

Title of Intervention: Dine to Your Heart's Delight

Intervention Strategies: Environments and Policies, Campaigns and Promotions

Purpose of the Intervention: To increase sales of heart healthy options

Population: Managers, owners, staff and customers

Setting: Fast food, cafeteria, and menu dining restaurants; community-based

Partners: None mentioned

Intervention Description:

- **Environments and Policies:** A guide was given to restaurant owners and managers that included criteria of the kinds of food that met these guidelines, preparation methods, recipe modification techniques, and suggestions for cooking.
- **Campaigns and Promotions:** A Patron's Guide to Heart Healthy Dining explained the program to customers. Table tents were also used to invite customers to try the menu items marked by heart decals. Heart decals were used to identify those menu items that were low in calories, fat, and cholesterol and were suitably modified in sodium content.

Theory: Consumer Information Processing Model

Resources Required:

- **Staff/Volunteers:** Food service staff
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Not mentioned
- **Budget:** Not mentioned
- **Intervention:** Heart decals, table tents
- **Evaluation:** Sales data

Evaluation:

- **Design:** Pre-/post-test
- **Methods and Measures:** A comparison of sales of items that met the program's criteria was made, both before and after the introduction of the program.

Outcomes:

- **Short Term Impact:** Sales of most of the heart healthy items increased the month after the intervention began.
- **Long Term Impact:** Not measured

Maintenance: Not mentioned

Lessons Learned: It is possible to incorporate a nutrition education program into an existing operation such as a restaurant. The attitude of the manager or owner of the restaurant was the most important factor determining the success and acceptance of the program among staff.

Citation(s):

Anderson, J. and M. Haas (1990). "Impact of a nutrition education program on food sales in restaurants." J Nutr Educ 22: 232-8.