Smart Meal Seal
CDC 2010

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Colorado Physical Activity and Nutrition (COPAN) program
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)
- Change the food establishment environment
Smart Meal History

- Development
- Partnerships
- Process & Change
NEW Smart Meal Logo
New Custom Options
Smart Meal Requirements

- Minimum of 2 servings 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.
- 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 8 g or less.
- 0.5 g or less of trans fat (no added or artificial).
- 1,500 mg or less of sodium.
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
  - 100% fruit/vegetable juice can qualify as part of a meal
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
- Ability to promote your participation in your own advertising efforts
- [www.smartmealcolorado.com](http://www.smartmealcolorado.com)
- A listing on the LiveWell Colorado website [www.livewellcolorado.com](http://www.livewellcolorado.com)
- ** Colorado Health Foundation Grant = marketing & promotion
Examples of Past Promotions
Democratic National Convention & Smart Meals
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 "Bike 2 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

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. Canco 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!
Marketing Examples

- Comcast
  - Commercial
- Web site
New – Smart Meal for Kids

- National Public Radio
  - Example
- Local TV Stations
  - Example
  - CBS4
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 / Staff
  - 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
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 one page summary, which explains the program to your customers OR include the program requirements/description on the menu itself
Make Any Happy Meal a Smart Meal for Kids!
Substitute french fries and soda for Apple Dippers®, and a Milk or Juice!

Hamburger, Apple Dippers, Caramel Dip & Milk

Cheeseburger, Apple Dippers, & Juice

4 Piece Chicken McNuggets®, Apple Dippers & Milk

Smart Meals for Kids meet the nutritional requirements developed by the Colorado Department of Public Health & Environment for:
- Two servings or more of beans, whole grains, fruits or vegetables.
- 400-600 calories
- 30 percent or less of total calories from fat or 13-20 grams of total fat
- 10 percent or less of calories from saturated fat or 4-7 grams of saturated fat
- 0.5 grams or less of trans fat (no added or artificial trans fat)
- 600 - 800 mg or less of sodium
4) Use the SM logo file to identify and promote specific menu items that qualify for the program

5) Monitor and report customer satisfaction and program awareness as requested by COPAN staff (approximately quarterly)
   • Evaluation Protocol
Smart Meal Restaurant Promotions
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.

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

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

REPLACE 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.

**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.

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.
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

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Colorado Physical Activity & Nutrition

i’m lovin’ it
Bombay Bowls are freaky healthy! Check it out!

Here's something to know about our food:

- No artificial trans-fats
- No food colors
- No added flavors

A majority of our items are gluten free.
A majority of our items are vegetarian.

**Salad Bowl**
- Lettuce, Cucumber, Red Bell Pepper, Herbed Orange Vinaigrette Dressing, Green Onion with choice of Protein:
  - Grilled Chicken (Calories: 365/Total Fat: 19 g)
  - Tofu (Calories: 245/Total Fat: 15 g)
  - Braised Beef (Calories: 295/Total Fat: 12 g)
  - Sautéed Shrimp (Calories: 155/Total Fat: 4 g)

(Regular Smart Meal size contains 4oz rice, 4oz vegetables, 4oz protein, and 2.5oz sauce)

**Tikka Bowl**
- Basmati Rice, Sautéed Vegetables, Tikka Sauce, Cilantro, with:
  - Tofu (Calories: 390/Total Fat: 21 g)

**Vindaloo Bowl**
- Basmati Rice, Sautéed Vegetables, Vindaloo Sauce, Green Onion with choice of protein:
  - Grilled Chicken (Calories: 465/Total Fat: 23 g)
  - Tofu (Calories: 365/Total Fat: 19 g)
  - Braised Beef (Calories: 416/Total Fat: 16 g)

**Saag Bowl**
- Basmati Rice, Sautéed Vegetables, Saag Sauce, Cilantro with choice of protein:
  - Tofu (Calories: 380/Total Fat: 21 g)
  - Braised Beef (Calories: 430/Total Fat: 21 g)

**For Kids**

**Chicken Bowl + Mango Lassi**
- Basmati Rice, Grilled Chicken, Sautéed Vegetables, with Mango Lassi (smoothie)
  - (Calories: 890/Total Fat: 20 g)

(Kids Smart Meal size contains 3oz rice, 2oz protein, 4oz vegetables, and a full serving of equivalent milk product)
Evaluation of McDonald’s Marketing of Smart Meals

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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; Other metro area - 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’
Smart Meal Basic Training Steps
Send registration packet (graphics, decals, one page description, with contract to be received by COPAN within two weeks).
Website Overview

www.smartmealcolorado.com
Sonoma County

Implementation of the Smart Meal program in other States
Sonoma County

Smart Meal™ Toolkit
Improving Community Health by Creating Healthy Food Environments

Smart Meal™ Program
490 Mendocino Avenue, Suite 202
Santa Rosa, CA 95401
Phone (707)565-6680 Fax (707)565-6619
Smart Meal Contractor: Laurie Hiatt, MPH (707)836-1012

A Project of the Community Activity and Nutrition Coalition of Sonoma County
Supported by Kaiser Permanente’s Healthy Eating-Active Living Program
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”
  - University of North Carolina and Center TRT has recommended it nationally as one of three practice-to-evidence based programs.
- Smart Meal concept was replicated in McDonald’s stores in Arizona in 2008
- Currently, California, Vermont, Rhode Island and Connecticut are in process of implementing the Smart Meal program
Currently, we have 200 individual restaurants/establishments participating the Smart Meal program.

Jason’s Deli to launch in Sept. 2010.

Smart Meal for Kids was launched this month.

New website [www.smartmealcolorado.com](http://www.smartmealcolorado.com).

Colorado Health Foundation funding.

- Marketing
- Expansion
- Coordinator
- Guideline Review
• Participation Process
• Agreement
• Site Training (webinar on March 22nd)
• Implementation timeline
• Status update
Other Information on the Smart Meal Program & Other Participating Restaurants

www.smartmealcolorado.com

Contact
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