

Improving Nutrition Standards for Meals Away From Home: The ¡Por Vida! Program

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Presenter Disclosures

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(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

Session Objectives

- Identify strategies to build productive relationships between public health, registered dietitians, and the food industry.
- Describe the process of engaging food service establishments in supporting labeling healthy food choices on menus.
- Describe methods and results of external evaluation and sustainability of program.

Adult Obesity in San Antonio

BODY MASS INDEX (BMI) IN BEXAR COUNTY

In Adults

65%
OVERWEIGHT
OR OBESE



35%
NORMAL
WEIGHT

Source of the data: San Antonio Metropolitan Health District CPPW Behavioral Risk Factor Surveillance System (BRFSS) 2012

The Healthy Restaurants Coalition

- A partnership of local organizations and individuals interested in promoting healthy food and good nutrition in San Antonio.
- **Initial meetings included**
 - The San Antonio Restaurant Association
 - The San Antonio Dietetic Association
 - Public Health Partners
- The coalition developed a shared goal of partnership and cooperation
- No funding for first year

Different Motivations

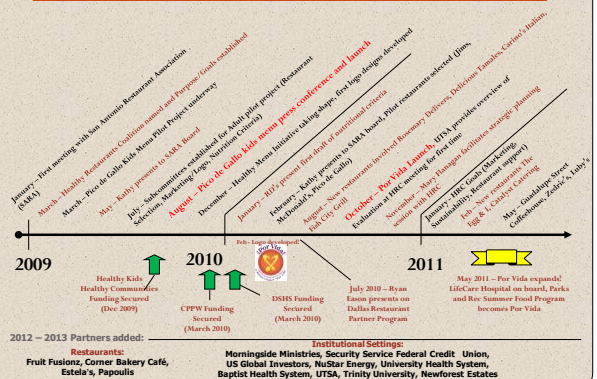
- Public Health and Dietetics professionals are interested in reducing obesity through increasing access and consumption of healthy foods.
- Restaurants are interested in attracting business and staying relevant in a changing market while increasing profits.



¡Por Vida! Program Development

- 8,057 active food establishment permits in San Antonio
- Program created to be culturally relevant to the Bexar County community – 58.7% Hispanic/Latino
- Priority tasks in developing the program
 - Developing nutrition criteria
 - Marketing/logo
 - Restaurant selection/implementation
- Program launched in October 2010 at 7 restaurants with 80 locations

Timeline: Healthy Restaurants Coalition





When you choose "IPor Vidal", you make a better choice "For Life."

A restaurant recognition program that helps adults and children make healthier food choices by identifying menu items that meet nutritional guidelines developed by the Healthy Restaurants Coalition.

The "Rules of Engagement"

- Develop the coalition and program with the restaurant owner in mind.
- Voluntary participation is essential.
- Distinguish between "menu labeling" and creating healthy choices on menus.
- No imposed mandates.
- Provide a seat for restaurants at the table.
- Consider that restaurants want assistance preparing for nationwide menu labeling.

Nutritional Criteria

(Full Meal: Entrée + Two Sides)



- ≤ 700 Calories
- ≤ 23g Total Fat
- ≤ 8g Saturated Fat
- ≤ 0.5g Trans-Fat
- ≤ 750mg Sodium
- No Fried Foods

Criteria are based on the Dietary Guidelines for Americans which suggest a balanced diet consisting of fruits, vegetables, whole grains, low fat dairy and lean protein. Consume a variety of nutrient dense foods with minimal saturated fats, trans fats, cholesterol, sodium, and added sugars.

Nutritional Criteria

Single Entrée Item

- ≤ 300 Calories
- ≤ 10g Total Fat
- ≤ 3.5g Saturated Fat
- ≤ 0.5g Trans-Fat
- ≤ 350mg Sodium
- No Fried Foods

Side Item

- ≤ 200 Calories
- ≤ 7g Total Fat
- ≤ 2g Saturated Fat
- ≤ 0.5g Trans-Fat
- ≤ 215mg Sodium
- No Fried Foods



Children's Menu Criteria

Category	Options	Recommendations
Fruits	Serve one or more serving of fruit	<ul style="list-style-type: none"> Fresh Fruit Canned Fruit must be in natural juice or light syrup Examples: Fruit Cup, Applesauce, Strawberries, Mandarin Oranges.
Vegetables	Serve one or more serving of vegetable	<ul style="list-style-type: none"> non-fried vegetables vegetables can be served as side dish or prepared in meal Examples: Side Salad, Green Beans, Carrots, Broccoli, grilled vegetable medley.
Non fried foods	Serve a variety of non fried entree items	<ul style="list-style-type: none"> Offer a variety of baked, grilled, or sauteed entree items
No Sugar Sweetened Beverages	Offer a variety of No Sugar Sweetened Beverages	<ul style="list-style-type: none"> 100% Real Fruit Juice Low Fat Milk Water
Portion size	Offer children's portion size of entrees and side items to be \leq 75% of adult portion size	<ul style="list-style-type: none"> see Children's Portion Control plate for more details

Nutrition Summary of Approved ¡Por Vida! Meals

	¡Por Vida! Criteria	Summary of Approved ¡Por Vida! Meals
Calories (n=169)	\leq 700	439 calories
Total Fat (n=169)	\leq 23 grams	12 grams
Saturated Fat (n=169)	\leq 8 grams	3 grams
Trans Fat (n=169)	\leq 0.5 grams	0.01 grams
Sodium (n=169)	\leq 750 milligrams	470 milligrams
Carbohydrate (n=156)	*optional – amt. varies	56 grams
Protein (n=164)	*optional – 26-35 grams	27 grams
Fiber (n=156)	*optional - $>$ 7 grams	7.6 grams

The calories, total fat, and sodium averages are all about 60% of the ¡Por Vida! levels.

Recipe Analysis Process

- RD identifies restaurant to work with.
- Review menu with restaurant owner/manager to find items that may already meet the criteria.
- Collect recipes and ingredient details.
- Analyze recipes.
- Compare analysis to criteria.
- Discuss results with restaurant and options to make the item fit the criteria i.e. decrease salt in recipe, change an ingredient.
- Work to combine items into meals
- Restaurant develops marketing materials.
- Launch Restaurant!

RESTAURANT PARTICIPANTS



Current Status of the Program

- 22 total partners including restaurants and institutional settings
- 187 total locations where ¡Por Vida! meals are being served
- 566 total meal selections offered in Bexar County

¡Por Vida! Program Evaluation

Restaurant Evaluation

- Objective – to measure patron purchasing behaviors during the ¡Por Vida! menu designation initiative.
- Method – a cross-sectional design and survey data to assess 23 restaurants and 152 restaurant patrons through an environmental assessment, patron awareness surveys, and key informant interviews.
- Results – Most patrons considered taste and cost very important in their decisions. Strongest predictor of choosing an ¡Por Vida! item was patron age (18-35) and if patrons saw the ¡Por Vida! logo.
- Conclusion – Menu logo designation initiatives can potentially influence patron purchasing behaviors among a segment of the population when the logo is visible.

Sosa ET, Biediger-Friedman L, Banda M. Associations between a voluntary restaurant menu designation initiative and patron purchasing behavior. *Health Promotion Practice*. 2014;15(2):281-287.

Institutional Partner Evaluation

- Objective – to assess implementation and feedback regarding ¡Por Vida!, a menu labeling and healthy item recognition program for food service establishments.
- Methods – A cross-sectional study was conducted across San Antonio institutions which included environmental assessments, patron awareness surveys, and key informant interviews.
- Results – Patrons who valued cost more highly were less likely to have purchase a ¡Por Vida! item. Patrons who saw the ¡Por Vida! logo were more likely to purchase the item.
- Conclusion – Menu logos in the workplace can influence purchasing behaviors, specifically among less cost conscious patrons.

Sosa ET, Biediger-Friedman L, Shields K, Spitsen E, Pape KK. Increasing healthy choices in the workplace using ¡Por Vida!. *Health Behavior & Policy Review*. 2014;1(3):238-246.

¡Por Vida! Program Expansion

Institutional Settings

- Worksites
- Hospitals
- Cafeterias
- Universities
- Senior Living Communities

Other counties in Texas

Williamson



Burnet



Gillespie



Wichita



INSTITUTIONAL PARTICIPANTS



Suggestions For You

- Be realistic and flexible.
- Build relationships & collaborate.
- Integrate full-time registered dietitians in public health.
- Fight the food police mindset. Put yourself in the restaurant manager/owner's shoes.
- Provide on-going staff training for restaurants.
- Maintain open and up-to-date communication among coalition members.
- Ask restaurants to cover the costs for marketing and promotion.

Thank You

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