

## Some Options to Include in Your Small Steps for Healthy Leaps Program:



### Smart Meal Seal

The Smart Meal Seal signifies that a healthy menu item meets specific nutrition guidelines approved by the Colorado Department of Public Health and Environment.\*

### Take ½ To Go

Take ½ To Go addresses appropriate portion sizes, allowing consumers the option of having ½ an entrée placed in a “to go” box as they enjoy the other ½ at the restaurant.



### America on the Move

America on the Move restaurant initiative offers simple

menu suggestions to customers (through menu inserts or flyers) that reduce calories without changing the quality of the food.\*\*

### Fruits & Veggies—More Matters™

This is the new, national fruit and vegetable promotion program (previously known as the “5 A Day” program). For more information and nutrition requirements, go to [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org).

\*Requires recipe analysis

\*\*May require additional cost

## Please Contact Us to Get You or Your Organization Involved



Colorado Physical Activity & Nutrition

For More information, please contact:

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Small Steps For Healthy Leaps



# Restaurant Resources for Consumer Awareness

Colorado Physical Activity and Nutrition Program



Colorado Department of Public Health and Environment

## Purpose of the Small Steps for Healthy Leaps Program

The obesity epidemic is on the rise. The Small Steps for Healthy Leaps restaurant program is a state-wide initiative sponsored by the Colorado Department of Public Health and Environment and the Colorado Physical Activity and Nutrition Program to encourage healthier eating habits while dining out. This initiative consists of 4 programs that encourage customers to have healthy habits when eating out. The program includes:

- Smart Meal Seal
- Take ½ To Go
- America on the Move
- Fruits & Veggies—More Matters™

*\*2005 Behavior Risk Factor Surveillance Survey*



## How Can Restaurants Implement Small Steps for Healthy Leaps?

- There is no charge for restaurants to join the Small Steps for Healthy Leaps restaurant program. All participating restaurants will receive a program implementation guide and program materials. Participants may request a staff training session (*Minimum charge for menu analysis*).
- Restaurants will receive suggestions and prototypes for a variety of promotional materials such as table tents, flyers, and menu inserts to market the program.

## The Benefits of Being a Small Steps for Healthy Leaps Partner

- Increased customer loyalty
- Increased business awareness and revenue
- Statewide recognition and publicity through press releases and other advertising
- A certificate recognizing the organization is committed to health
- Placement on the Small Steps for Healthy Leaps Partner list
- Discounted nutrition analysis and labeling services provided by *On The Menu, LLC*

## Rationale for Small Steps for the Healthy Leaps Program

### Health and Nutrition Trends

- While Colorado is considered to be the least obese state, the prevalence of obesity is rising in concert with national rates, putting a large portion of the state's population at risk for

cardiovascular disease, diabetes, cancer, hypertension and asthma.

- In 2005, the Behavioral Risk Factor Surveillance System reported that 54.5% of Coloradans were obese or overweight.
- That same year, the Child health Survey reported that 28.8% of Colorado's children ages 2–14 were overweight or at risk of becoming overweight.
- 75.5% of Coloradans do not eat the recommended 5 servings of fruits and vegetables each day.
- Since 1970, the percentage of children and adolescents who are overweight has more than doubled.
- The National Cancer Institute (NCI) indicates that people who eat more fruits and vegetables have half the cancer risk of people who eat fewer fruits and vegetables.

### Restaurant Trends

- 71% of customers are choosing to eat healthier.
- Salads are the most sought-after item for customers.
- 80% of restaurant customers agree that restaurants should offer both “indulgent and healthier food options.”

**For more information on joining the Small Steps for Healthy Leaps program please visit**

**[www.livewellcolorado.com](http://www.livewellcolorado.com)**

