ability to promote your participation in your own advertising efforts
- A listing on the Smart Meal website www.smartmealcolorado.com
- Other promotions determined each year (past promotions include: posting on www.Healthydiningfinder.com; local broadcasts; advertisement on the DNC walking map, etc.)

Nutritional Requirements

- New 2011 Smart Meal™ Seal requirements
- Based on recommendations from the:
 - US Dietary Guidelines
 - Fruits and Veggies: More Matters
 - Western Dairy Council
 - The American Heart Association
 - FDA nutrition labeling guidelines
 - *Winner's Circle* – North Carolina Prevention Partners

Full Meal Item

- **Minimum of 2 servings** of beans, whole grains, fruits or vegetables. May substitute one serving for a fat-free or low-fat milk or equivalent milk product
 - No more than 700 calories
 - Either 30% of total calories from fat or no more than 23 grams of total fat
 - Either 10% of calories from saturated fat or no more than 8 grams of saturated fat
 - 0.5 grams or less of trans fat (no added or artificial trans fat)
 - No more than 1,350 mg of sodium
- 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 cut up 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
 - 1 oz fat-free or reduced fat cheese

Side Dish

- Minimum one serving of beans, whole grains, fruits, vegetables or fat-free or low-fat milk or equivalent milk product
- No more than 300 calories
- Either 30% of total calories from fat or no more than 10 grams of total fat
- Either 10% of calories from saturated fat or no more than 3 grams of saturated fat
- No more than 650 mg of sodium

Participation Process

- 1) Contact *On The Menu, LLC* or *Strategic Nutrition Communications, LLC* for menu analysis recommendations and process
 - Call: (303) 757-1333 or www.otmenu.com
 - Call: (970) 219-2202 www.strategicnutrition.org
- 2) Nutrition analysis company will contact your restaurant with qualifying menu items
- 3) Smart Meal staff and restaurant will identify where the Smart Meal™ Seal logos and information will be on their menu and in their restaurant
- 4) Restaurant will fax or mail membership agreement to Smart Meal™ staff
- 5) Smart Meal™ staff will contact restaurants to discuss evaluation and other information

Menu Item Analysis

- Recommend *On The Menu, LLC*, or *Strategic Nutrition Communications, LLC* for analysis
- Utilize FDA approved software which is internationally recognized as the most accurate, and most complete nutrition analysis system
- Prepare menu item nutrition labels
- Average cost of one meal analysis = \$90

Sample Recruitment Letter

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Colorado Department
of Public Health
and Environment

Today's Date

Restaurant Name

Address

City, State, Zip

To Whom It May Concern:

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

Over 200 restaurants across Colorado have implemented the Smart Meal™ Seal program. The department would like to invite you to participate in the Smart Meal™ Seal program. As our partner, you will satisfy an increase in consumer demand for healthier meal options, therefore contributing to the reduction of obesity and other related chronic diseases such as diabetes and heart disease in our state.

Please visit the Smart Meal™ website (www.smartmealcolorado.com) or contact me to learn more.

Thank you,

Smart Meal Coordinator
Colorado Department of Public Health and Environment
4300 Cherry Creek Drive South
Denver, CO 80246-1530
Phone:
Fax:
E-mail:

Attached: Smart Meal Seal panel card

Sample Press Release

DENVER--In celebration of National Nutrition Month 2008, the Colorado Department of Public Health and Environment, Colorado Physical Activity and Nutrition program, and the Colorado Dietetic Association would like to launch "Nutrition: It's a Matter of Fact" for the community. "Nutrition: It's a Matter of Fact" is pleased to highlight Colorado restaurants that are giving customers the "Facts" about healthier menu choices. This year the Colorado Dietetic Association will be training dietitians to promote the Smart Meal Seal throughout Colorado.

The Apprentice Challenge at Metro State College is a great example of the community promoting nutrition facts through the Smart Meal Seal program. Two competing teams of students recruited two new Smart Meal restaurants. These restaurants include: Qdoba, Rosalinda's Mexican. Some examples of restaurants that have been participating since 2005 are McDonald's, Beau Jo's Pizza, Delectable Egg, Great Harvest, Masalaa, Kate's at 35th, Café at Woody's, Coyote's Southwestern Grill, Greeley Country Club, UNC, Mad GreensThe Egg and I, The Fort, Super Suppers, Winter Park Resorts, Cimarron Cafe and The Hyatt.

In order to qualify for the Smart Meal Seal program a menu item must have 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. Also, specific limitations of calories, fat, saturated fat, trans fat and sodium apply.

Besides making Smart Meal choices when eating out, the nutrition experts at the American Dietetic Association (www.eatright.org) also recommend that balancing physical activity and a healthful diet is your best recipe for managing weight and promoting overall health and fitness. Eating right doesn't

have to be complicated. Use Mypyramid.gov to develop a personalized plan for lifelong health. Other important tips to remember:

- Do not fall prey to food myths and misinformation that may harm rather than benefit your health
- When grocery shopping read the food labels to get nutrition facts that help you make smart food choices quickly and easily
- Look for healthy fats when making food choices
- Choose polyunsaturated or monounsaturated fats, to keep your saturated fats, trans fats and cholesterol low

For more information about National Nutrition Month, Colorado Dietetic Association or the Smart Meal Seal program, contact Shana Patterson at (303) 692-2572 or email at Shana.Patterson@state.co.us OR

For more specific information, recipes and National Nutrition Month materials, go to www.eatright.org.



Smart Meal™ Seal Program
Colorado Physical Activity and Nutrition Program

OBSERVATION CHECKLIST

Observer name: _____

Restaurant name: _____ Date: _____

Instructions: The purpose of this checklist is to determine the visibility of the Smart Meal Program in participating restaurants. When visiting the restaurant, please look for evidence of the Smart Meal™ Seal program and record it on the form below. Also record other observations relative to healthy choices at the restaurant. Please do not inform the server or other restaurant staff that you are making these observations.

| Check if "yes" | Observations | Comment (if any) |
|--------------------------|---|------------------|
| <input type="checkbox"/> | The "Smart Meal Seal" sticker is displayed in the window. (If yes, please note its location in the comment column.) | |
| <input type="checkbox"/> | The "Smart Meal Seal" sticker is displayed on menu boards or other places inside the restaurant. (If yes, please note locations in the comment column.) | |
| <input type="checkbox"/> | The "Smart Meal Seal" sticker is displayed beside items on the menu. | |
| <input type="checkbox"/> | The server or other restaurant staff talked about healthy options. | |
| Other observations: | | |

Return to: Shana Patterson, RD fax: 303-691-7721 phone: 303-692-2572