

Menu Labeling Education Campaigns

Target audience

New York City -- general population

New York State -- lower income mothers 25-45 with young children (they are frequent fast-food eaters)

Seattle/King County -- adults with an emphasis on young moms who eat at fast-food restaurants and low-income populations

Key messages

NYC

- 2,000 calories is all most adults should eat a day
- Choose less, weigh less
- Read 'em before you eat 'em
- If this is lunch, is there room for dinner?

NYS

- Choose meals under 600 calories when eating at fast-food restaurants
- Even fast-food meals under 600 calories are not necessarily healthy; they are often still high in salt and low in fruits and vegetables
- Choose water rather than soda or other sugar sweetened beverages

Seattle/King County

- Typical adult needs only 2,000 calories a day
- Know where to look for calorie information at participating restaurants
- Choose fewer calories (healthier food options)

Message delivery

NYC

- Transportation ads
- Website
- Facebook
- PR

NYS -- (running in 4 counties outside NYC that have implemented local menu labeling laws)

- Facebook page, with app for calculating calories of common fast-food meals (and banner ads on select web sites driving people to Facebook)
- DOH web page
- Transit ads - including bus wraps in Albany and Schenectady
- Billboards in lower income neighborhoods
- Ads in malls - food courts, escalators, entrances, etc.
- Brochures in primary care offices
- Presentations, events and earned media by the county health departments
- Getting popular bloggers in the 4 counties to write about the campaign

Seattle/King County (in English and Spanish)

- Webpage -- materials available on Public Health website
- Transit ads (inside buses)
- Radio ads
- King County Health Matters newsletter
- WIC -- developed lesson plan, piloted it, trained WIC staff, and most WIC sites plan to teach the Fast Food Challenge
- Churches and community organizations -- via African American Reach and Teach Health Ministries
- Seattle Nutrition Action Consortium (SNAC) -- use Fast Food Challenge and other education materials. Trainings provided at schools.
- Developed Menu Labeling Toolkit
- Fast Food Challenge Game (game plate, score sheets, and food cards)
- Flyer
- Poster
- Public service announcement video (features Burger King and the Restaurant Association) -- in regular rotation at King County TV and are available online http://king.granicus.com/ViewSearchResults.php?keywords=menu+labeling&view_id=4

More information

NYC

<http://www.nyc.gov/html/doh/downloads/pdf/calories/Calorie-Posters.pdf>

<http://www.nyc.gov/html/doh/downloads/pdf/cdp/calorie-posting-brochure.pdf>

http://www.nyc.gov/html/doh/html/cdp/cdp_pan-calorie.shtml

NYS

www.health.ny.gov/iChoose600

www.facebook.com/iChoose600

Seattle/King County

<http://kingcounty.gov/healthservices/health/nutrition/healthyeating/menu.aspx>

<http://kingcounty.gov/healthservices/health/nutrition/healthyeating/menu/campaign.aspx>

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