Title of Intervention: Project LEAN (Low-fat Eating for Americans Now) Chef Component

Website: http://www.californiaprojectlean.org/

Intervention Strategies: Campaigns and Promotions, Group Education, Environments and Policies

Purpose of the Intervention: To help individuals reduce their fat intake to less than 30% of total energy by developing good tasting, low-fat menu items

Population: Chefs working in restaurants that feature Italian and Mexican style cuisine

Setting: 10 restaurant sites in Las Vegas; community-based

Partners: Restaurants, restaurant associations

Intervention Description:
- Campaigns and Promotions: An extensive media campaign began with an elaborate kickoff event. Chefs from each of the participating sites prepared one or more of their low-fat specialties for the news media and other invited guests. The kickoff event generated considerable media attention, including television and newspaper features. A variety of media outlets were used to promote the message. Point of sale logos for Las Vegas LEAN foods were used to market low-fat products.
- Group Education: Classes were held once each week for six weeks at each site. The classes were designed to motivate and empower chefs to use their creative skills to develop delicious low-fat menu items. The topics included consumers' interest in low-fat food, the importance of low-fat foods in reducing cardiovascular disease and cancer and recipe modification. Each class included a discussion of computer analyses of newly created or modified existing menu items. Classes were held at each restaurant site based on the schedules of the chefs.
- Environments and Policies: Chefs tailored menu items developed during class for their restaurants and ensured quality control by maintaining supervision of the items.

Theory: Social Cognitive Theory

Resources Required:
- Staff/Volunteers: Restaurant chefs
- Training: Not mentioned
- Technology: Computers, media outlets, dietary analysis software
- Space: Professional restaurant kitchens
- Budget: Not mentioned
- Intervention: Class materials
- Evaluation: Pre/post tests

Evaluation:
- Design: Pre-/post-test design
- Methods and Measures:
  - Pre-/Post-test to assess knowledge and attitudes
  - Count of number of low-fat menu items at each site

Outcomes:
- Short Term Impact: There was a positive increase in knowledge about low-fat foods and preparation methods. There was little change in attitude towards low-fat foods. Each site added low-fat items to their menu.
- Long Term Impact: Not measured

Maintenance: Not mentioned
Lessons Learned: If consumers want good tasting low-fat items, getting help from chefs is important. Nutrition education for chefs is the key to long-term and successful menu changes.

Citation(s):