

# CHOOSE HEALTH LA RESTAURANTS

A partnership of restaurants in Los Angeles County committed to making it easier for communities and families to stay healthy when dining out.

## BE PART OF A GROWING NUMBER OF RESTAURANTS MAKING A DIFFERENCE IN THE COMMUNITY

Choose Health LA Restaurants offer the same great food in smaller portions and serve healthier kids meals.

## AND GET RECOGNIZED FOR YOUR EFFORTS

Local organizations and the LA County Department of Public Health are promoting participating restaurants in local press, media campaigns, newsletters, websites and social media, and through local chambers of commerce.



In media campaigns



On social media



In community newsletters and websites

## WHY?

### IT IS GOOD FOR BUSINESS:

- 75% of Americans are trying to eat smaller portions<sup>1</sup>
- 70% of moms want healthy kids' items on menus<sup>2</sup>
- "Healthier kids' meals" has been one of the Top 5 restaurant trends for the last three years<sup>3</sup>

### AND IT IS GOOD FOR THE PUBLIC'S HEALTH:



In Los Angeles, 2/3 of adults and 1/3 of children are overweight<sup>4</sup>

## HOW IT WORKS

### 1. CONTACT US

213.351.7807

[choosehealthla@ph.lacounty.gov](mailto:choosehealthla@ph.lacounty.gov)

### 2. WE COME TO YOU

A Choose Health LA Restaurants representative will explain the program and help you identify options that work with your business.

### 3. JOIN! IT'S FREE

Complete the Participation Checklist with help from your Choose Health LA Restaurants representative.

### 4. NEED ASSISTANCE?

We will help you the entire way!  
We have trained chefs and dietitians to assist plus sample menus and templates to share.

### 5. FEEL GOOD ABOUT MAKING A DIFFERENCE

Proudly display your Choose Health LA Restaurants decal and free in-store promotional materials.

### 6. ENJOY THE BENEFITS OF BEING A CHOOSE HEALTH LA RESTAURANT



[ChooseHealthLA.com](http://ChooseHealthLA.com)

# IT'S EASY TO JOIN!

## GENERAL MENU

1. Provide drinking water free of charge.
2. Keep all of the same menu items. Simply add the option of a reduced-sized portion.
  - Offer 20% of the menu in reduced portions (does not include beverages, add-ons or kids' meals)
  - Reduced portions should be 1/3 smaller
  - Pick items from different sections of the menu, including two entrées



Example from Poquito Más

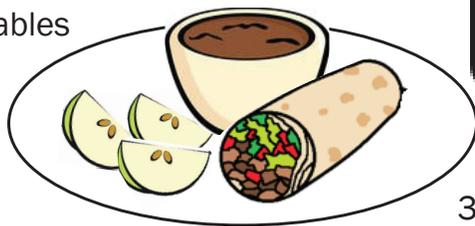
## DID YOU KNOW?

Menu items have gotten significantly larger over the past thirty years.<sup>5</sup>



## KIDS' MENU (If you have one or would like to develop one)

1. Include fruit or vegetables



2. If a drink is included, serve water or plain milk (1% or non-fat)

3. Limit fried foods to no more than half of the kids' meals options

## DID YOU KNOW?

- Major fast food chains are going healthy! McDonald's, Chipotle Mexican Grill, Burger King®, Subway® and Wendy's® have already removed soda from their kids' meals.
- Kids and parents do not mind the changes! When the restaurants at Disneyland replaced the soda and fries in their kids' meals with healthier beverages and sides, they found that over 60% of parents kept the new healthier options.<sup>6</sup>

1,4 LA County Dept of Public Health, Office of Health Assessment and Epidemiology, Trends in Obesity: Adult Obesity Continues to Rise, Sept 2012.

2 2010 Dining Survey. WhyMomsRule.com

3 What's Hot Culinary Forecast. National Restaurant Association. 2013, 2014, 2015.

5 Young, L. and Nestle, M. Expanding portion sizes in the US marketplace: Implications for nutrition counseling. J Am Diet Assoc 2003; 103(2): 231-234. Note: 2012 data unpublished

6 2008 Corporate Citizenship Report. The Walt Disney Company. 2008: 19.