

# Access to Healthy Foods: MetroWest Healthy Dining Week

Action Institute  
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# Ice Breaker: What is your role?

- |  |    |
|--|----|
| 1. MiM coordinator                           | 0% |
| 2. Municipal staff                           | 0% |
| 3. Community partner                         | 0% |
| 4. Statewide or regional agency/organization | 0% |
| 5. Other                                     | 0% |



# Ice Breaker:

Are you part of a Mass in Motion coalition?

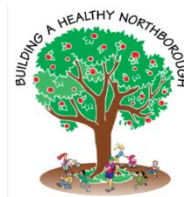
- |        |    |
|--------|----|
| 1. Yes | 0% |
| 2. No  | 0% |



# Icebreaker:

## If you're part of a MiM coalition, are you working on healthy dining?

- |        |    |
|--------|----|
| 1. Yes | 0% |
| 2. No  | 0% |

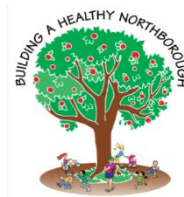


# Structure

## Steering Committee

- Directors of Public Health
- Chair Board of Health
- Director of Planning
- Town Engineer
- Community Development Director
- Community Advocates
- Conservation Officer
- Economic Development Director
- Physician

## Coordination Team






# Healthy Dining

Partnering with local restaurants to make healthy food options available to customers




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## MetroWest Moves



	calories	fat (g)	sodium (mg)
Fruit cup	74	0 0%	8
Fruit salad plate	258	5.5 19%	432
Turkey roll up with salad and 2 tbsp. low fat dressing	356	7 17%	690
Fiesta chicken salad with 3 tbsp. fat free dressing	711	23 28%	463
Veggie omelet with onion, peppers, mushrooms, and one slice of whole wheat toast	139	1 7%	365
OR			
With two slices of whole wheat toast	209	2 9%	499

Main Street Cafe is proud to partner with MetroWest Moves to offer healthier menu items. These dishes have all been approved as "Healthy Dining Options."




# Healthy Dining Initiative

- Target: Non-chain (MWM), downtown location, ethnic, anyone!
- Process/requirements
  - Application
  - Menu analysis
  - Approval
  - Tailored signage developed
  - Implementation



	calories (kcal)	% calories from fat	sodium (mg)
BASIC EGGS IN A CUP WITH TOMATOES, SPINACH & FETA CHEESE + FLATBREAD	352	27%	685
SMOOTHIE WITHOUT WHIPPED CREAM	213	2%	72
SMOOTHIE WITH WHIPPED CREAM	305	21%	77
THE CALIFORNIA BRUNCH	435	26%	730



# Healthy Dining - Requirements

- Communicate with MWM/BHN to obtain ingredient information (3-5 meals)
- Create, modify or promote menu items that meet criteria
- Highlight healthier options with decals and table tents/menu inserts in restaurant
- Display Healthy Dining Options seal of approval in window





# Criteria

- Calories <600-750
- <30-35% of calories from fat (or <23-25 grams of fat)
- <480-750 mg sodium



Checkerboards is proud to partner with MetroWest Moves to offer healthier menu items. The following dishes have all been approved as "Healthy Dining Options."



Restaurant & Bar

**GARDEN SALAD WITH GRILLED CHICKEN**  
(1.75 OZ. DRESSING, NO OLIVES, NO MARINADE ON THE CHICKEN) AND  
**BAKED SYRIAN BREAD**

473 calories, 11.5g fat (22%), 709mg sodium

**GRILLED EGGPLANT FLAT BREAD PIZZA**  
WITH SPINACH, RED PEPPERS, GOAT CHEESE, MARINARA, AND MOZZARELLA  
(HALF OF THE PIZZA)

637 calories, 18g fat (24%), 726mg sodium

**PINEAPPLE SESAME SALMON**

Over 6 oz. rice pilaf:

701 calories, 19g fat (24%), 736mg sodium

With side salad and orzo:

711 calories, 23g fat (29%), 504mg sodium

With side salad and broccoli:

511 calories, 18g fat (32%), 587mg sodium

With side salad and sautéed spinach:

492 calories, 20g fat (36%), 614mg sodium

With side salad and baked potato

(1 tbsp. sour cream, 1 pat of butter):

704 calories, 24g fat (31%), 551mg sodium

**SMALL TURKEY BREAST SANDWICH**  
(NO PICKLE)

543 calories, 17g fat (27%), 730mg sodium

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# Healthy Dining Criteria: Which do YOU think is most challenging to approve?

- |             |    |
|-------------|----|
| 1. Calories | 0% |
| 2. Fat      | 0% |
| 3. Sodium   | 0% |



# Healthy Dining Week: Where to start?

- Statewide coordination?
  - Timeframe?
  - How restaurants participate?
  - How patrons participate?
  - Incentives (restaurants, patrons)?
  - Media/awareness?
- Steering Committee planning meetings
- Key informant interviews with restaurants

# Getting it off the Ground: Communications/materials development

- Graphic designer
- Logo
- Protocol
- Awareness/dissemination materials



# Logo Design: Which would YOU pick?

1. Option A
2. Option B

0%

0%

Option A

Option B





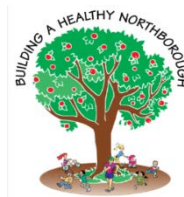
# Getting it off the Ground: Logistics/protocol

- Participation open to all approved restaurants (but not required)
- Must display Healthy Dining week signage and approved menus
- **Restaurant buy-in**



# Restaurant Buy-In: What would YOU ask for?

- |  |    |
|--|----|
| 1. Discount (e.g., 10% off) on healthy dining approved meals                 | 0% |
| 2. Gift card donation to be raffled off                                      | 0% |
| 3. Create special menu for Healthy Dining Week (like Boston Restaurant Week) | 0% |



# Getting it off the Ground: Logistics/protocol

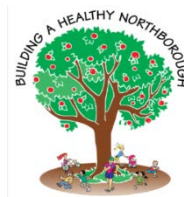
- Participation open to all approved restaurants (but not required)
- Must display Healthy Dining week signage and approved menus
- Restaurant buy-in
- Patron engagement/incentive



# Patron Buy-In:

## How would YOU have patrons enter?

A. Fill out raffle card in restaurant to enter	0%
B. Use social media to enter	0%
C. Both A & B	0%
D. Other	0%



# Advertising and Promotion

- **Online newspapers:** MetroWest Daily News, PATCH
- **Print newspapers:** MetroWest Daily News, Hudson Sun, Marlborough Enterprise, Framingham TAB, Telegram Towns (Northboro/Shrewsbury/Westboro)
- **Print flyers:** Library, senior center, Town/City hall
- **Social media:** Websites, Facebook, Twitter
- **Email/Listservs**





# Online Advertising



(Online ad sponsor button)



(PATCH online ad)

# Print Advertising



**MetroWest**  
**HEALTHY**  
**DINING**  
**WEEK**  
NOVEMBER 1-10

**MetroWest Moves**  
BUILDING A HEALTHY NORTHBOROUGH

**ORDER** an approved menu item.  
**SNAP** a photo of your meal.  
**SHARE** your picture online.  
**ENTER** to WIN a \$25 gift card.

**FIND A RESTAURANT**



**MetroWest**  
**HEALTHY**  
**DINING**  
**WEEK**  
NOVEMBER 1-10

**MetroWest Moves**  
BUILDING A HEALTHY NORTHBOROUGH

Visit participating restaurants during MetroWest Healthy Dining Week & have the chance to win prizes!

### Participating Restaurants

<b>The Bistro @119</b> Northborough Senior Center	<b>Eagles All American Grille</b> Framingham	<b>O'Connell's Pub</b> Framingham	<b>Texas BBQ Company</b> Northborough
<b>Checkerboards</b> Hudson	<b>Feng Sushi</b> Hudson	<b>Qdoba</b> Northborough	<b>Wegmans</b> Northborough
<b>Clockwork Pizza</b> Marlborough	<b>Harvest Cafe</b> Hudson	<b>The Rail Trail Flatbread Co.</b> Hudson	
<b>Dunkin Donuts</b> Northborough	<b>Horseshoe Pub &amp; Restaurant</b> Hudson	<b>Smyles Frozen Yogurt</b> Hudson	
	<b>Main Street Cafe</b> Marlborough	<b>Stevie's Eatery</b> Marlborough	

For full listing of locations scan QR code or visit

<http://metrowestmoves.org/metrowesthealthydiningweek>

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# Community flyer

**MetroWest**  
**HEALTHY DINING WEEK**  
NOVEMBER 1-10



**MetroWest Moves**



Participate in  
MetroWest Healthy  
Dining Week for  
a chance to  
win prizes!

**What is MetroWest Healthy Dining Week?**  
The goal is to promote better nutrition among people who live, work, and play in Framingham, Hudson, Marlborough, and Northborough. MetroWest Healthy Dining Week is co-hosted by Building a Healthy Northborough and MetroWest Moves.

**How can you win prizes?**  
Visit participating restaurants during MetroWest Healthy Dining Week and order approved meals. Take a photo of yourself with the approved meal and submit the photo to be entered into a raffle to receive a gift certificate from a participating restaurant. Submit your photo to this address: [www.metrowestmoves.org/metrowesthealthydiningweek/submitphoto](http://www.metrowestmoves.org/metrowesthealthydiningweek/submitphoto)

**Why should you participate?** Try new, healthy meals and support local restaurants. Plus you'll have the opportunity to win a gift certificate to a participating restaurant.

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**Participating Restaurants**

<p><b>The Bistro@119</b> Northborough Senior Center 119 Bearfoot Road Northborough</p> <p><b>Checkerboards</b> 10 Technology Drive Hudson</p> <p><b>Clockwork Pizza</b> 19 Maple Street #C Marlborough</p> <p><b>Dunkin Donuts</b> 70 West Main Street Northborough</p> <p><b>Eagles All American Grille</b> 55 Park Street Framingham</p>	<p><b>Feng Sushi</b> 191 Washington Street Hudson</p> <p><b>Harvest Cafe</b> 40 Washington Street Hudson</p> <p><b>Horseshoe Pub &amp; Restaurant</b> 29 South Street Hudson</p> <p><b>Lalajava</b> 290 West Main Street Northborough</p> <p><b>Main Street Cafe</b> 182 Main Street Marlborough</p> <p><b>O'Connell's Pub</b> 700 Worcester Road Framingham</p>	<p><b>Odoba Mexican Grill</b> 4104 Shops Way Northborough</p> <p><b>The Rail Trail Flatbread Co.</b> 33 Main Street Hudson</p> <p><b>Smyles Frozen Yogurt</b> 10 Technology Drive Hudson</p> <p><b>Stevie's Eatery</b> 222L East Main Street Marlborough</p> <p><b>The Texas BBQ Company</b> 309 Main Street Northborough</p> <p><b>Wegmans</b> 9102 Shops Way Northborough</p>
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For full listing of locations  
scan QR code or visit

<http://metrowestmoves.org/metrowesthealthydiningweek>





# In-store signage

**MetroWest HEALTHY DINING WEEK**  
NOVEMBER 1-10

Participate in MetroWest Healthy Dining Week for a chance to win prizes!

**What is MetroWest Healthy Dining Week?**  
The goal is to promote better nutrition among people who live, work, and play in Framingham, Hudson, Marlborough, and Northborough. MetroWest Healthy Dining Week is co-hosted by Building a Healthy Northborough and MetroWest Moves. But there's more!

**Want to win a \$25 (or more!) gift certificate to one of the participating restaurants?**  
It's easy! Just order one of the restaurants' approved healthy dining meals during Healthy Dining Week. Each participating restaurant has worked with a dietitian to identify healthier options on their menus. Approved meals are highlighted on signs or table tents in each participating restaurant.

- 1. Order**  
an approved healthy dining meal from November 1-10
- 2. Snap**  
a photo of yourself with the approved healthy dining meal
- 3. Share** your photo to be entered into a raffle to win a gift certificate to one of the MetroWest Healthy Dining Week participating restaurants

Upload: [www.metrowestmoves.org/metrowesthealthydiningweek/submitphoto](http://www.metrowestmoves.org/metrowesthealthydiningweek/submitphoto)  
Tweet: [twitter.com/MetroWestMoves](https://twitter.com/MetroWestMoves) #MetroWestHealthyDining  
Facebook: [www.facebook.com/MetroWestMoves](http://www.facebook.com/MetroWestMoves)

For full listing of locations scan QR code or visit  
[www.metrowestmoves.org/metrowesthealthydiningweek](http://www.metrowestmoves.org/metrowesthealthydiningweek)



# Advertising and Promotion: How many people do YOU think we reached?

- A. 30,000
- B. 55,000
- C. 80,000
- D. 110,000

0%  
0%  
0%  
0%





# Healthy Dining Week: Who we Reached

- Print and online advertising
  - 86,967 views
- Social media
  - 18,557 views/followers
- Flyers distributed
  - 4,481

**Total = 110,005 views**



# Healthy Dining Week: What restaurants had to say

*"We think more customers ordered these choices during this period of time."*

*"We very much appreciated being part of the healthy dining week."*

*"I would definitely participate again next year."*

*"We had a great time participating and having some talking points about the Healthy Dining week with our customers... We believe it made an impact in the fact that our employees and our customers were made aware of something new and beneficial to the community. We encourage you to keep going and believe that this will be a popular event in the future."*

*"Yes, more customers did order it. The total tally for all of healthy dining week is 22 meals which is a bit higher than our usual for the same period."*

*"The promotional materials helped to make people aware of healthy choices on our menu."*

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# Lessons Learned

- Lots of work to pull off!
  - BUT now other MiM coalitions can share/adapt
- Provide alternate options for raffle entry
- Staff/server awareness
- Community awareness/dissemination
- Monitoring



# Healthy Dining Week: Would YOU do it?

1. Yes

0%

2. No

0%



# Questions?



[www.metrowestmoves.org](http://www.metrowestmoves.org)  
[www.healthynorthborough.org](http://www.healthynorthborough.org)  
metrowestmoves@jsi.com



**Find us on Facebook:**

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[www.facebook.com/HealthyNorthborough](http://www.facebook.com/HealthyNorthborough)



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