Featured Speakers

• Theresa Cohen
  • Nutrition Policy Coordinator
  • Bureau of Community Chronic Disease Prevention
  • NYS Department of Health

• Ann Lowenfels, MPH
  • Research Scientist
  • Bureau of Chronic Disease Evaluation and Research
  • NYS Department of Health

Disclosure Statements

The planners and presenters do not have any financial arrangements or affiliations with any commercial entities whose products, research or services may be discussed in this activity.

No commercial funding has been accepted for this activity.

Evaluations

Nursing Contact Hours, CME and CHES credits are available.
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Americans Eat Out A Lot!

- The average American eats out six meals a week.
- The average American consumes about one-third of their calories eating out.
- African Americans (19%) and Hispanics (7%) are more likely than the general population to be heavy fast food diners.
- Americans spend almost half (48%) of food dollars on food away from home.

Weight Gain and Restaurants

- People who eat at fast food restaurants more than twice a week gain more weight than those who don’t.
- Children eat almost twice as many calories when they eat a meal in a restaurant compared to a meal at home.

Restaurant Food

- High in calories
- Served in larger portions
- Priced to make larger serving sizes more appealing

Menu Labeling Background

- Affordable Care Act of 2010
- NYS was considering a state menu labeling law
- 5 counties and NYC had passed local laws; 4 (and NYC) were enforcing

Menu Labeling

- Policy: law states calories are posted on menu
- Education: need to educate public on how to use the posted calories
Target Audience

- Low income, minority women 25-44, with young children
- Justification
  - Higher frequency of eating at FF outlets
  - Higher risk of obesity
  - Can influence household eating patterns

Formative Research

- Internet survey
- 4 Focus groups
- Target audience
  - low income
  - At least 50% African American or Hispanic

Formative Research

- Children have strong influence on where they eat out
- 2000 calories/day – not actionable
- Receptive to “order less”

Creative Development

- Choose meals < 600 calories
- Peer to peer communication
- Choosing less
- Compelling emotional factor - kids

600 Calories per Meal

- Adults need an average of 600 calories per meal
- 600 calories is a good target when eating at fast food restaurants

<table>
<thead>
<tr>
<th></th>
<th>Breakfast</th>
<th>Lunch</th>
<th>Afternoon Snack</th>
<th>Dinner</th>
<th>Evening Snack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>600</td>
<td>600</td>
<td>100</td>
<td>600</td>
<td>100</td>
</tr>
<tr>
<td>Total Calories</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2000 Calories</td>
</tr>
</tbody>
</table>

600 Calories per Meal

- Choose meals < 600 calories
- Peer to peer communication
- Choosing less
- Compelling emotional factor - kids
600 Calories per Meal

Cheeseburger 300 calories
Small Fries 230 calories
Water 0 calories
TOTAL: 530 CALORIES

Grilled Chicken Sandwich 420 calories
Small Iced Coffee 140 calories
TOTAL: 560 CALORIES

Key Messages

• Choose meals < 600 calories at fast food restaurants
• Even FF meals < 600 calories may not be healthy; often high in salt and low in fruits and vegetables
• Small, easy steps – water instead of soda, small fries instead of large

Campaign Components

• Contract with 4 counties enforcing local menu labeling legislation (Albany, Schenectady, Suffolk, Ulster)
• Media
  • Facebook
  • Mall food courts
  • Billboards
  • Transit ads & bus wraps
  • Brochures and flyers

Campaign Components – Social Media

• Facebook
  • Posts
  • Contests
  • Facebook ads & banner
  • Calorie calculator app
• Bloggers

iChoose600 Facebook
Facebook Ads

Facebook - Calorie Counter

Mall Ads

Mall Ads

Food Court Ads

Local Health Departments

- Presentations
- Earned Media
- Educational materials distribution
Industry and the Campaign

iChoose600®

iChoose to Continue

• Continue posts on Facebook page - www.facebook.com/ichoose600
• Promote materials available on DOH website - www.health.ny.gov/prevention/obesity/ichoose600/toolkit/
• Support implementation of Federal Legislation

Evaluation Topics

• Background information
• Methodology
• Results from baseline data collection (n=1023)
• Results from follow up data collection (n=977)
• Comparison of baseline and follow up (n=2251)

Previous Studies Demonstrated Associations Between:

• Calorie labeling and calorie awareness
• Self-reported use of labels and purchasing fewer calories
• Calorie labels and purchasing behavior for some customers
  — Pulos & Leng 2010
• Calorie labels and purchasing behavior in some restaurant chains
  — Dumanovsky, et al. 2011

Evaluation Design

Restaurant customers were surveyed in five counties before and after the calorie awareness campaign:
• 3 required labels at baseline and follow up
• 1 required labels at follow up only
• 1 never required labels

Data Collection Methods: Restaurant Sample

A list of food service establishments was provided by NYS Department of Agriculture and Markets

Study eligibility was determined by conducting sites visits and meeting with restaurant managers
Customer Surveys & Receipts

Baseline Data: Total Calories Ordered

Mean calories ordered = 923

Predictors of calorie totals:
• use of calorie information, in general
• use of calorie information, today
• use of specific ordering strategies

Using Calorie Information

Using Specific Purchasing Strategies

Using Other Strategies to Consume Fewer Calories

• Sharing items with family or friends
• Limiting condiments and extras
  – like mayonnaise, cheese, and sauce
• Eating only part of your order

Portion Sizes Vary at Different Restaurant Chains

How many calories are in a small burger with fries?

480 calories in one chain
1,100 calories in another
Follow up Data: Exposure and Reaction to Media Campaign

• Ad recall was higher among members of the priority audience
• Billboards, transit ads and bus wraps were most widely seen channels
• Those who recalled ads were more likely to see and use posted calorie labels

‘iChoose’ Campaign Reached Its Priority Audience

Percent of Customers who Recalled Seeing ‘iChoose’ Ads at Follow Up

<table>
<thead>
<tr>
<th>Location</th>
<th>% of customers who recalled ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td>52%</td>
</tr>
<tr>
<td>Buses or bus shelters</td>
<td>35%</td>
</tr>
<tr>
<td>Malls</td>
<td>21%</td>
</tr>
<tr>
<td>Facebook or online ads</td>
<td>18%</td>
</tr>
</tbody>
</table>

Percent of Customers Ages 15-45 who Noticed & Used Posted Calorie Labels at Follow Up, by Awareness of ‘iChoose’ Ads

Comparison of Baseline and Follow Up Data

Customers who were exposed to calorie labels and the awareness campaign were more likely to notice and use calorie information in fast food restaurants

Percent of Customers who Saw Calorie Information at Baseline and Follow up, by Location
Percent of Customers who Used Calorie Information at Baseline and Follow up, by Location

<table>
<thead>
<tr>
<th>Location</th>
<th>Baseline</th>
<th>Follow-Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany, Schenectady, Ulster</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Suffolk</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>Overall</td>
<td>8%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Where Do We Go from Here?

- Encourage customers to use specific purchasing strategies
- Promote generalized calorie awareness as a social norm
- Increase demand for lower calorie options
- Support implementation of Affordable Care Act regulations
- Help customers understand and use posted calorie labels

Project Team at NYS Department of Health

- Deborah Spicer, das09@health.state.ny.us
- Amy Jesaitis, atj01@health.state.ny.us
- Theresa Cohen, tac08@health.state.ny.us
- Nicole Levy, neh04@health.state.ny.us
- Ann Lowenfels, aal07@health.state.ny.us
- Ian Brissette, ifb01@health.state.ny.us

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