



HEALTHY RESTAURANT

Courtney Stinson, Savor Life Nutrition & Wellness, CWF

Intervention also funding in:

- Year 1: \$2,000
- Year 2:
- Year 3:

Amount Requested:

\$3,000

Type of intervention:

- Behavior
- Policy
- System
- Infrastructure

Healthy Restaurant

Brief Description

- This intervention will attempt to develop relationships with at least two and possibly three Chelsea restaurants to begin the conversation and possibly develop marketing materials that emphasize healthier food items within the restaurant. The identified restaurants include (but not limited to) Smokehouse 52, Common Grill, Chelsea Grill and Thompson's Pizza.
- Material help provided to participating restaurants may include development of separate healthy menus. Consulting may include training staff on portion control, healthier food prep alternatives, and developing skinnier menu options.

Link to Coalition's 1 & 5 year plans

- #3 Improving the availability & consumption of healthy foods
- #1 Increasing the number of individuals working toward & maintaining a healthy weight.

List all the goals of the intervention

1. Booking at least two- ideally three – of the following restaurants to participate in the Healthy Restaurant program Intervention

2. To implement needs assessment, programming and marketing assistance centered around personalized recommendations for restaurants..

For the primary goal provide the following information:

SMART	Goal 1:
Specific Goal	Booking at least two- ideally three – of the following restaurants to participate in the Healthy Restaurant program Intervention. The identified restaurants include Common Grill, Chelsea Grill, Thompson Pizza and Smokehouse 52.
How success will be measured	Success will be measured based on the number of restaurants who decide to become part of the intervention.
Describe what data will be collected and who will collect it	Surveys of workers and of patrons; number of restaurants participating
Why do you think the goal is achievable?	Having success in the past creating healthy restaurant menus and in building rapport with chefs and cooks I believe we can find middle ground. We're not looking to overhaul any restaurant's menu. We only want to help each restaurant increase and improve upon their selections for people who wish to make better meal choices
Is the timeline achievable	Yes

Units of Engagement

- Dependent upon each restaurant's current volume served daily/weekly/monthly

Key Evaluation Data

- Units of Engagement
- Restaurant goer surveys
- Restaurant worker surveys (ease of program, likability)
- Number of healthier food items sold
- Number of menu changes/additions
- Number of staff trained

Responsible Parties & Organizations

- Stinson and her team of consultants/volunteers/Interns will be the primary contact to the restaurants working directly with restaurant owners, managers, cooks and chefs.
- Timeline will be decided upon between Stinson and each restaurant's needs/wants.
- Marketing will be done by CWC, SLN, and the restaurant involved.
- Stinson and her team will collect and analyze data to measure intervention success.
- Stinson will continue communications with the restaurants about how each will keep the healthy eating portion of their menus successful.
- Stinson will work with each restaurant to collect data for any necessary presentations and reports back to the Coalition and Foundation.

What organization are involved:

1. Organizations whose approval is required.
 - Restaurants
2. Organizations who have committed to contribute to the intervention

Marketing Plan

- Be sure to include the 5H logo in marketing material (find it on Wiggio or email Shawn Personke)
- Shawn will help you with “how to” add to the Facebook and Twitter Pages
- Email matt@5healthytowns.org to get events on www.5healthytowns.org
- MARKETING PLAN is:
 - ❑ Social media (facebook, twitter)
 - ❑ Event listing on SLN website
 - ❑ Local newspapers (print and online)
 - ❑ Chelsea Update
 - ❑ Collaborating organizations to also promote shopping guide and events
 - ❑ Signs inside restaurants

Proposed Budget (Total Budget = \$3,000)

How \$3000 funds from CWF will be used

Examples are:

- Marketing = \$
- Compensation = \$2,000
- Materials = \$1,000
- Consumables = \$
- Training = \$

No additional Funds

Examples are:

- Marketing = \$ 0
- Compensation = \$ 0
- Materials = \$ 0
- Consumables = \$ 0
- Training = \$0

What programs did you use as a model for this intervention?

- <http://www.hr.umich.edu/mhealthy/programs/nutrition/goodchoice/dining.html>

Has a similar intervention been done in another 5H Community?

- The Healthy Restaurant intervention was attempted in year one.

Have you communicated with leaders of similar coalitions in other 5H towns?

- no other similar programs