

**TRI COUNTY MENU LABELING MEETING
NOVEMBER 4, 2011
MENASHA GOODWILL BUILDING**

Welcome, Introductions around the table

Background:

Denise Krueger of the Oshkosh Health Department explained the CHIP Process for the group, and the subsequent CHIP committee to address Nutrition, Obesity and Diabetes (NOD)

Partners of NOD include the Oshkosh Food Pantry, WIC, Oshkosh Health Department, Winnebago County Health Department, UW Extension, Oshkosh Area School District Food Service, Boys and Girls Club, YMCA, and some area restaurants.

NOD has been working on menu labeling with independent restaurant owners to identify healthy options. The goal is to have as many restaurants involved as possible. We need to establish criteria and provide options. Various programs have been investigated:

- Gunderson Lutheran 500 Choices – identifies food items of 500 calories or less that have 30% or less fat. However, it doesn't address the carb ratio.
- Colorado "Smart Meal" Program – have issues with their healthy choices.
- Theda Care Nutritional Guidelines (Red, Yellow, Green choices) – has been running for 2 years and is able to analyze recipes. We felt that this would be a good program for the community.

Calumet and Outagamie County are present today as well as representation from Affinity, and Theda Care Health systems as prospective partners.

Theda Care's Green, Yellow & Red Nutrition Analysis Program:

Brenda Leigh and Sandy Panzer of Theda Care explained their Food Guideline Business (handouts were available):

- Initially developed to improve the wellness of Theda employees.
- Researched the literature to come up with the "truth"
- Implemented the program in the Hospital Cafeteria with results of having people lower their BP and go off Cholesterol meds.
- Uses a model of Green, Yellow and Red food groups. A diet should consist of 70% Green, 20% Yellow and 10% Red.
- Theda Cafeteria was successful by labeling foods first and then raising awareness.

Discussion followed on how to implement this program in area restaurants:

- Find a "champion" restaurant.
- Introduce in "steps"
- Develop a logo
- Good to have consistency in the tri-county area
- Designed to help people make healthy choices

Funding:

- Oshkosh Health Dept has some Prevention Grant funds available for 2011 that would expire at the end of the year. Could be used for initial recipe analysis.
- Outagamie County has some funds for restaurant outreach.
- Need to develop a structural MOU between entities.
- Theda may be able to charge a fee for recipe analysis.
- Needs Assessments point to obesity in Communities. Look for grant opportunities.

Consensus – Use the Theda Model as it is a local model that has shown good results. We are focused on local restaurants.

Data and Best Practices, Discussion:

- Amy from DHS reported there is a national labeling system for “chain” restaurants with more than 20 establishments.
- National program in the schools that uses a “Go, Slow, Whoa” approach.
- “My Plate”
- Theda’s guide did not line up well with these, but best with My Plate. Milk was the main issue of contention.
- May need to tweak the Green, Yellow, Red to fit restaurants?
- Theda feels their model is based on the truth.
- The Gunderson Lutheran 500 is implemented at Festival Foods. We need to ask if there is an issue in nutritional labeling of brand names such as Kellogg’s.
- Will need to pay attention to serving sizes.
- Initially work with local independent restaurants.
- Ginger Roots restaurant uses the Theda Nutritional Guidelines.

NEXT STEPS

- Each county to find willing restaurants. Have potential partners look at the model and agree to endorse. Some are already interested.
- Have a discussion with owners of potential restaurant participants. Work with local restaurant associations or the Wisconsin Restaurant Association. [Denise will contact Ada Thimke.](#)
- Create a collaborative model.
- Do a presentation on the value of menu labeling showing evidence.
- Outagamie and Oshkosh have \$1,000 to \$2,000 in contributions for program development. In Kind contributions from Health Provider Systems?
- [Doug will contact Aurora.](#)
- [Next meeting in December, Emily will use Meeting Wizard.](#)

Respectfully Submitted,
Linda Baeten, Secretary
Winnebago County Health Dept