Smart Meal Seal
NCSL 2009

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Nutrition Coordinator
Colorado Physical Activity and Nutrition (COPAN) program
COPAN’s Directive

- Need for restaurant interventions: *Resource Guide for Nutrition and Physical Activity Interventions to Prevent Obesity & Other Chronic Diseases, by National Center for Chronic Disease Prevention and Health Promotion*

- Sloan Trends & Solutions
  - 50% of fast food customers interested in ‘macronutrient’ information
  - 40% eating/wanting to eat more grilled menu selections
  - 71% of customers are choosing to eat healthier
  - 80% of customers want both “indulgent” & healthier food options
Smart Meal Seal Objectives

- Provide healthier menu options for customers
- Provide education and awareness of Smart Meal qualifications
- Encourage customers to make healthier choices (increase fruit/vegetable consumption)
- “The expected outcome is to change the environment to promote healthy options”
Current Smart Meal Seal
Logo

[Image of the Current Smart Meal Seal Logo]
Partnership Support

- 5 A Day Task Force
- Colorado Restaurant Association
- Denver Dietetic Association
- Colorado Dietetic Association
- CDPHE Consumer Protection Division (inspection dept.)
- Local chapters of the American Diabetes Association, American Association of Diabetes Educators, and American Heart Association
- CDC
- Mayor’s Office
Smart Meal Requirements

- Minimum of 2 servings of beans, whole grains, fruits or vegetables. May substitute one svg. For a serving of fat-free or low-fat milk or equivalent milk product
- Maximum of 700 calories
- 30% or less of total calories from fat or 23 g or less
- 10% or less of calories from saturated fat or 8g or less
- 0.5g or less of trans fat (no added or artificial)
- 1,500 mg or less of sodium
Smart Meal for Kids Guidelines NEW!

- Same as Adult Guidelines Except:
  - 400-600 Calories
  - 600-800 mg 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.
    - Based on the American Heart Association and the US Dietary Guidelines
Benefits to a Restaurant

- 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
- Coming Soon! www.smartmealseal.net
- Promotion through the STEPP program (Own Your ‘C’)
- A listing on the LiveWell Colorado website www.livewellcolorado.com
- In negotiations – new media outreach in 2009
Restaurant Agreement

1) Restaurant must have TWO qualifying items to be considered a Smart Meal™ Seal restaurant (one may be a side dish, one an entrée)
2) Display window decals
3) Display the logo and SM qualifications on the menu
4) Provide sales data
External Coverage and Impact of Smart Meals – 2007-08

- Key Partnerships - Gov. Ritter's “First 100 Days,” Mayor’s Office; CO Restaurant Association, CO Dietetic Association.

- Media – Over 35 media events: Dow Jones Live Wire; Denver Post Editorial Board; all news channels...6-month commercial on Comcast
Examples of Smart Meal Promotion and in-store Marketing Efforts
Promotion of Smart Meal
Be a Part of Greening the 2008 Democratic National Convention

- Green Business – If you need a service, choose green businesses in the online vendor directory.
- Green Your Hotel Stay – Reuse towels and linens, lower your air conditioning, and turn off all appliances each time you leave.
- Bike Around – Register online for the bicycle pool and get where you are going on a bike.
- Walk – If you can’t ride a bike, walk. (Use the Carbon-Free “Hike It & Bike” guide to get around.)
- Travel Green – Choose licensed pedicabs, hybrid taxis and mass transit.
- Recycle and Compost – Be mindful of where you put your trash.
- Fill It at the Tap! – Use refillable bottles and fill them at the tap/water stations.
- Eat Lean ‘N Green – Try a Lean ‘N Green meal at one of the participating restaurants.
- Carbon Calculator – Calculate and offset your travel to Denver. If you are a state delegate, sign up for the Green Delegate Challenge. If you are not a delegate, visit our website to learn how.
- Spread the Green Message – Tell your colleagues, friends, and family about the green steps you are taking. Share with us by registering your activities on our website so we can measure our greening successes.

For additional details about any of the above steps, please visit the ‘Greening Denver’ page on www.denverconvention2008.com

SMART MEAL RESTAURANTS

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.

REESTAURANTS CONTACT
- McDonald’s ........www.mcdonalds.com
- Beau Jo’s Pizza ....www.beaujos.com
- Cafe at Woody’s ...970-352-8117
- The Delectable Egg www.delectableegg.com
- Coyote’s Southwestern Grill www.coyotesouthwesterngrill.com
- Great Harvest www.greatharvestdenver.com
- Greeley Country Club 970-353-0528
- Kate’s at 35th .......303-333-4816
- Masala Indian Restaurant www.masalausa.com
- Qdoba ..................www.qdoba.com
- The Fort ..............www.thefort.com
- Mad Greens ..........www.madgreens.com
- Rosalinda’s Mexican Cafe www.rosalindasmexicancafe.com
- Super Suppers ........www.2.suppers.com

GREEN TIPS • DOWNTOWN MAP • GREEN TIPS

WHAT WE ARE DOING • GREEN TIPS • WHAT WE ARE DOING

A few highlights of what the Denver community has done together to prepare...

learn more at www.denverconvention2008.com

- Green Task Teams – Ten teams focused on designing and implementing strategies, including Business Outreach, Greening Events and Transportation, among others.
- Green Merchandise – The Denver 2008 Host Committee is offering a green merchandise line as part of its official convention merchandise production.
- Green Business Workshops – We organized Greening Workshops for six sectors of the Denver business community.
- 1,000 Bicycles – 1,000 bicycles will be available by Bikes Belong to attendees during the convention. Denver is working on a legacy bike-sharing program.
- Bike Lanes – More pavement markings for sharrows, or shared bike/car lanes, have been painted by Public Works for several downtown streets, making Denver even more “bike friendly.”
- Making Drinking Water More Available – Denver Water has built a mobile drinking water unit for large events and installed water filling stations in various locations.
- Water Conservation – Denver Water is distributing displays for every hotel room in Denver, encouraging a wide array of simple water conservation practices.
- Lean ‘N Green – Restaurants and caterers have been invited to create and offer meals that are both green and healthy.
- Carbon Calculator – Working with the Colorado Governor’s Energy Office, we have created an online carbon footprint calculator. Camco Global has contributed a carbon footprint analysis of the convention.
- Volunteers to Help – Hundreds of trained green volunteers will be stationed throughout the city at convention events to help you go green!

BIKE SHARING Comes TO DEMOCRATIC NATIONAL CONVENTION:

Thanks to Humana, one of the nation’s largest health benefits companies, and the not-for-profit Bikes Belong, 1,000 bikes will be available for use to visitors for free during the Democratic National Convention. Through this bike sharing program, called Freewheelin, convention visitors and residents will be able to check out bikes from 7 a.m. to 7 p.m. at multiple bike stations located throughout downtown Denver.

To make transportation even easier, the bike stations will be located near the convention centers and major hotel clusters. Additionally, maps and travel guides will be provided to help bikers navigate the cities.

To find out more about Freewheelin, including how to pre-register, please visit www.freewheelinwaytogo.com
Comcast Commercial – will be available on the website
Marketing Materials

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 can showcase these entrees that are lower in fat, calories, and sodium and include components such as fruits, 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)
- 10% or less calories (600 calories for a side dish)
- 30 percent or less of total calories from fat or 13 grams or less of total fat (10 grams for a side dish)
- 10 percent or less of calories from saturated fat or 3 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 (865 mg for a side dish)
- Participating restaurants are required to list at least two qualifying menu items

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

*Nutritional analysis is required. A registered dietitian at On The Menu, LLC, www.onthemenu.com
Qdoba Smart Meal Menus

EATING HEALTHIER. 
How made easier.

At Qdoba, we have several menu options that meet your needs. We have a variety of different dishes to choose from, including our Healthy Bowl, and our Grilled Veggie Burrito. Plus, you can customize your own meal by adding or substituting the following ingredients:

- Black or Pinto Beans
- Grilled Veggies
- Cilantro

Try our online nutrition calculator at: www.qdoba.com

Qdoba Mexican Grill

SMART MEAL NUTRITIONAL REQUIREMENTS

- Two 100% whole-grain empanadas, 100% whole-grain tortilla chips and salsa, or 100% whole-grain tortilla strips and salsa
- 30% or less of total calories from saturated fat
- 30% or less of total calories from added sugar
- 200 mg or less of sodium

RECOMMENDATIONS

- One 100% whole-grain empanada
- One 100% whole-grain tortilla chip
- One serving of 100% whole-grain tortilla strips
- One serving of 100% whole-grain salsa
- One serving of 100% whole-grain salsa strips
- One serving of 100% whole-grain salsa dip

REDUCE CARBS

MADE BURRITO
32 net carbs, 26 g sugars, 3 g fiber
Order with Chicken, black beans, no rice, pico de gallo, cheese, side of hot sauce

FRIED PORK BURRITO
23 net carbs, 34 g sugars, 9 g fiber
Order with Chicken, pinto beans, no rice, salsa verde, pinto beans, pico de gallo, cheese, cream, and lettuce

REDUCE CALORIES

TORTILLA SOUP TRIO
G10 calories
Order with: No sour cream or tortilla strips on the soup, Cilantro, and a side of pinto beans, pico de gallo, cheese, and a side of cheese

MADE TACO SALAD
20 net carbs, 25 g sugars, 3 g fiber
Order with: Chicken, black beans, no rice, salsa verde, pinto beans, pico de gallo, cheese, sour cream, guacamole, and lettuce

ADDITIONAL TIPS ACROSS OUR MENU TO REDUCE CALORIES:
- Go Tex-Mex: Skip the tortilla (save 100 calories)
- Eliminate rice (save 100 calories)
- Eliminate corn (save 100 calories)
- Eliminate cheese (save 50 calories)
- Option for pork – the leanest protein on the menu
- Don’t have chips

ADDITIONAL TIPS ACROSS OUR MENU TO REDUCE FAT:
- Eliminate cheese (34 grams of fat)
- Avoid chip, hard taco shell, or soft taco shell
- Ditch the tortilla – the leanest protein on the menu
- Eliminate tortilla strips (100 calories)
- Enjoy our fresh tortilla strips, only 2 grams of fat
- Photo & black beans are fat-free

ADDITIONAL TIPS ACROSS OUR MENU TO REDUCE SUGARS:
- Eliminate cheese (34 grams of fat)
- Avoid chip, hard taco shell, or soft taco shell
- Ditch the tortilla – the leanest protein on the menu
- Eliminate tortilla strips (100 calories)
- Enjoy our fresh tortilla strips, only 2 grams of fat
- Photo & black beans are fat-free

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- Eliminate cheese (34 grams of fat)
- Avoid chip, hard taco shell, or soft taco shell
- Ditch the tortilla – the leanest protein on the menu
- Eliminate tortilla strips (100 calories)
- Enjoy our fresh tortilla strips, only 2 grams of fat
- Photo & black beans are fat-free
The Sign of a Good Choice.

Smart Meals™ meet the nutritional requirements developed by the Colorado Department of Public Health & Environment for: two or more servings of beans, whole grains, fruits or vegetables & reduced levels of sodium, fat and calories.

Breakfast
Egg McMuffin® Sandwich
Small Minute® Maid® Orange Juice
460 calories - 13 g fat (6 g saturated fat)
0 g trans fat - 820 mg sodium - 21% fat

Happy Meals
Hamburger Happy Meal®
Apple Dippers with Low Fat Caramel Dip
Minute Maid® Apple Juice Box
440 calories - 0 g fat (0.5 g saturated fat)
0.5 g trans fat - 570 mg sodium - 18% fat

Cheeseburger® Happy Meal®
Apple Dippers with Low Fat Caramel Dip
Minute Maid® Apple Juice Box
490 calories - 13 g fat (0 g saturated fat)
1 g trans fat - 810 mg sodium - 24% fat

Meals
Premium Grilled Chicken Classic Sandwich
580 calories - 13 g fat (2.5 g saturated fat)
0 g trans fat - 1250 mg sodium - 17% fat

Promised Grilled Chicken Classic Sandwich Hold the Mayo
Fruit & Nut Salad (contains nuts)
Minute Maid® Apple Juice Box
570 calories - 13 g fat (2.5 g saturated fat)
0 g trans fat - 1190 mg sodium - 17% fat

Hamburger
Side Salad with Newman's Own® Low Fat Family Recipe Italian Dressing
350 calories - 11 g fat (1 g saturated fat)
0 g trans fat - 1200 mg sodium - 29% fat

Premium Salads
Caesar Salad with Grilled Chicken
Hold the Parmesan Cheese
Newman's Own® Low Fat Family Recipe Italian Dressing
220 calories - 8 g fat (1 g saturated fat)
0 g trans fat - 1460 mg sodium - 20% fat

Asian Salad with Grilled Chicken
Newman's Own® Low Fat Sesame Ginger Dressing • Use 1/2 Packet
350 calories - 11 g fat (1 g saturated fat)
0 g trans fat - 1200 mg sodium - 29% fat

Southwest Salad® with Grilled Chicken
Newman's Own® Creamy Southwest Dressing • Use 1/2 Packet
370 calories - 12 g fat (3.5 g saturated fat)
0 g trans fat - 1140 mg sodium - 29% fat

Smart Meal™ Nutritional Requirements
- Two or more servings of beans, whole grains, fruits or vegetables
- No more than 700 calories
- No more than 30 percent total fat
- No more than 15 percent of total calories from saturated fat
- No more than 0.5 g of trans fat
- No more than 1,500 mg of sodium

©2007 McDonald's. All participating restaurants. The Smart Meal coordination is new in the only grades approved, no substitutions allowed. McDonald's menus are served only in participating restaurants and at participating McDonald's locations. Contents only partially shown.
Cost for the Restaurant

- Average cost of one analysis = $90
  - All participating restaurants receive a discount for participating in the Smart Meal Seal program
- Some promotions offer ‘buy one, get one’
- Menu inserts (if menu not scheduled to be reprinted soon)

*Two or more menu items must be submitted for analysis*
Cost for Implementing Agency

- Time – Smart Meal Coordinator
  - Dependent upon # of restaurants, marketing efforts, etc.

- Marketing – the sky’s the limit! We started on the floor 😊

- Materials – printing costs: window decals, promotional panel cards, training folders & materials plus CDs
COPAN & McDonald’s: A Smart (Meals) Partnership
McDonald’s Smart Meals – Working with COPAN

- Planning process spanned over two years
- Corporation, individual owner/operators, advertising agency and public relations agency involved
- Drafting the contract – four prong plan:
  - Communication – advertising and public relations
  - Evaluation and Customer Behavior
  - Timeline
  - Materials
McDonald’s Smart Meals

- Existing McDonald’s menu items grouped together
- 11 meals were created for the McDonald’s Smart Meal Menu
- Sample of the items that qualified include:
  - Egg McMuffin and Small Orange Juice
  - Hamburger Happy Meal with Apple Dippers and Milk
  - Classic Grilled Premium Chicken Sandwich, Fruit ‘n Yogurt Parfait and Apple Dippers
  - Southwest Salad with Grilled Chicken and a ½ Packet of Southwest Dressing
Drive Thru Zone

**STEP 1 – Translite Position #2**

REMOVE current Salad Translite & discard
REPLACE with current Iced Coffee Translite
moving from #4 to #2 position – see picture for new placement

**STEP 2 – Translite Position #3**

REMOVE current Cinnamon Melts Translite & discard
REPLACE with new Smart Meals Salad Translite in the #3 position – see picture for new placement

**STEP 3 – Translite Position #4**

INSERT new Smart Meals Breakfast Translite in the #4 position & DOUBLE CHECK that all Translites are now in the order pictured above

**STEP 4 – Price Snipe**

PRICE SNIPE the new Smart Meal Salad & Smart Meal Breakfast Translites

**NOTE 1:** there are 5 items to snipe on the Smart Meals Salad Translite, snipe with current Premium Salad prices for each salad listed on the Smart Meals Salad Translite

**NOTE 2:** the price on the Smart Meals Breakfast Translite is the combined price of the Egg McMuffin Sandwich and Small OJ only, NOT the price of the Egg McMuffin EVM
**Lobby Zone**

**STEP 1**

Please double check that your Quality Choices Kiosk is located near the front counter in the lobby to achieve high customer visibility.

**OLD LAYOUT**

**NEW LAYOUT**

**STEP 2: Change Inserts to the Following Order:**

<table>
<thead>
<tr>
<th>Panel</th>
<th>Insert Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel 1</td>
<td>Beverage Choices (no change in position)</td>
</tr>
<tr>
<td>Panel 2</td>
<td>Smart Meals Insert 1 (Sign of a Good Choice headline)</td>
</tr>
<tr>
<td>Panel 3</td>
<td>Smart Meals Insert 2 (Chicken Sandwich picture)</td>
</tr>
<tr>
<td>Panel 4</td>
<td>Current McDonald's &amp; Me (shift to #4 position)</td>
</tr>
<tr>
<td>Panel 5</td>
<td>Current Happy Meal (shift to #5 position)</td>
</tr>
</tbody>
</table>

REMOVE current Asian Salad & Egg McMuffin/F&W Salad/Parfait kiosk inserts & discard

To take kiosk inserts in and out:
1. Push tab to right
2. Place finger on insert and slide in and out

**STEP 3**

Please check front and back of the kiosk & make sure the front and back of the kiosk inserts match the order above.
Counter Zone

STEP 1
REMOVE current Salad Translite & discard
REPLACE with new Smart Meal Salads Translite

STEP 2
PRICE SNIPE new Smart Meal Salad Translite
NOTE 1: there are 5 items to snipe on the Smart Meals Salad Translite, snipe with current Premium Salad prices for each salad listed on the Smart Meals Salad Translite

STEP 3
Counter Mats & Inserts

STEP 4
Breakfast Menu Board
REMOVE current Cinnamon Melts Translite & discard
REPLACE with new Smart Meals Breakfast Translite
PRICE SNIPE new Smart Meal Breakfast Translite
NOTE 2: the price on the Smart Meals Breakfast Translite is the combined price of the Egg McMuffin Sandwich and Small OJ only, NOT the price of the Egg McMuffin EVM

Counter Mats & Inserts
Each store will receive 2 counter mats & 2 inserts to be placed inside the counter mat holders. These should be placed on the front counter by register order points.
Roadblocks

- COPAN’s legal department
- McDonald’s legal department
- Wide adoption within McDonald’s Denver region
- Crew training
- Educating the public
- Budget
- Merchandising
Success

- High Media Interest = Public Education About McDonald’s Smart Meals
  - 6.8 million Coloradoans July – November 2007 period viewed or read McDonald’s Smart Meals story (number still growing)
  - National coverage on Dow Jones Live Wire
  - Covered by every Denver TV station, 850 KOA radio, *Denver Post, Rocky Mountain News, Colorado Associated Press*
  - *Denver Post* editorial board endorsement
Other Successes and Accomplishments

■ RWJ & CDC’s Evaluation
  – One of 20 programs selected over 2 years
  – “The most extensive and developed restaurant program to be evaluated”

■ Smart Meal was replicated throughout the state of Arizona in 2008; replicated in Utah in 2009
Preliminary Results

Evaluation of McDonald’s Marketing of Smart Meals

Mathew Christensen, Ph.D.
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Intervention Purpose

- Changing environments not behaviors (not directly)
  - Intention: to support healthy meal choices through marketing and providing meals that meet predefined criteria

- The evaluation was guided by the intervention purpose
  - Did marketing healthy meal options change customers meal choices?
Sales Data Overview

- January 2006 – June 2008 (129 weeks)
- 27 meal items across 3 groups (smart, regular, sides)
- Denver 110 stores; Comparison group 34 stores
- Aggregated weekly totals (3 kinds of outcomes to consider)
  - Customer transactions (customer volume)
  - Meal sales (meal volume)
  - Meal sales rates (transaction volume; consumption proxy)
Significant Results

- Smart Meal sales increased in Denver; not ‘other’
- Customer transactions increased in Denver; not ‘other’
- Regular meal sales decreased in Denver; not ‘other’
- Side order sales decreased in Denver; not ‘other’
- Meal sales rates decreased *more* in Denver

- Confounding effects were adjusted
- Mediation from Smart Meal sales had opposite effects in Denver and ‘other’
Currently, we have 187 individual restaurants/establishments participating the Smart Meal program

Winter Park Ski Resorts launched in Thanksgiving week 08

New website coming soon at www.smartmealseal.net

Go to www.livewellcolorado.com for individual store locations and listings
Policy Options for Smart Meal

- Comprehensive county & city plans – ex. Preference given as is with parks/bike paths
- Federal or state block grants for economic development (incentives for Smart Meal restaurants)
- Zoning – zoning or license preference
- Tax incentives for participating restaurants
- Preference given to contracts for vendors/vending/catering companies
Other Information on the Smart Meal Program & Other Participating Restaurants

Coming soon: www.smartmealseal.net
www.livewellcolorado.com

Contact
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