

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):

Palmer, J. and C. Leontos (1995). "Nutrition training for chefs: taste as an essential determinant of choice." J Am Diet Assoc 95(12): 1418-21.