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Welcome to Eat Smart!

1. About this Manual
   - Goal of the manual
   - Who should read this manual?

2. Introduction
   - What is Eat Smart! and what does it include?
   - Target Groups

3. Why should your community adopt Eat Smart?
   - Canadian lifestyle
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Welcome to Eat Smart!

Welcome to Eat Smart! Ontario’s Healthy Restaurant Program. This is a new provincial program promoting restaurants that meet exceptional standards in nutrition, food safety and non-smoking seating.

The goal of Eat Smart! is to contribute to the reduction of food-borne illness and chronic diseases in Ontario.

We hope to meet this goal by:
- encouraging restaurants to meet the program standards and join Eat Smart!
- encouraging consumers to go to Eat Smart! restaurants and ask for healthier choices more often.

Join us in this exciting program and help spread the Eat Smart! message across Ontario.

About This Manual

This manual was designed to introduce Eat Smart! Ontario’s Healthy Restaurant Program and its components to the reader and to serve as a “how-to” manual for implementing the program in your community. It leads the reader through a step-by-step process for all aspects of the program.

Goal of the manual
The goal of this manual is to provide a set of standards and procedures to assist you in developing Eat Smart! in your community and to ensure that it is delivered consistently by local groups across Ontario.

Who should read this manual?
This Eat Smart! manual has been developed for the public health staff and community partners assigned to implement Eat Smart! or considering Eat Smart! as one of their programs.

Potential users of the manual include:
- Public Health Professionals working in the areas of Nutrition, Inspection, Heart Health, Health Promotion, Tobacco Use Prevention/By-law, Communication.
- Staff from local offices of partner agencies: Canadian Cancer Society, Heart and Stroke Foundation of Ontario.
- Other community partners

Important!
Please read through the entire manual before getting started. For a successful program both locally and provincially, we all must follow the same procedures. There will be some flexibility for local activities but other parts of the program are mandatory and will be consistent across Ontario. These activities will be indicated throughout the manual.

We hope that this manual is useful and that you will be joining the Eat Smart! team soon!
Introduction

Trends in Canada show that consumers are interested in nutrition and that they want to eat foods that are best for their health. However, only four out of ten Canadians rate their eating habits as excellent or very good. Today’s hectic lifestyle is cited as the main obstacle to healthy eating1.

Canadians are also concerned about eating in a safe and clean environment. With the average Canadian eating out 4.7 times per week2, it makes sense to use restaurants as sites for a health promotion strategy. Large numbers of people can be reached and this increases the potential for a strong health-promoting impact.

What is Eat Smart! and what does it include?

Eat Smart! is a provincial food service health promotion program that is based upon a variety of previous and existing food service programs. This program offers recognition and an “award of excellence” to Ontario restaurants that meet exceptional standards in nutrition, food safety and non-smoking seating. Eat Smart! was developed in partnership with the Ministry of Health, Heart and Stroke Foundation of Ontario, Canadian Cancer Society (Ontario Division), Ministry of Agriculture, Food and Rural Affairs, local public health units, local heart health programs, the food service industry and consumers.

The goal of the program is to contribute to the reduction of chronic diseases (such as heart disease and cancer) and food-borne illness in Ontario. Eat Smart! attempts to reach this goal through a combination of strategies involving social marketing, education and skill development, environmental support and program standards.

Target Groups

The key messages of the Eat Smart! program are intended to influence two key groups:

1. “Eating out” consumers
Several demographic groups could be described as “eating out” consumers in Ontario, but Eat Smart! has been developed to reach dual-income families with children. This group eats out more frequently than any other and represents the highest spending category among all restaurant patrons3.
   * A complete profile of this group is located at the end of the “Getting Started” section.

2. Ontario restaurants
While all restaurants in Ontario are encouraged to participate in the Eat Smart! program, it has been developed to appeal to quick-service and family-style restaurants. These two restaurant categories attract the highest volume of patrons and claim 50% of the total food sales away from home4.

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What is a “quick-service” or “family-style” restaurant?
The restaurants that fall under this category will vary according to community but will include fast food restaurants, food court restaurants, and others where it would be common to see families with children eating out. The materials and messages are not designed for fine dining establishments, coffee shops or other quick service outlets that do not serve a variety of foods.
*A complete profile of this group is located at the end of the “Getting Started” section.

Why should your community adopt Eat Smart?

Canadian Lifestyle
The hectic Canadian lifestyle includes eating out more often than ever before. Restaurants are ideal places to support healthy lifestyle change by increasing access to safe, nutritious foods in non-smoking environments. Restaurants also provide an opportunity to reach a large number of people in a cost-effective way.

Mandatory Health Programs and Services Guidelines
The activities of the Eat Smart! program address and will help your health unit to meet a number of standards from the Mandatory Health Programs and Services Guidelines (December 1997). The following requirements and standards for Chronic Disease Prevention and Food Safety can be met through the Eat Smart! program.

Chronic Disease Prevention
Requirements and Standards:
3. The board of health shall work with community agencies and groups to provide the public with information and opportunities for skill development to facilitate the adoption of health-related behaviours for the prevention of chronic diseases. Topics that must be included are: tobacco-free living, healthy eating, healthy weights and regular physical activity. This shall include as a minimum:
   a. provide at least one community-wide education campaign annually involving one of the above topics. The campaign must include the use of three of the following: television, radio, newspaper, posters/pamphlets, transit/billboard ads, community forums and contests;
   d. promote and provide a telephone advice line and use the Internet to offer information on all of the above-mentioned topics and information on board of health and community programs; and
   e. promote and provide information on the above topics through ongoing use of the community mass media including television, radio and print (newspaper, pamphlets).

4. The board of health shall support the development of peer educators as appropriate to participate in, and support chronic disease prevention by promoting
one or more of the following topics: tobacco-free living, healthy eating, healthy weights and regular physical activity. This shall include recruiting peer educators; and providing orientation, initial and ongoing training, ongoing consultation and support, ongoing coordination and monitoring of the activities, and a system or recognition.

14. The board of health shall work with restaurants, grocery stores, other food purchase outlets, and community partners to promote and provide information for, offer education and skills development programs, and improve physical and social environments for people to adopt healthy eating practices. This shall include as a minimum:

   a. Promote and provide information on an ongoing basis about healthy food choices in grocery stores, restaurants and cafeterias including displays, posters and point-of-purchase information;

   b. Promote and provide information and skills development for the public and particular target groups through group sessions on choosing, purchasing and preparing healthy foods at a frequency of 20 group sessions per 100,000 population or 20 group sessions per year, whichever is greater.

   c. Provide consultation to restaurants and cafeterias to enable them to offer and promote healthy food choices to their customers on an ongoing basis;

   d. Provide a healthy eating education component in Food Handler Training Courses in collaboration with Food Safety Requirement 4 on an ongoing basis; and

   e. Provide healthy eating education programs for food service industry personnel annually including workshops, newsletter inserts and food demonstrations.

**Food Safety**

Requirements and Standards:

1. The board of health shall provide food safety information annually:
   
   a. to the community, by displaying readily available printed educational material to visitors to board of health offices and by providing the information through the media.

4. The board of health shall ensure that food handler training courses are provided in accordance with the Ministry of Health Food Handler Training Protocol (January 1, 1998) to food handlers in high and medium risk food premises.

**The Eat Smart! Advantage**

Other health departments have incorporated a restaurant program in the past. So, you might ask yourself, “what makes Eat Smart! different?”

Eat Smart! has a number of advantages:

- Eat Smart! is based on many previous local programs and has built on their strengths.
- Much of the research, resource development and testing has already been completed with input from local health units, community partners, restaurants and consumers.
• The resources dedicated to research, testing and development provincially means savings at the local level.
• As a standard program across Ontario, it is easier to promote to and be recognized by the restaurant industry, consumers and the media.
• Eat Smart! will provide participating health units with artwork and materials to implement the program.
• Your community’s participating restaurants will be promoted through the Eat Smart! web site.
• Eat Smart! has the support of its provincial partners, the Heart and Stroke Foundation of Ontario and the Canadian Cancer Society (Ontario Division).
• Local implementation encourages the development of community partnerships.
• The program can be linked with and promoted through other provincially supported programs such as Heart Health, the Community Food Advisor program and the Healthy Eating Manual.

Complements other public health and community programs.

Eat Smart! supports the adoption and practice of healthy lifestyle choices that other public health and community programs promote. For example, supermarket tours offered by public health units or educational programs on healthy eating offered through the Heart and Stroke Foundation educate consumers about making healthy food choices. Eat Smart! helps the consumer to transfer these skills to the restaurant setting. Those participating in smoking cessation programs offered by organizations such as the Canadian Cancer Society will appreciate the supportive environment that an Eat Smart! restaurant provides with more non-smoking seating to help them become smoke-free.

The Ministry of Health encourages Heart Health to partner with other provincially developed programs. Eat Smart! is an excellent opportunity to work with Heart Health as the two programs share the goal of reducing the incidence of heart disease.

**Eat Smart! Partners**

Eat Smart! provincial partners, Heart and Stroke Foundation of Ontario (HSFO) and the Canadian Cancer Society (Ontario Division), (CCS) are an integral part of the program. They participated in the development of the program and will provide ongoing support both centrally and locally.

As Eat Smart! partners, their logos must appear on all or any Eat Smart! materials produced.

(See Materials section for more details.)

In addition, HSFO and CCS have local offices in communities across Ontario which can provide support to local adoption of the program. They have built up relationships with the communities and can help get you started. (See Getting Started section for more details.)
Getting Started

1. Read the manual

2. Internal steps

3. Gathering Support
   ■ Forming your Eat Smart! Working Group
   ■ Contacting the local units of Eat Smart’s partners

4. Gathering Local Information

5. Planning Activities and Choosing Materials
   ■ Essential Start-up Activities
   ■ Optional Activities
   ■ Essential Start-up Materials
   ■ Optional Materials
   ■ Other Provincial Supports

6. Implementation plan/time-line
   ■ Sample implementation time-line

7. Getting help

Target group profiles
   ■ Eating out consumers
   ■ Quick-service/family-style restaurants

Glossary
Getting Started

This section helps you to stop and think about your first steps.

“*The longest journey starts with a single step.*”

-Thunder Bay District Health Unit Restaurant Program Planning Committee

Having a thorough plan from the beginning will help to put your program in motion.

1. Read the Manual

Read through the manual before you make any decisions. By reading the manual first, you will have an idea of what the program entails and any issues you foresee in the future.

2. Internal Steps

Before planning your program, make some organizational decisions. Answering internal questions up-front will determine whether there is support for the program from the start. Sorting out needs and responsibilities will ensure that there is no confusion with staff.

**Internal questions to ask:**

- Who will lead the implementation of the program?
- Has relevant staff been included (i.e., Public Health Inspectors, Public Health Nutritionist/Dietitian, Tobacco Use Prevention staff, etc.) and do they support the program?
- What other resources are needed (staff and clerical support, computer and phone access, communications)?
- What or whose time-line are you working under?
- How much money is needed to start and run the program? (a sample budget is provided in the Materials section)
- How much money is available to the program?

3. Gathering Support

After organizational decisions have been made, establish a working group. Community stakeholders, staff and people with interest in Eat Smart! can give direction to the plan and implementation of the program.

Include people with diverse backgrounds and abilities in your group. Be sure to include health unit staff from all relevant programs such as inspection, tobacco, nutrition, heart health and communications.

Setting up a working group presents an opportunity to work with people from local community organizations with similar interests/goals (e.g., local units of Eat Smart! partners, anti-smoking coalitions, the local Chamber of Commerce etc.). Including members from other groups may be a step
toward creating partnerships which could increase resources, increase the ability to promote the program and get more buy-in from the community.

Don’t forget to include the two target groups, restaurateurs and consumers, in some way. They may not be able to participate in a working group but are valuable information sources about what will work in your community.

Forming your Eat Smart! Working Group

Essential Members:
- Public Health Inspector, Public Health Nutritionist/Dietitian, Communications Officer, Heart Health and Tobacco Use Prevention Coordinators and By-Law Enforcement staff.
- Representatives from relevant community groups who could contribute resources, promotions and/or be a volunteer source (e.g., local units of Eat Smart! partners: the Canadian Cancer Society and the Heart and Stroke Foundation, Community Food Advisors, other health organizations)

Optional Members:
- restaurateurs
- consumers
- Community Food Advisors
- manager/director from your organization to liaise with for administrative issues, long-term planning and decision-making.

Contacting the local units of Eat Smart! partners

Eat Smart! provincial partners are the Canadian Cancer Society (CCS) and the Heart and Stroke Foundation of Ontario (HSFO). Their local offices are good places to start looking for working group members. It should be easy to get their support as they have the same goals of preventing chronic diseases.

Local units of the CCS and HSFO can assist you in getting started by:
- providing information about local community groups who might be interested in working on the project
- becoming local partners
- contributing resources
- promoting the program
- providing a source of volunteers

4. Gathering Local Information

Eat Smart! materials have been developed to reach a specific group of eating out consumers - dual-income families with children at home. This group eats out more often and spends more total dollars eating out than any other demographic group. A key benefit of targeting this group is that the messages have the potential to reach both adults and children.

The restaurant materials have been developed to reach quick-service and family-style restaurants, the type of restaurants frequented
most often by Ontario “eating-out consumers”.

* A detailed profile of both of these target groups is included at the end of this section.

Additional information about your community will help shape your communication and promotion strategies. You may wish to identify additional target groups in your community and determine the best way to reach them. If you need more information about your local restaurants, consider employing a survey to gather information about type of restaurant, menu, amount of non-smoking seating, interest in this program.

While gathering information, check out local media outlets and possible community groups/leaders. You will need the media and influential groups/leaders to help spread the word about Eat Smart! in your community.

For more help at this stage, refer to step 7. “Getting Help”, at the end of this section.

5. Planning Activities and Choosing Materials

At this stage, it will be useful to refer to the Eat Smart! Program Logic Model for an overview of all the program activities for local communities. Local resources will determine how to prioritize the activities and what materials you can use. Minimal resources will mean smaller activities and/or less promotional materials.

An analysis of resources will also determine who is doing what. For example, you might realize that you need to enlist the help of volunteers to help start and promote the program.

If resources are low or you simply want additional funds to enhance your program, consider seeking sponsorship.

Below are quick checklists for you to consider. More detailed information on how to carry out activities and how to use promotional materials can be found in the Materials section.

**Essential Start-up Activities**

- Form working group.
- Divide tasks (i.e., who will in-service staff, coordinate promotional campaign, coordinate food handler training, develop local materials?).
- Schedule food handler training opportunities.
- Develop and implement a local promotional campaign that includes an invitation package for restaurants to apply, dining guide, window decals and program certificates.
- Promote the program to restaurants & invite to apply.
- Review applications from interested restaurants.
- Plan Eat Smart! Event or Celebration (Award Ceremony, Local Recognition Event), if desired.
- Present qualifying restaurants with program certificate, window decal and other materials as they become available.
• Monitor participating restaurants for compliance with standards, once per year (re-inspect).

• Track numbers of applicants, winners and withdrawals (forms included).

• Submit copy of tracking forms to provincial coordinator.

• Submit winning restaurants on ongoing basis to provincial coordinator.

Optional Activities

• Explore partnership possibilities with local business associations (eg. Chamber of Commerce).

• Include the use of PSAs, consumer nomination and a promotional display in the local promotional campaign.

• Distribute promotional materials (eg. through volunteers).

Essential Start-up Materials

• restaurant pamphlets (provided)

• restaurant invitations/application to join (sample application included in section 4)

• restaurant standards check-list (content provided)

• restaurant window decals (provided)

• program “Award of Excellence” restaurant certificates (provided)

• media releases (provided)

• local dining guide (produced locally)

Optional Materials

• print advertisements (artwork provided)

• consumer information cards (provided)

• radio commercial (CD provided)

• outdoor advertising (artwork available)

Other Provincial Supports

• web-site
  English: www.eatsmart.web.net
  French: www.avotresante.web.net

• promotion through the Heart & Stroke Foundation’s Heart and Stroke Healthline
  Toll-free: 1-888-HSF-INFO
  (1-888-473-4636)
  In Toronto: (416) 631-1557

• promotion through the Canadian Cancer Society’s Cancer Information Service
  Toll-free: 1-888-939-3333

6. Implementation plan/Time-line

Once you are done your assessment, step back, look at all the information you have collected and devise a plan and time-line for completion. A good plan will give you a path you can follow for the next few months with specific objectives to meet. Getting consensus among the working group will also ensure that goals and objectives are clear and that there is agreement on the task division among all members.
The following is a sample time-line for implementing Eat Smart! in 1999-2000.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attend introductory Eat Smart! training workshop</td>
<td>June</td>
</tr>
<tr>
<td>Organize your local Eat Smart! Restaurant Program Working Group</td>
<td>June - August</td>
</tr>
<tr>
<td>In-service appropriate staff on implementing the program.</td>
<td>July - September</td>
</tr>
<tr>
<td>Incorporate nutrition information into Food Handler Training Material</td>
<td>September - October</td>
</tr>
<tr>
<td>(to be provided) on exam.</td>
<td></td>
</tr>
<tr>
<td>Begin to develop a local promotional strategy</td>
<td>July - November</td>
</tr>
<tr>
<td>Attend promotion activities workshop/training</td>
<td>October - November</td>
</tr>
<tr>
<td>Reproduce promotional items/ads.</td>
<td>October - November</td>
</tr>
<tr>
<td>Receive Eat Smart! volunteer training manual; recruit &amp; train volunteers</td>
<td>January - March</td>
</tr>
<tr>
<td>for local promotions, if desired.</td>
<td></td>
</tr>
<tr>
<td>Promote program to local restaurants through Inspectors or volunteers.</td>
<td>November - February</td>
</tr>
<tr>
<td>Explore partnership possibilities with local business associations</td>
<td>November - March</td>
</tr>
<tr>
<td>Offer food handler training for certification.</td>
<td>November - March</td>
</tr>
<tr>
<td>Promote consumer nomination of restaurants to the program.</td>
<td>November - February</td>
</tr>
<tr>
<td>Reproduce educational/point-of-purchase materials for restaurants</td>
<td>January - March</td>
</tr>
<tr>
<td>Inspect/assess interested restaurants (re: standards)</td>
<td>December - March</td>
</tr>
<tr>
<td>Have Working Group (or sub-committee) review applications to determine</td>
<td>March - or as received</td>
</tr>
<tr>
<td>qualifying restaurants.</td>
<td></td>
</tr>
<tr>
<td>Receive cafeteria sub-program to implement, if desired.</td>
<td>February</td>
</tr>
<tr>
<td>Receive chef training sub-program to implement, if desired.</td>
<td>April</td>
</tr>
<tr>
<td>Organize local event/award ceremony to recognize your local Eat Smart!</td>
<td>April - June</td>
</tr>
<tr>
<td>Restaurants.</td>
<td></td>
</tr>
<tr>
<td>Submit a report of participating restaurants to central contact for</td>
<td>June or when available</td>
</tr>
<tr>
<td>web-site listing and evaluation purposes.</td>
<td></td>
</tr>
<tr>
<td>Support participating restaurants through volunteers and/or staff</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Repeat process for 2nd year; consider including additional components</td>
<td>Year 2</td>
</tr>
<tr>
<td>such as cafeteria program, chef training program, volunteer program.</td>
<td></td>
</tr>
</tbody>
</table>
7. Getting help

References
Two helpful resources to help at this stage:

(1) Ontario Ministry of Health (1992) *Social Marketing in Health Promotion: A Communications Guide.* Information on how to design a communication plan and how to promote your program is presented in an easy to read fashion. Included are worksheets to help organize information as it is gathered.

(2) The Health Communication Unit
The Health Communication Unit (THCU) is a provincial resource centre providing training and support in health promotion program planning, policy change, health communication and health promotion program evaluation. Working with THCU helps Ontario's health promoters move through the challenges of planning, implementing and evaluating programs and initiatives. For example, they can assist in:

- developing situational assessments
- applying planning models (e.g., social marketing, logic models)
- selecting effective, comprehensive strategies for health promotion
- setting goals and objectives at four levels of change (individual, network, organizational, societal)
- defining and analyzing audiences
- developing health communication activities
- planning for policy change
- using media to advocate for health issues

- outcome and process evaluation planning.

THCU endeavours to increase the capacity of health promotion practitioners in Ontario by bringing relevant theory, research, and best practices to the programs and services. The Ontario Ministry of Health's Health Promotion Branch provides funding to allow Ontario's health promotion community access to these services free of charge. Services include:

- central (Toronto) and regional workshops, special sessions and presentations
- consultation in program planning, policy change, health communication, and program evaluation
- comprehensive, practical print and electronic resources

For more information, or to access our services you can visit our website: http://www.utoronto.ca/chp/hcu/ or contact Lorraine Telford: (416) 978-1188, e-mail <l.telford@utoronto.ca>

Additional Help
We've given you a few basic tips to get you started. But, if you are still confused about a few issues or get stuck along the way, there is help. Contact some of the communities that have already implemented the program. They might give you some local insights on similar problems.

Or you can contact the provincial coordinator listed below.
Lesley Macaskill
Eat Smart! Project Coordinator
Tel. (416) 395-7651, Fax (416) 395-7691 e-mail: LMACASK@city.north-york.on.ca
Target Group: The Eating Out Consumer in Ontario

Who Are They?
- The highest spending and frequency category are married, working couples (aged 35-54) with children at home.
- The next highest frequency category and those who spend the greatest proportion of their food dollar eating out are young, single males.
- Those aged 65 and over also spend more money per person because they have a smaller household size.

Where Do They Eat?
- Quick-service and family-style restaurants attract the most patrons.
- Establishments that offer takeout/delivery services achieved the highest profit in 1996.

When Are They Eating Out?
- Quick service restaurants claim 50% of total food sales (away from home) and dominate the market for meals away from home.
- The lunch hour is the busiest for quick service restaurants.
- Family-style restaurants enjoy higher sales during dinner hours.
- Overall, lunch time is the most popular time to eat food away from home.

What Are They Eating?
- Pizza, hamburgers, salads, french fries, chicken, baked goods, and ice cream are the most popular items ordered.
- Popular themes include: Mexican, Asian, Italian and chicken
- Declining food items in Canada include: red meat (especially steak), alcohol, regular and decaffeinated coffee, fruit juice, fish/seafood, rice, and fruit.

What Are Consumers Looking For?
Taste:
- Consumers feel that eating out is one of the finest pleasures in life.
- Eating out is considered an opportunity to make food choices based primarily on taste, rather than good nutrition.

Speed/Convenience:
- Increasing numbers of dual-career families, single-parent households, and female participation in the workforce creates demand for more prepared foods and an increased usage of take-out services.

Nutrition:
- 66% of Canadians believe that nutrition is an important part of meal selection.
- Those that are most interested in nutrition are between the ages of 35-54, have a higher level of education, higher income, are female, especially females with children.
• The number one concern is fat, followed by number of calories, food “safety” (i.e. use of pesticides, additives, preservatives) and provision of nutrition information.

• Consumers are still confused by conflicting messages and the tendency for nutrition messages to change often.

• Most consumers who are concerned about health are not practising what they know.

• Those that choose healthier foods tend to have health problems that require special diets.

**Value:**

• Consumers are always looking for great deals/promotions/coupon offers and added value.

• Consumers respond to healthy choices when incentives/games/promotions are offered.

**Target Group - Restaurants**

**Who are They?**

All quick service and family-style restaurants in Ontario.

**What’s Important to Them?**

• Restaurants are primarily interested in satisfying their customers in order to increase their profits.

• They want to maintain their current customer base as well as to expand their potential market.

• Restaurants respond to consumer demand, therefore will modify their food choices and/or environment to accommodate their customers.

• Restaurants are not willing to change menu items or food preparation techniques that are costly and/or change the character of the restaurant.

**What are They Asking For?**

• Free publicity and/or other incentives.

• Recognition from local dignitaries (i.e. Mayor, etc.)

• “Thanks”

• New healthy recipes.

• Education, including healthy cooking tips, general nutrition information, new trends, substitutions, what constitutes a lower fat meal, lower fat ways to enhance flavour.

• Strategies that do not interfere with profit goals.

• Strategies that offer a cost advantage to the restaurant and to the customer.

• Ongoing support via personal communication and/or newsletter.

**What are they willing to try?**

• Chef training.

• Simple point-of-purchase interventions such as menu inserts describing healthy choices, door decals indicating participation in a program and internal training of wait staff.

• Interventions that allow them to collect customer feedback.
Glossary

**Barrier-free**
Establishment is accessible to persons who use a wheelchair and has sanitary facilities that are accessible to those using a wheelchair. The passageway from the customer’s table to the sanitary facilities must be clear and wide enough for those using a wheelchair.

**Eating out consumer**
The consumer target group of the Eat Smart! Program, defined as Ontario dual-income families with children at home who eat in restaurants more frequently than any other demographic group.

**Food Safety Coordinator/Lead Inspector**
The designated Eat Smart! program lead from the Inspection/Environmental Health Division.

**Logic Model**
A graphic representation of all the desired outcomes, provincial activities and local activities of the Eat Smart! program.

**PHI/Inspector/Environmental Health Officer**
All terms refer to the staff position of Public Health Inspector

**Quick-service/family-style restaurants**
The restaurant target group of the Eat Smart! Program, defined as all fast-food, food court and other non-fine dining restaurants where it would be common to find families with children dining.

**Standard**
A set of criteria that define the requirements a restaurant must meet to be eligible for participation in the program. There are 3 standards: Nutrition, Food Safety and Non-smoking Seating.

**100% Smoke-free**
No smoking is allowed in any area on the premises. Establishments with separately enclosed and ventilated smoking rooms do not qualify for 100% smoke-free status.

**Mandatory Health Programs and Services Guidelines** (*Ministry of Health, 1997*).
Document that details the minimum requirements for public health programs and services targeted at prevention of disease, health promotion and health protection to be provided by Boards of Health in Ontario.
Eat Smart! Program Standards

1. General Information
   - Purpose of Program Standards
   - Do all health units need to follow the provincial standards?
   - How were the standards developed?
   - What other features must be recognized in Eat Smart! materials?
   - What other features can Eat Smart! Restaurants be recognized for?
   - How can other programs fit in with Eat Smart?

2. Nutrition Standard
   - Format of this standard
   - Section A: On the Menu
   - Section B: Upon Request

3. Food Safety Standard
   - Format of this standard
   - Food safety standard

4. Non-smoking Seating Standard
   - Format of this standard
   - Non-smoking seating standard
Eat Smart! Program Standards

- Nutrition
- Food Safety
- Non-Smoking Seating

Program Standards

Purpose of Program Standards
The purpose of the program standards is to set consistent requirements for restaurants to meet in order to achieve Eat Smart! status. Nutrition, food safety and non-smoking seating are all relevant to achieving the Eat Smart! goal of contributing to a reduction in the incidence of chronic diseases and food-borne illness.

Do all public health units need to follow the provincial standards?
Yes! If your health unit decides to implement Eat Smart!, you must follow the Eat Smart! program standards.

A successful provincial program relies on consistent standards. Consumers who travel across the province will know what to expect from an Eat Smart! Restaurant. It is essential that Eat Smart! restaurants are awarded on the same merit: stringent nutrition and food safety standards and exceeding the non-smoking seating required by local smoking by-laws.

How were the standards developed?
Other restaurant health promotion programs have used a variety of standards in the past, but no two programs were alike. We needed to bring together the best standards that could be agreed upon for the whole province to follow.

The Eat Smart! program standards are the result of an extensive process.

The analysis included:
- a review of all known restaurant programs in Canada and the United States
- a literature review of restaurant and nutrition trends
- consultation with Ontario public health unit staff, restaurateurs, food service suppliers and consumers
- focus group testing/questionnaires with public health unit staff, restaurateurs and consumers

What other features must be recognized in Eat Smart! materials?
- 100% smoke-free restaurants
  - no smoking is permitted on the premises.
  - separately enclosed and ventilated smoking rooms do not qualify for 100% smoke-free status.
• **Barrier-free access for persons who use a wheelchair**

  - the establishment provides an accessible entrance to persons using a wheelchair as well as sanitary facilities that are accessible to those using a wheelchair.
  - the passageway from the customer’s table to the sanitary facilities must be clear and wide enough to ensure access by those using a wheelchair.

Although these two features are not necessary to become an Eat Smart! restaurant, those that do offer these features must be recognized in Eat Smart! materials. Recognizing 100% smoke-free restaurants and barrier-free access is in accordance with the *Mandatory Health Programs and Services Guidelines* regarding support for tobacco-free living and reducing barriers to access the sites where public health programs exist.

Your health unit can decide how to recognize these additional features. For example, adding a symbol to highlight the smoke-free or barrier-free restaurants in your local Eat Smart! Dining Guide is strongly recommended.

For your convenience, camera-ready artwork of these symbols has been included.

100% smoke-free and barrier-free access symbols. For reproduction art see sheets supplied in section 8.

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**What other features can Eat Smart! restaurants be recognized for?**

You may decide to include recognition for meeting requirements for other programs (e.g., breastfeeding friendly areas or food allergy information). If so, it must be clear that these are additional standards and are not part of the Eat Smart! program. If your health unit is interested in recognizing restaurants for features such as those listed below, it must be done under a different program name, i.e., the Mother-Baby Friendly Program.

We recognize the importance of additional practices, but they are not part of the Eat Smart! program. These principles, although health-promoting, would make a very complex program and would not necessarily help to achieve the goals of decreasing food-borne illness and chronic disease. It may also be confusing for the consumer to remember many program components rather than the three standards.

Other programs in your community may recognize restaurants for:

- Food Allergy Information
- Breastfeeding/Baby Friendly
- Environmental Practices
- Fall prevention/Prevention of Slips, Trips, Falls
- Choking Prevention
- Alcohol Server Training
- Child Safety
Restaurants can decide whether or not they want to participate in these additional health programs. Your health unit can decide on how to acknowledge those who do. For example, if your community holds an award ceremony, you can announce the names of restaurants who have met requirements for other programs.

**How can other programs fit in with Eat Smart?**

Eat Smart! can become a conduit for information about other public health and community programs to reach restaurants. You may provide information to restaurants on other programs along with the Eat Smart! Information Package given to restaurants and/or develop a mailing list for future mailings.

**A final note.**

Read through all the standards. These standards are the basis of your program. Make sure everyone involved in the program understands them and can identify any questions/issues upfront.

Each standard is introduced with a brief background and rationale followed by the criteria for the standard.
Nutrition Standard

The nutrition standard was developed to support Canada's Guidelines to Healthy Eating. Eat Smart! restaurants are recognized for offering a variety of lower fat and nutritious food choices and for accommodating customers’ requests for certain modifications/substitutions to create healthier food choices.

Format of the standard

There are two sections to the nutrition standard:

- Section A: On the Menu (i.e., healthier food choices present on the menu)
- Section B: Upon Request (i.e., a list of items consumers can ask for at no extra charge).

“On the Menu” requires restaurants to provide a number of healthier food choices on their menu.

“Upon Request” makes the nutrition requirement more stringent yet makes it easier for restaurants to participate since they only need to provide them “on request.”

Note: The “Upon Request” part of the standard, (Section B), requires restaurants to provide modifications/substitutions at no additional cost to the customer. Charging extra money is a significant barrier for the consumer. As these items are “on request” only, they do not have to be the regular practice of the restaurant, but must be available whenever a customer asks.

Restaurants must meet each criterion if applicable.
Section A: ON THE MENU

You Offer:  

(Circle one)

1. Grain Products from at least 2 of the following: (excluding croissants, danishes, donuts, muffins, or banana bread-like products.) YES NO

Check all that apply:

_____ Whole grain breads/rolls, pita, bagels, pizza crust or lower-fat muffins, etc.
_____ White breads/rolls, bagels, chappati, flour tortillas, naan, pancakes, pita, pizza crust or roti shell
_____ Hot or cold cereal
_____ Pasta, noodles, couscous or wrap made with dough, e.g. boiled perogi, Chinese dumpling.
_____ Rice, barley, baked corn tortillas, polenta, bulgur, millet or other grain products

2. At least 4 choices of Vegetables and Fruit: (excluding deep fried vegetables, vegetables in cream/cheese/peanut/coconut sauce, Caesar salad and garnishes). YES NO

_____ Fruit (1 piece) or fruit salad (1/2 cup/125 mL minimum)
_____ 100% fruit or vegetable juice (4 oz./125 mL minimum)
_____ Leafy green salad (1 cup/250 mL minimum)
_____ Baked potato
_____ Tomato sauce, e.g., on pasta (1/2 cup/125 mL minimum)
_____ Stir-fried vegetables (1/2 cup/125 mL minimum)
Other vegetables (1/2 cup/125 mL minimum). Please list:

_____  ____________________________________________
_____  ____________________________________________

3. Either 2%, 1%, or skim milk, if milk is served as a beverage. (2%, 1% or skim chocolate milk is acceptable). YES NO N/A
4. At least one meat, fish, poultry or alternative prepared using a lower fat cooking method e.g. steaming, poaching, broiling, roasting, baking, barbecuing, if meat or alternatives are served as entrées.  YES NO N/A

5. At least one lower-fat dessert choice such as fresh fruit, fruit salad, angel food cake, gelatin, lower fat frozen yogurt, sherbet, or milk pudding, if dessert is served.  YES NO N/A

6. Milk or 100% fruit juice with children's meals, if a children's menu is offered.  YES NO N/A

EAT SMART! Ontario's Healthy Restaurant Program

NUTRITION STANDARD

Section B: UPON REQUEST, you provide at no additional cost to the customer:

(Circle one)

1. Milk as an alternate to cream for tea or coffee.  YES NO N/A

2. Gravies, sauces and salad dressings served on-the-side whenever possible.  YES NO N/A

3. A substitute for french fries if they are served as part of an entrée. The substitute could be baked potato, rice, vegetables or salad.  YES NO N/A

4. Calorie-reduced or fat-free salad dressings, if salad is served.  YES NO N/A

5. Butter, margarine, sour cream or mayonnaise served on-the-side or not used on entrées, side dishes, vegetables or sandwiches.  YES NO N/A

6. Removal of visible fat from meat and skin from poultry before serving.  YES NO N/A

7. Information about recipe ingredients, whenever possible.  YES NO N/A

8. A “menu for smaller appetites” and/or serve half-size portions of regular menu items.  YES NO N/A

9. Vegetable sticks, salad, potato or rice instead of french fries in a child's meal.  YES NO N/A
Food Safety Standard

Consumers can be assured that Eat Smart! restaurants have a track record of safe food handling practices.

Format of the standard

While the nutrition standard varies according to menu applicability, restaurants must meet all criteria of the food safety standard which include:

- demonstrating and maintaining safe food practices in compliance with the Ontario Food Premises Regulation 562/90.
- a minimum of one full-time kitchen employee certified in safe food handling by Public Health.
- willing to share their most recent inspection report with customers, upon request.
EAT SMART! Ontario’s Healthy Restaurant Program

FOOD SAFETY STANDARD

Food safety standards must be demonstrated and maintained at all times, not only at the time the award is given.

Your establishment must adopt safe practices in the areas of storage, preparation and sale of food. The food safety assessment will focus on the following critical items:

• cooling and refrigerated storage of hazardous food.
• cooking/hot holding/re-heating of hazardous food.
• protection from contamination by food handlers.
• protection from cross-contamination of ready-to-eat hazardous foods by raw foods or preparation surfaces.
• protection from contamination from other sources.

Non-critical items such as equipment and utensils, pest control, general sanitation and sanitary facilities will also be evaluated for compliance with the Food Premises Regulation.

Compliance with the Ontario Food Premises Regulation 562/90 is required. Please note that a restaurant which has received a closure or conviction under the Health Protection and Promotion Act 1990 and the Ontario Food Premises Regulation 562/90 within the 12 months proceeding the date of inspection will not qualify for the award.

Food handlers must be knowledgeable in the care and handling of food. Participating restaurants must have:

• a minimum of one full-time kitchen employee certified in safe food handling by Public Health.
EAT SMART! Ontario’s Healthy Restaurant Program
FOOD SAFETY STANDARD

YOUR RESTAURANT:

1. Complies with the Ontario Food Premises Regulation 562/90 on the date of inspection. YES NO

2. Has a history of compliance with the Ontario Food Premises Regulation 562/90 for a minimum of twelve months prior to the inspection date. YES NO

3. Has not been convicted of an offence for non-compliance with the Food Premises Regulation 562/90 during past twelve months. YES NO

4. Has not been confirmed as the source of food borne illness during the past twelve months. YES NO

5. Has a minimum of one full-time kitchen employee certified in safe food handling by the Health Unit/Department (as per the Food Handler Training Protocol, January 1, 1998). YES NO

   Name ___________________________________________

   Date of Certification ________________________________

6. Consents to the sharing of its most recent inspection report with customers through the Public Health Unit/Department upon request. YES NO

   *can be shared on-site at restaurant if operator prefers.
Non-Smoking Seating

Meeting the non-smoking seating standard will help protect customers and employees from environmental tobacco smoke and provide incentives and environmental support for smokers to quit.

Format of the Standard

Municipal by-laws requiring non-smoking seating in restaurants vary from 0% to 100% in communities across Ontario. The Eat Smart! non-smoking seating standard is flexible enough to allow participation by restaurants from communities across Ontario.

Restaurants must meet all criteria which include:

- non-smoking seating standard (A, B, C or D) depending upon local by-laws.
- arranging the smoking seating (if applicable) in one contiguous area, not in the centre of the establishment.
- appropriate signs posted.
- policy of asking customers in which area they prefer to be seated.
EAT SMART! Ontario’s Healthy Restaurant Program
NON-SMOKING SEATING STANDARD

1. Participating restaurants must meet one of the following four criteria (A, B, C, or D), depending upon local by-laws.

Your restaurant must meet the requirement in statement _____ to be eligible to participate.

(A) For those communities with a by-law requiring restaurants to provide up to 75% non-smoking seating:
Your restaurant provides a minimum of 15% more non-smoking seating than the by-law requires (or 50% non-smoking seating, whichever is greater).

(Circle one) YES NO

OR

(B) For those communities with a by-law requiring 80% - 90% non-smoking seating in restaurants:
Your restaurant provides a minimum of 90% non-smoking seating.

(Circle one) YES NO

OR

(C) For those communities with no by-law:
Your restaurant provides a minimum of 50% non-smoking seating.

(Circle one) YES NO

OR

(D) Your restaurant’s smoking area is a separately enclosed and separately ventilated area, comprising not more than 25% of the total seating in the establishment.

(Circle one) YES NO
2. In addition, the smoking area: (Circle one)

- is one contiguous area (connected without a break) 
  YES  NO
- is not located in the centre of the establishment
  YES  NO

3. A sign indicating that smoking is not permitted except in the designated smoking area is posted at each entrance (or signs are posted according to local by-law).
  YES  NO

4. The establishment has a policy of asking customers if they wish to be seated in the smoking or non-smoking area.
  YES  NO

Additional Component (not mandatory - for promotional purposes only)

Restaurant is 100% smoke-free
  YES  NO
Inform operator about the extra promotion given to 100% smoke-free restaurants in your community.
Implementing Eat Smart!

1. The Important Role of the Public Health Inspector
   • Implementation Plan for Inspectors
     • A. Plan for Food Safety Coordinator/Lead Inspector
       - Participate in working group
       - Assigning tasks
       - Design application form
       - Promote program to restaurants
       - Food handler training
       - Prepare for in-service
       - Deliver in-service
       - Begin inspections
       - Plan award ceremony/recognition event
       - Submit list of winners
       - Congratulations to new winners
   • B. Plan for the Public Health Inspector
     - Assigned tasks
     - In-service
     - Review files for applicants’ eligibility
     - Review materials for inspection
     - Conduct inspection
     - Administration

2. Sample Application Form

3. Sample Restaurant Summary Sheet

4. Sample Consent Form for Restaurants

5. Recognizing your Eat Smart! Restaurants

6. Monitoring and Tracking Local Program Data
   • Tips for tracking
   • Eat Smart! Annual Program Summary
Implementing Eat Smart!

The Important Role of the Public Health Inspector

Public Health Inspectors (PHIs), play a crucial role in the success of Eat Smart! They are the key contacts with food service establishments and their experience with previous inspections can help guide the program. For example, PHIs may already know which restaurants may meet the food safety standard and/or restaurant operators who might be interested in Eat Smart!

Implementation Plan for Inspectors

The following are sample implementation plans for:

(A) the food safety coordinator/lead inspector
(B) staff inspectors

Some variation of the plan may be necessary as not all communities are alike.

(A) Plan for Food Safety Coordinator/Lead Inspector

Step 1: Participate in Working Group
It is important that Inspection is represented on the working group.

When the working group divides up tasks for members, you can give input about what the Inspection Division is prepared to do.

Step 2: Assigning Tasks
You may take away a few tasks from the working group. Delegate some of these tasks to staff inspectors. They may include: assisting with the design of the application form, planning the award or recognition ceremony, promoting the program to restaurants, etc. Sharing these tasks will help spread out the additional work-load from Eat Smart! and may motivate staff inspectors as they get ready for the program launch. Make sure that your time-line corresponds to the Eat Smart! working group time-line.

Including staff to work on the planning activities may also provide an opportunity to share information between the Eat Smart! working group and staff inspectors.

Step 3: Design Application Form
A local Eat Smart! application form needs to be produced for restaurants to express interest in joining the program. This step may be carried out with the Eat Smart! working group, but the application needs input from Inspection. You and your staff are the most knowledgeable about the restaurant operators in your area.
We have provided a sample application form at the end of this section.

■ **Step 4: Promote Program to Restaurants**

There are several options for promoting Eat Smart! to restaurants in your community that may involve Public Health Inspectors.

Your community may choose to:

- Mail out promotional materials or “application forms”
- Have Public Health Inspectors promote the program during regular inspections
- Have someone other than a Public Health Inspector visit restaurants (e.g., Eat Smart! Working Group Members or volunteers)
- Have a nomination process (through Public Health Inspectors or consumers)

Choose one or two of these options, but not all of them.

You may decide to include only those restaurants that can pass the food safety standard. However, it is preferable to invite all to apply to inform every restaurant operator about Eat Smart! Although a restaurant may not meet the standards for this year, they may value all the benefits offered from Eat Smart! and make efforts to meet the standards for the following year.

Set a closing date for applications if your community is preparing for a special recognition event or if your community is developing time-sensitive materials to recognize restaurants (e.g., a 1999 Eat Smart! Dining Guide). Give your staff enough time to complete the required inspections and for food handlers to complete training for certification.

■ **Step 5: Food Handler Training**

Set several dates for food handler training and ensure that there are instructors available. If there is a closing date for the Eat Smart! inspection period, give restaurant operators plenty of notice and several opportunities to attend training. Set food handler training dates well in advance of the closing date. The days and times of the training should correspond to when it is most convenient for restaurant staff to attend. If scheduling becomes a problem, consider offering a home-study version of the training material. This may facilitate greater participation as they would only need to attend the examination.

* Let restaurant operators know of other acceptable food safety certification programs. Many may already have valid certification from an alternative source. (See section 6 for more information on acceptable food safety certificates).

If no local awards/recognition event is being planned or if materials that need to be developed such as the dining guide are not time sensitive, you will have more flexibility and time to complete inspections and offer food handler training. Restaurants may qualify and join Eat Smart! at any time of the year.
Step 6: Prepare for in-service
Set date for inspector in-service. Meet the instructor(s) providing information on the other standards to discuss in-service. Prepare lesson plan. (Refer to Section 6, Food Safety In-Service: Background Notes for Instructor).

Step 7: Deliver In-Service
Deliver in-service. Explain and describe the activities that are new to the role of the inspectors. Answer questions.

Step 8: Begin Inspections
1. Assign restaurants to inspectors as the applications or requests come in; or
2. Inspectors are responsible for applicants among their regular restaurants.

Act as a resource. Assist inspectors in resolving any issues that arise. Collect all the Eat Smart! applications and begin a list of restaurants potentially eligible for the Eat Smart! program. Ensure that a Registered Dietitian reviews the nutrition standard checklist of all applicants.

Step 9: Plan award ceremony recognition event (optional)
Mail invitations and letters of congratulations to winners.

Step 10: Submit list of winners for local dining guide and for provincial web-site

Step 11: Congratulations to new winners
If no recognition event is planned, mail or present certificates and door decals to restaurants with a letter of congratulations.

(B) Eat Smart! Implementation Plan for the Public Health Inspector

Step 1: Assigned Tasks
Assist the food safety coordinator/lead inspector by carrying out the assigned tasks. These may include:
- designing of the application form
- mailing out application forms
- promoting the program on regular inspection visits
- identifying potential winners
- planning and delivering food handler training for certification
- planning the award ceremony/ recognition event.

Step 2: In-service
Attend the mandatory in-service on the program standards. You will need this information to assess restaurants for the three Eat Smart! standards: nutrition, food safety and non-smoking seating. Identify any questions or issues you have with your role or the overall delivery of the program and have them clarified. Know who to contact about each standard if questions arise at a later date.
Step 3: Review files for applicants' eligibility

Cross-check applicants with restaurant files. Make sure applicants have a 12 month history of safe practices. If applicants have a history of poor practices, send them a letter stating that they do not qualify for this year. Suggest to them that if their food safety and sanitation practices improve, they should apply again next year. New restaurants that do not have a 12 month inspection history are eligible for participation.

Step 4: Review your materials for inspection

In addition to your standard inspection reports, bring:

- inspector versions of nutrition, food safety and non-smoking seating standards
- Eat Smart! check-lists for the 3 standards
- Eat Smart! summary sheet (sample included at the end of this section)
- Eat Smart! Restaurant Consent Form (sample included at the end of this section)
- food handler training schedules
- information on the role of the local public health unit
- other materials relevant to inspections.

Before carrying out the inspection:
- let the operator know that you will be completing the Eat Smart! assessment at the same time as the regular inspection.
- Ask them to complete the standard checklist ahead of time.
- Explain to them that you will be reviewing these standards with them.
- Ask them to have a copy of certification of their full-time kitchen staff ready for you to check.

Step 5: Conduct inspections

Perform inspection as usual. Review the Eat Smart! standards with the restaurant operator. You may follow these steps:

i) Nutrition:

Review the restaurant's completed nutrition standard form, and ask operator what food item(s) meets each criterion. You may need to refer to your inspector version of the nutrition standard to ensure that such food items meet the criteria.

If the restaurant passes the nutrition standard, check the nutrition box on the summary sheet. If the restaurant does not pass the nutrition standard, state on the summary sheet which criterion they do not meet. Contact the Public Health Nutritionist/Dietitian for any questions.

ii) Food Safety

If the restaurant is compliant with the Ontario Food Premises Regulation, check the box for food safety on the summary sheet. If the restaurant is in minor non-compliance and you have set a date for re-inspection, leave this section blank for now.
Ask if any of the full-time kitchen staff are certified in safe food handling. If so, ask for the name, and to see a copy of the certification. Check the issue date on the certificate to ensure that the date is within 5 years (i.e., a certificate dated 1993 is no longer valid in 1999). Write the name of the food handler and certificate number (or ask for a copy of a certificate, it is up to the health unit) on the summary sheet. If the certificate cannot be presented on the premises, make arrangements for the restaurant to send a copy to you.

If an employee has certification from an acceptable alternative, provide them with information on legislation and the role of the local Public Health Unit. This information is part of the Ministry of Health Food Handler Training Protocol but is not usually included in alternative training programs.

If there is no full-time kitchen staff member certified, explain that this criterion must be met in order to receive the award. Explain to the operator the training options available for certification. Give them a copy of the training and exam schedule.

### iii) Non-Smoking Seating

At the restaurant, count how many seats are reserved for non-smoking patrons and how many seats are available in total. Write these numbers down on the summary form and check if it meets the required percentage. If the seats available do not meet the requirement in the standard, suggest to the restaurant operator that moving X number of seats/tables to the non-smoking seating section would help them meet the non-smoking standard.

Check if the smoking section is in one contiguous area and whether it is in the centre of the restaurant. Check that the appropriate signs are displayed in the correct areas.

If the restaurant is 100% smoke-free, check the smoke-free box on the summary sheet and inform the operator of the additional promotion the restaurant will receive (if applicable). For example, listing in the community's smoke-free dining guide.

**Barrier-free**

If the restaurant provides barrier-free access to people using a wheelchair, including barrier-free access to sanitary facilities, check the barrier-free box on the summary sheet. Inform the operator that the restaurant will also be promoted for this feature.

Barrier-free means:

- no stairs at the entrance; a ramp or level entrance is provided.
- the doors at the entrance allow a wheelchair to enter.
- the aisles are wide enough for a wheelchair to pass.
- the passageway to sanitary facilities is clear.
- customers do not have to use stairs to reach the sanitary facilities.
- the sanitary facilities can be entered by persons using a wheelchair.
Consent Form

If the restaurant appears to meet the requirements of all three standards or is intending to meet the requirements before the deadline for applications, review the consent form with the operator. The purposes of this form are:

• to ensure that the operator will endeavor to uphold the standards for 12 months or until reassessed.
• to inform the operator that if the restaurant is found to be in non-compliance of any of the standards, that all Eat Smart! materials may be removed from the establishment.
• to gain prior consent to release the most recent inspection report to any consumer who requests it from the health unit.

A sample consent form is included at the end of this section.

Step 6: Administration

Follow-up any questions from restaurants and/or perform re-inspections.

Problems? Want to Give Input?

If you are having problems, or want to give input on what’s working or not working, pass the information to the lead inspector. The lead inspector will then pass the information to the working group or to the program coordinator.

Submit all completed forms to the lead inspector or the individual assigned for this responsibility. Include:
• the checklist for all 3 standards
• the restaurant summary sheet
• the restaurant consent form
It is a good idea to submit the forms as restaurants qualify so that those working on the program can keep track of the number of winners.
SAMPLE APPLICATION FORM

• Application forms can be short and simple or longer and more detailed. This example is very short and is intended to be inserted into the “Introducing the Eat Smart! Advantage” pamphlets.

• Reproduce this form with local information

• Insert it into the “Introducing the Eat Smart! Advantage” pamphlets which will be provided to you to promote the program to local restaurants.

• Distribute through personal visits by PHIs/volunteers or through the mail.

To register for Eat Smart! Ontario’s Healthy Restaurant Program, return this form by mail or fax to 123-4567 by February 1, 2000.

Yes! I want to apply to join Eat Smart! Ontario’s Healthy Restaurant Program. Please send me copies of the standards I must meet and visit my restaurant for the Eat Smart! Inspection.

Name of contact person: __________________________________________________________

Name of restaurant: ____________________________________________________________

Address of restaurant: _________________________________________________________

___________________________________________________________________________

Telephone #: ________________________________________________________________

I first heard about Eat Smart! Ontario’s Healthy Restaurant Program from: (please check one)

☐ mailing  ☐ inspector  ☐ customer  ☐ other restaurant  ☐ web-site

☐ TV commercial  ☐ other ______________________________________________________
Restaurant Name: _______________________________________________________________

Address: ______________________________________________________________________

_____________________________________________________________________________
Postal Code:_______________

Contact Person:______________________________  Phone Number:_____________________

Inspector: ____________________________________________ Date:_____________________

Restaurant Meets the Criteria for:  (Circle One)

1. Food Safety          Yes  No
2. Nutrition            Yes  No
3. Non-Smoking Seating  Yes  No

Premises Qualifies for the Award  Yes  No

Additional information required:

☐ Certified Food Handler. (Name_______________________________________________)

☐ Smoke-free Restaurant by choice

☐ Yes, I want to be listed in Smoke Free Dining Guide

☐ Accessible and Barrier-Free Sanitary Facilities

☐ Previous winner (Year _______)

Comments: ___________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________

Date___________________

Eat Smart! Working Group Representative ___________________________________________
Sample Consent Form for Restaurants

I understand that my restaurant has been inspected and appears to meet all of the requirements for participation in Eat Smart! Ontario's Healthy Restaurant Program. This eligibility will be confirmed once this assessment is reviewed by the Public Health Unit.

If I am awarded an Eat Smart! Award of Excellence and become a member of this program, I promise to continue to meet all of the requirements in each of the standards: Nutrition, Food Safety and Non-smoking Seating. I understand that my restaurant may not be reassessed for compliance with these standards for up to twelve months but that Eat Smart! will continue to promote my restaurant for upholding these standards.

If, for any reason, I am found in non-compliance with any of the criteria in the standards at any time, I understand that I may no longer be eligible for participation in the program and that the Public Health Inspector has the right to remove all Eat Smart! materials, including the award and decal from my establishment.

I understand that one of the requirements of this program is to facilitate public access to inspection reports and I consent to the public health unit releasing the most recent report about this establishment if requested by a member of the public.

I have read the above information and consent to all of the requirements described for participation in Eat Smart! Ontario's Healthy Restaurant Program.

Name of operator: (please print) ________________________________

Restaurant: __________________________________________________

Address: __________________________________________________________________

________________________________________________________________________

Telephone: _____________________________ Fax ______________________________:

Web-site: __________________________________________________________________

(for promotional purposes only)

Signature: ____________________________ Date: _____________________________

Name of Public Health Inspector ____________________________________________
Recognizing your Eat Smart! Restaurants

Eat Smart! and its components will be promoted throughout Ontario. You may consider additional ways of promoting and/or recognizing local winning restaurants in your community.

Once you have decided how your health unit will recognize winning restaurants, inform those promoting the program to restaurants (i.e., Public Health Inspectors, Eat Smart! working group members or volunteers). They can use this information to promote the program and its benefits to restaurants.

There are a number of ways to recognize Eat Smart! restaurants. The following are some examples of recognition activities. More detailed information can be found in Materials.

Certificate and Door Decal (Mandatory)
The province will be providing door decals and “Award of Excellence” certificates to all local Eat Smart! programs. Once a restaurant has met the three standards, they are eligible to receive the certificate and door decal. The certificate and door decal lets consumers know that they are dining in an Eat Smart! restaurant.

Local Dining Guide (Mandatory)
A local dining guide is a listing of all the Eat Smart! restaurants in a community. The dining guide lets consumers know where your community’s Eat Smart! restaurants are located.

Letter of Congratulations (optional)
A letter congratulating restaurants for being one of your community’s “top restaurants for healthy choices” is a simple way of making restaurants feel appreciated for participating in the program.

Award/Recognition Ceremony (optional)
You may decide to hold a ceremony or an event that announces all the winners after the last Eat Smart! inspection period. Depending on funds, it may be a small event or you may invite all the winners and local dignitaries.

Advertisements in local newspapers (optional)
You may choose to place an advertisement in your local newspaper(s) that lists all the winners in your community.

Other Local Promotions (optional)
Eat Smart! may be promoted throughout the year at local events. Consider putting aside a budget to rent booths at local fairs and events.

Outdoor advertisements, radio and television public service announcements are other options to consider. You may use these to promote the program and for name recognition.
Opportunities for Continuing Education (optional)

Your health unit may decide to hold continuing education programs for restaurants and give Eat Smart! restaurants a discount. For example, if an Eat Smart! restaurant would like to send more kitchen staff for food safety certification, consider offering a discount to encourage continued participation in both Eat Smart! and food safety training.

Provincial Promotions (provided)

In addition to the artwork, materials and public service announcements provided to health units, Eat Smart! will have a provincial web-site that will list all participating restaurants in Ontario.

Starting in September, 1999 the Eat Smart! website will be located at:

www.eatsmart.web.net (English) and www.avotresante.web.net (French)

Monitoring and Tracking Local Program Data

For the purposes of monitoring, evaluation and making changes to improve Eat Smart!, it is important to track local program information. Keeping track of local data will provide the information needed to complete the annual program summary (included), for the provincial coordinator. It will also provide information that is important to your health unit and community partners and help determine how well the various program strategies are working in your community.

Tips for Tracking Data in your community:

- Ensure all participating staff are aware of the information needs and the system that is established to collect the data. Assign one member of the working group to be responsible for this information.

- Keep a list of all applicants even if they do not qualify. You may choose to have a list of names or keep all the applications. This will help you identify restaurants that have interest in the program that you can recruit for the following year.

- A summary of why restaurants did not qualify will assist Eat Smart! in identifying ways to improve the program in future years.

- Keep a list of all winners. You may choose to keep all the Eat Smart! inspection summary sheets or a list of names. Some restaurants may forget to apply every year. If you have a list of current winners, you can submit an application on their behalf.

- Keep the list (or files) of winners in alphabetical order. This allows Public Health Inspectors and others involved with Eat Smart! to have easy access to winning restaurants.
• Keep records of winners for at least two years. Restaurants may not win every year. However, recognizing that they have won in the past and helping them to qualify in future years may increase the potential for building relationships with restaurants.

• Keep a copy of the latest inspection reports of winning restaurants in an easily accessible file. If consumers call for a copy of the inspection report of a restaurant, the report will be easily retrieved and the consumer will have an immediate response.

• Send in the annual report to the project coordinator. By having a tracking system in place, sending in the annual report should be a simple task. The annual report will be used to monitor the program on an ongoing basis and will provide information to go in the Eat Smart! newsletter for health units.
Eat Smart! Annual Program Summary

Date: __________________ Public Health Unit________________________________________

Contact Name___________________________________________________

Please fill out the Summary form below.

Information gathered from all Eat Smart! communities will be used for the evaluation of the program and for highlights in the Eat Smart! Newsletters. If you have additional information you wish to report to the Provincial Coordinator or share with other communities, attach it to this form.

Number of Years participating in Eat Smart! 1____ 2____ 3 or more_____  

Number of Eat Smart! restaurants _____ Last Year_____  

Number of applicants _____ Last Year_____  

Most common answer checked on application form for how restaurant operators became aware of the program (this year):________________________________________________________

Most common reason for restaurants not qualifying (this year):

☐ Nutrition Specify________________________________________

☐ Food Safety Specify________________________________________

☐ Non-Smoking Seating Specify________________________________________

Number of restaurants that made changes to their menu to qualify _____ Last Year:_____

Total number of Food Handler Certificates awarded _____ Last Year:_____

Number of restaurants that participated in food handler training to qualify for Eat Smart!: _____ Last Year:_____

Number of consumer calls to your health unit about the program _____

Number of requests for dining guide _____

Number of dining guides distributed _____

Type of point-of-purchase materials used____________________________________________
Number of restaurants using point-of-purchase materials _________

Number of restaurants that withdrew from the program _________

Reason(s) for withdrawal:

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

Number of Volunteers (if applicable) _________

Promotional Activities (describe briefly including materials used):

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

Fundraising/Sponsorship Activities (if any):

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

Highlight of the Year:

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________

Challenges/Recommendations:

____________________________________________________________________________

____________________________________________________________________________

____________________________________________________________________________
Please fax or send completed forms (by May 31st) to:

Lesley Macaskill  
Eat Smart! Provincial Project Coordinator  
c/o Toronto Public Health  
5100 Yonge Street, 2nd floor  
Toronto, ON M2N 5V7  
Fax: (416) 395-7691
Nutrition Standard In-Service

1. Background Notes for the Registered Dietitian
   - Steps to a successful in-service
   - General Information
   - Teaching Points
   - Additional Information

2. Nutrition Standard
   - Section A: On the Menu
   - Section B: Upon Request

3. Common Questions

4. Sample Menus & Menu Analyses

5. Sample Lesson Plan Outline for Nutrition In-service

6. Examples of Excluded Menu Items

7. Background Notes for the Public Health Inspector
   - General Information
   - Section A (On the Menu)
   - Section B (Upon Request)
   - Refer to the Public Health Nutritionist/Dietitian if or when:

   Section A: On the Menu
   Section B: Upon Request
Nutrition In-Service:
Background Notes for the Registered Dietitian

The program includes a nutrition standard that requires Eat Smart! restaurants to offer healthier food choices on their menu and to provide substitutions or modifications upon request. Program monitoring requires that restaurants are visited to ensure that the nutrition standard is met. Public Health Inspectors/Environmental Health Officers will be visiting restaurants to assess compliance with respect to food safety and non-smoking seating. Training inspectors to monitor the nutrition standard will increase efficiency in monitoring the program standards.

Your community may choose to have different personnel assess the nutrition standard in local restaurants. For anyone assuming this task, in-service teaching of this material and ongoing support is necessary. For the purposes of this section, we refer to those conducting the nutrition assessments as inspectors, although the assessors may be others in your community.

As an expert in the field of nutrition, you will be providing an important and ongoing role in helping the inspectors understand and apply the nutrition standard and to assist with any questions/problems. The nutrition standard is comprehensive and some parts may be confusing for a person without nutrition background.

Steps to a successful in-service:

a. Review all the relevant background information:
   • Background Notes for the Registered Dietitian
   • Background Notes for the Public Health Inspector

b. Identify possible questions that might be asked.

c. Prepare a lesson plan for in-service (a sample outline is provided).

d. Photocopy the required number of copies of the Nutrition In-service Background Notes for Public Health Inspectors for participants.

We have included some sample restaurant menus to help prepare your in-service.

General Information

The nutrition standard has been developed with input from Public Health Nutritionists and Dietitians across Ontario.

The standard contains two sections: Section A (On the Menu) and Section B (Upon Request).

Section A (On the Menu) is a mandatory checklist of items that the restaurant must offer on its menu when applicable.

• Criteria A.1. and A.2. must be met by all restaurants
• Criteria A.3., A.4., and A.5. must be met if the restaurant offers these types of food on its menu (milk, meat &/or alternative entrées, desserts).

Section B (Upon Request) is based upon what a restaurant will provide to a customer upon request. It does not require that listed items are on the menu, only a willingness to provide them at no additional charge. A restaurant must be willing and able to accommodate all the items listed, when applicable.

By combining these two approaches in the nutrition standard, customers have more access to healthier food choices. Healthier food choices are visible “on the menu” and easy to make. It is a way to normalize healthy eating. “Upon request” makes it easier for restaurants to participate as no menu changes are necessary.

Teaching Points:
• Emphasize to the inspectors that there are two distinct sections in the Nutrition Standard.
• The standard was designed to support Canada’s Guidelines to Healthy Eating.
• Identify tricky foods that could be mistaken as lower-fat or healthier choices (e.g. Caesar salad which is high in fat because of the dressing and cheese).

Additional Information:
There may be occasions when Public Health Inspectors ask you about a restaurant that meets all criteria but one. For example, a restaurant may serve desserts, but no lower fat dessert is available to customers. There are a few steps that you can take:

1. Ask to see a copy of the menu and/or make a field visit. Ensure that all of the other relevant nutrition criteria have been met.
2. Make suggestions to the restaurant operator. If the changes are easy and convenient to make, they may be willing to comply.
3. Ask Nutritionists/Dietitians from other communities about their experiences. They might be able to give you some advice.
4. If the restaurant is a franchise outlet and the restaurant operator does not have the freedom to make any changes, contact the Provincial Coordinator. A centralized approach is preferred.

Nutrition Standard

The following is the nutrition standard with additional comments and rationale for the Registered Dietitian. Review the Nutrition Standard: Background Notes for the Public Health Inspector as well.

• Restaurants must meet criteria A.1. and A.2.
• Restaurants must meet all other criteria if applicable

* A copy of the Nutrition Standard without additional comments appears in the Program Standards section.
Section A: ON THE MENU

The Restaurant Offers:

1. Grain Products from at least 2 of the following:
   (This standard excludes croissants, danishes, donuts, muffins, or banana bread-like products.)

   Check all that apply.

   _____ Whole grain breads/rolls, pita, bagels, pizza crust or lower-fat muffins, etc.
   _____ White breads/rolls, bagels, chappati, flour tortillas, naan, pancakes, pita, pizza crust or roti shell
   _____ Hot or cold cereal
   _____ Pasta, noodles, couscous or wrap made with dough, eg. boiled perogi, Chinese dumpling.
   _____ Rice, barley, baked corn tortillas, polenta, bulgur, millet or other grain products

   • Restaurants must offer at least one grain product from a minimum of two of the categories listed. Two grain products from the same category do not count as two choices.
   • Standard A.1. was designed to be inclusive of restaurants that offer foods from different cultures. Some ethnic restaurants, such as Chinese and Thai, may lack a variety of grain products, especially whole grains, but offer a variety of healthy food choices in other areas such as vegetables. For this reason, whole grain products are not mandatory.
   • Higher-fat grain products do not meet this standard. These items include:
     - pastries such as croissants and danishes
     - pastas in cream-based sauces
     - noodles cooked/fried in excessive oil (e.g. with chow mein, the noodles are usually deep fried, the stir-fried toppings are then added)
     - fried grain products (perogies, samosas, fried tortilla)
   • A partial list of “excluded” items is provided at the end of this section for easier identification.

2. At least 4 choices of Vegetables and Fruit:
   (This standard excludes deep fried vegetables, vegetables in cream / cheese / peanut / coconut sauce, Caesar salad and garnishes).
Check all that apply.

- Fruit (1 piece) or fruit salad (1/2 cup/125 mL minimum)
- 100% fruit or vegetable juice (4 oz./125 mL minimum)
- Leafy green salad (1 cup/250 mL minimum)
- Baked potato
- Tomato sauce, e.g., on pasta (1/2 cup/125 mL minimum)
- Stir-fried vegetables (1/2 cup/125 mL minimum)
- Other vegetables (1/2 cup/125 mL minimum). Please list:
  - ____________________________________________
  - ____________________________________________

- Restaurants must offer at least four choices of vegetables/fruit from the standard list. Only one item from each of the first six choices will count toward meeting the standard. An unlimited number of items will be considered from the “other vegetables” category.
- Standard A.2. is more demanding since a variety of vegetables and fruit are part of every culture and cuisine. The importance of this standard is two-fold: 1) that a variety of vegetables and/or fruit are offered in the restaurant; and 2) that there are choices that are not prepared in a high fat way, such as deep fried or in cream sauces.
- A partial list of “excluded” items is provided at the end of this section for easy identification.

3. **Either 2%, 1%, or skim milk, if milk is served as a beverage.**
   (2%, 1% or skim chocolate milks are acceptable).
   - Two percent, one percent or skim milk have been included to promote their use.
   - Some restaurants do not serve milk for cultural/religious reasons. Standard A.3. is not applicable to these establishments and they are still eligible to participate.
   - If a restaurant serves a milk alternative, such as soy beverage, it is not applicable. Standard A.3. applies only to cows’ milk.

4. **At least one meat, fish, poultry or alternative prepared using a lower fat cooking method e.g. steaming, poaching, broiling, roasting, baking, barbecuing, if meat or alternatives are served as entrées.**
   - Restaurants are required to offer at least one meat or alternative entrée prepared using a lower fat cooking method, if meat/alternatives are offered as entrées. Having more than one entrée prepared in this manner may be difficult for smaller restaurants or those with limited menus.
• The “…if meat or alternatives are served as entrées” was added as some restaurants may serve only combination foods as entrées (i.e. foods made from 2 or more food groups), such as pizzerias. A pizzeria serving only pizzas would be excluded from this criteria (not applicable) but could still qualify if they met all other relevant criteria.

5. **At least one lower-fat dessert choice such as fresh fruit, fruit salad, angel food cake, gelatin, lower fat frozen yogurt, sherbet, or milk pudding, if dessert is served.**

• A lower-fat dessert choice is often difficult to find in restaurants. Rather than discourage dessert, this standard aims to encourage a healthier, lower-fat choice and provides several options to qualify.

6. **Milk or 100% fruit juice with children’s meals, if a children’s menu is offered.**

• Milk and juice are more expensive than soft drinks. It is recognized that there is a significant cost factor for restaurants to always substitute soft drinks with milk or 100% juice. Milk or juice can be provided at some additional cost to the consumer, but must be clearly available on the children’s menu.

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**Section B (Upon Request)**

Upon Request, the Restaurant Provides at No Extra Cost to the Customer:

*Charging extra money for modifications to make a choice healthier is a significant barrier for the consumer. It is important to ensure that these options are easy options for the consumer and help reduce the barriers to choice.*

1. **Milk as an alternate to cream for tea or coffee.**

• Standard practice in most restaurants today.

2. **Gravies, sauces and salad dressings served on-the-side whenever possible.**

• Some dishes cannot be served with the gravies, sauces or salad dressings on the side. Examples of such dishes include: Caesar salad, Fettuccine Alfredo, potato salad, coleslaw, macaroni and cheese and casserole.

• Separate vinegar and oil bottles at the table are considered “on-the-side”.
3. A substitute for french fries if they are served as part of an entrée. The substitute could be baked potato, rice, vegetables or salad.
   - Restaurants have the flexibility to offer baked potato, rice, salad or vegetables since it is recognized that there is a significant cost factor for restaurants to always substitute vegetables for french fries.
   - Substituting any of the above items for french fries will increase the nutritional value of the meal.

4. Calorie-reduced or fat-free salad dressings, if salad is served.
   - Standard practice in many restaurants.
   - Commercially prepared salad dressings labelled “calorie-reduced” or “fat-free” are acceptable.
   - Separate bottles of vinegar and oil available to customers are acceptable.
   - Lemon wedges are acceptable.
   - Homemade vinegar and oil dressings do not meet this standard since it is difficult to assess the fat content. Exceptions can be made if the composition is known.

5. Butter, margarine, sour cream or mayonnaise served on-the-side or not used on entrées, side dishes, vegetables or sandwiches.
   - Standard practice for restaurants that prepare the food as it is ordered.

6. Removal of visible fat from meat and skin from poultry before serving.
   - Easy for restaurants to do.

7. Information about recipe ingredients, whenever possible.
   - Restaurateurs tell us it is not always possible 100% of the time for various reasons.
   - Information about recipes will help consumers make healthier choices. For example, they will be able to ask about the type and amount of fat in a recipe, the use of milk or cream in soups/sauces or the portion sizes of ingredients such as meat.
   - This criterion is not meant to replace specific knowledge and information available in restaurants participating in Allergy Aware which helps consumers choose allergen-safe foods to eat.
   - A restaurant is exempt from this criterion in the case of “trade secrets”.
8. A “menu for smaller appetites” and/or serve half-size portions of regular menu items.
   • To encourage portion sizes that better reflect Canada’s Food Guide to Healthy Eating.
   • It is intended to allow consumers to choose smaller portions of meat and alternatives.
   • Half-sized portions do not have to be specified on the menu, but are available on request.

9. Vegetable sticks, salad, potato or rice instead of french fries in a child’s meal.
   • Parents consider this an important option, yet it is difficult to find.
   • Restaurants have the flexibility to offer vegetable sticks, salad, potato or rice as a substitute.
   • Substituting any of the above items for french fries will increase the nutritional value of the meal.
   • It is recognized that some restaurants may not offer vegetable sticks as the sticks may pose a choking hazard to children under three years of age.
Common questions:

Shouldn’t health-promoting restaurants be required to have a menu that is full of healthier food choices?

- Healthy eating is defined by the total food choices one makes over time and not by any one food, meal or even a day’s meals. There is no “good food” or “bad food”. The emphasis on food choices should be variety, balance and moderation.
- In many cases, healthier food choices are not readily available to the individual eating out. Restaurants that offer healthier selections are giving more choice to their customers. It is up to the individual to make the healthier choice.
- By promoting restaurants that provide healthier choices, more restaurants may make changes to their menu that would increase the availability of healthier foods. At the same time, consumers may make healthier choices more often as an increasing number of restaurants offer them.

What happens if a fast food restaurant meets the standards? Won’t we look foolish for promoting their foods as healthier choices?

- A surprising number of fast food restaurants are now meeting the nutrition standards. For instance, submarine sandwich-type places like Mr. Sub usually meet the standard as well as many donut shops like Tim Horton’s. Menus from these fast food chains are becoming more extensive and are meeting the nutrition standard. They should be recognized for providing healthier choices to consumers. It is up to the consumer whether they want to make the healthier choice.

What about franchises?
Will all outlets meet the criteria?

- Some franchise outlets have a menu that is dictated by the head office. Others can be more flexible about what they are serving. In addition, regional differences in menus often exist. Each franchise outlet must be evaluated individually as some may meet the standard and others may not.

What about restaurants that have a special method of preparing foods that require fat/skin to be left on?

- We recognize that some restaurants prepare/cook foods certain ways that require it to have the fat/skin on (e.g. marbling on steaks, crispy skin on poultry). However, for the customer who does NOT want the skin or fat on the item, the restaurant must be willing to remove it. It is a matter of choice for customers.
I hear that salt, MSG and other additives are bad for you. Why are they not addressed in the standards?

- For some people, salt, MSG and additives are a concern. To help meet our goal of reducing the incidence of chronic disease such as cancer and heart disease, we have placed emphasis on lowering dietary fat and increasing the consumption of fruits and vegetables.

- Restaurateurs told us during consultation that it is very difficult to control the amount of salt in foods as many foods are supplied pre-prepared and they have no control over the salt content.

- The nutrition standards will be re-visited once the program is established. These standards are the first edition. As Eat Smart! becomes more popular, we plan to make the nutrition standards more stringent. Salt, MSG and additives may be addressed in these future revisions.

Fruit salad could be considered a fruit serving or as a lower-fat dessert choice. Can it count for both or can it only be counted once?

- Fruit salad can be counted twice, once for dessert and once to meet the vegetable and fruit criterion. It is a low-fat dessert choice which would also be providing the consumer with more fruit for their daily intake. Other examples could also be double-counted, such as a pasta primavera entrée with at least 1/2 cup of vegetables counts as both a Grain Product and Vegetable.

I’m not sure if an item meets a criterion. What should I do?

- Inspectors with questions concerning the nutrition standard should contact the public health nutritionist/dietitian. In some cases, a copy of the menu (if possible), and/or a visit to the restaurant may be needed.

- In all cases, the dietitian should support the restaurant with suggestions for how it could meet the standard.

What if the restaurant meets all the criteria but one? It seems unfair to not let them participate in the program.

- Eat Smart! wants to take the supportive approach. If restaurants do not meet the standard but want to qualify, the dietitian can work with them and provide suggestions as to how they can meet the standard.

- If the restaurant is part of a large chain and has no flexibility to change menu options, contact the Eat Smart! Program Coordinator. A central approach to the head office of the franchise on behalf of many communities may help to drive change at the local level.
Some restaurants offer “soup of the day” and a vegetable soup may be available on some days but not all days. Can this soup count as a vegetable serving for criterion A.2 of the nutrition standard if it’s only available some of the time?

No. In order to meet Section A. of the nutrition standard, the applicable items must be on the menu and available every day to customers. A restaurant will not be recognized as an Eat Smart! restaurant if it only meets the criterion for vegetables and fruit on some days. Assuming the soup meets the requirement of being non-cream based and providing at least 1/2 cup of vegetables per serving, ask the operator if it can be offered every day. If not, suggest alternatives that could count toward meeting the criterion, such as offering 100% fruit/vegetable juice, fresh fruit or other vegetables on the menu every day.

How do I assess a restaurant that serves breakfast, lunch and dinner? Does the menu for each meal have to meet the standard?

No, a restaurant does not have to meet all the nutrition criteria for each meal offered. A restaurant’s menu is considered in its entirety so that it is able to meet all the criteria from the variety of foods offered throughout the day. For example, fruit juice offered at breakfast is counted along with salad, vegetable soup and a vegetable entrée offered at lunch or dinner. The nutrition standard is designed primarily for lunch/dinner menus and a restaurant might have difficulty meeting all the requirements solely from a breakfast menu.

One of my restaurants does not have a standard menu. It is a very small independently-operated restaurant and the chef writes a new menu every day. Can it be assessed for the nutrition standard to participate in the Eat Smart! program?

Yes. Explain the requirements of the nutrition standard to the operator. If he/she feels that the restaurant’s daily changing menu would meet all of the criteria, then collect at least three days of sample menus. If these sample menus meet the criteria for Section A., and the operator is willing to provide all applicable “on request” items from Section B., then the restaurant is eligible for participation in the program. You may want to involve the Registered Dietitian in the assessment if you are unsure about this case.
Sample Menus

Which of the following menus offered by restaurants would qualify under the nutrition standard?

(note: if you are unsure if a restaurant’s menu meets the nutrition standard, call the public health nutritionist/dietitian)

---

Menu #1

**Breakfast:**
- Two eggs and bacon on toast
- Lower fat bran muffin
- Choice of cold cereals
- Danish

**Entrées**
- Toasted ham and cheese sandwich with fries
- Stir-fried vegetables served with steamed rice
- Poached salmon fillet with garden salad
- Pad thai noodles (in peanut sauce)
- Grilled sirloin steak and roasted potatoes

**Side Dishes:**
- French fries, rice or roasted potatoes
- Caesar salad • Garden salad
- Cream of broccoli soup

**Beverages:**
- Soft drink • Coffee or tea • Milk

**Dessert:**
- Chocolate cake
- Pecan pie
Menu Analysis and Compliance with the Nutrition Standard:

### Section A

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### Section B

Check that all applicable “on request” items are available at no extra charge.

**Is this an Eat Smart! menu?**

No. This menu does not meet the criteria for Vegetables and Fruit (A.2) or for lower-fat desserts (A.5). For A.3., check the milk fat to see if a lower-fat choice is available (2%, 1% or skim).

**Suggestions to restaurateur to qualify:**

To meet the Vegetables & Fruit criterion, suggest...

- offering fresh fruit for dessert
- offering 100% fruit/vegetable juice as a beverage
- offering a vegetable soup that is not cream-based and contains at least 1/2 cup vegetables per serving. (The soup on the menu may be milk-based and provide 1/2 cup broccoli per serving - it is important to ask the operator).
- roasted potatoes can count as an “other vegetable” as long as they are not roasted with a lot of fat added; if they are prepared with a lot of fat added, suggest offering a baked potato as an alternative to help meet the standard.
To meet the Lower-fat Dessert criterion, suggest...
- offering fresh fruit, fruit salad, lower-fat frozen yogurt, sherbet/sorbet, milk pudding, angel food cake, etc.

Additional Items to Check...
- ensure milk is 2%, 1% or skim.
## Menu #2

### Breakfast (served until 11 am):
- home-style bacon and eggs with hashbrowns
- pancakes
- egg on an English muffin
- selection of hot or cold cereals
- fresh fruit cup

### Sandwiches:
- original hamburger
- cheeseburger
- breaded fish burger
- grilled chicken sandwich
- vegetarian sandwich (made with fresh vegetables)

Add bacon to your burger for $0.50.

### Beverages:
- soft drinks
- coffee/tea
- milk (2% or skim)
- chocolate milk (2%)
- orange juice

### Side Orders:
- chef's salad - a mix of lettuce, tomato, carrots & cucumber
  (dressings: ranch, thousand island, Italian, calorie-reduced house dressing)
- fries
- onion rings
- hearty vegetable soup (loaded with vegetables)

### Children's Meal
- includes chicken fingers, French fries* and soft drink**
  (*may be substituted with baked potato, rice, salad or vegetable sticks;
  ** may be substituted with milk or juice)
Menu Analysis and Compliance with the Nutrition Standard:

Section A

A.1. Grain ✔
   - pancakes
   - English muffin
   - white buns
   - cereal

A.2. Veg & Fruit ✔
   - fruit cup
   - vegetarian sandwich
   - chef’s salad
   - hearty vegetable soup
   - orange juice

A.3. Milk ✔
   - 2% & skim offered

Note: pancakes, English muffins & white buns are all from the same “white” grain category and can only count as 1 Grain Product (need at least 1 grain product from another category to meet this criterion).

A.4. Meat Entrée ✔
   - grilled chicken sandwich

A.5. Dessert
   - N/A

A.6. Kid’s Menu ✔
   - substitutions offered on menu

Section B

Ensure that all applicable “on-request” items are available at no extra charge.

Is this an Eat Smart! menu?
Yes, this menu appears to meet all applicable criteria for Section A, but some checks are necessary.

To meet the Vegetable and Fruit criterion, make sure.....
- the fruit cup provides at least 1/2 cup fruit per serving.
- the chef’s salad provides at least 1 cup salad vegetables per serving.
- the vegetarian sandwich provides at least 1/2 cup of vegetable toppings/serving
- the soup is prepared without cream and provides at least 1/2 cup of vegetables per serving.

Additional Comments
Check how the grilled chicken sandwich is prepared; does the grill allow the fat to drip away from the chicken as it is cooking or is a flat surfaced burger-type grill used? The latter would not qualify as a lower-fat cooking method for A.4.

If restaurateur considers offering desserts, suggest that the breakfast fruit cup be offered as a choice at all meals.
Menu #3

Appetizers:
Soup (minestrone or chicken noodle)
Caesar Salad
House Salad
(bottles of oil and vinegar are placed on the table in addition to dressings)
Chicken Wings
Deep-fried Calamari
Garlic Bread with Cheese

Pastas:
Fettuccini Alfredo
Rotini with our homestyle tomato sauce
(tomatoes, mushrooms, sweet peppers & fresh basil)
Spaghetti with chicken and mushrooms in a creamy white wine sauce

Main Entrées
(all come with house salad and your choice of rice, baked potato or fries)
Barbequed Breast of Chicken
Veal Parmigiana
Fish of the Day, prepared to order

Beverages:
- Soft Drinks
- Coffee/Tea
- Milk (2%)

Desserts:
- Strawberry Cheesecake
- Tiramisu
- Fruit Sherbet
- Seasonal Fresh Fruit
Menu Analysis and Compliance with the Nutrition Standard:

Section A

A.1. Grain ✔
   - pasta (rotini)
   - rice

A.2. Veg & Fruit ✔
   - house salad
   - tomato sauce
   - baked potato
   - seasonal fresh fruit

A.3. Milk ✔

- 2% is offered

A.4. Meat Entrée ✔
   - barbequed chicken
   - fish, prepared to order

A.5. Dessert ✔
   - fruit sherbet
   - seasonal fresh fruit

A.6. Kid’s Menu

- N/A

Section B

Ensure that all applicable “on-request” items are available at no extra charge.

Is this an Eat Smart! menu?

Yes, this menu appears to meet all the applicable criteria for section A.

To meet the Vegetable and Fruit criterion, make sure...
- the house salad provides at least 1 cup of salad vegetables/serving.
- the serving of tomato sauce on the pasta entrée is at least 1/2 cup.
- the “seasonal fresh fruit” is available year-round.
- to check other potential vegetable/fruit sources if needed; the minestrone soup may qualify as a vegetable serving if at least 1/2 cup of vegetables are present in a serving and it is available daily.
Sample Lesson Plan Outline for Nutrition In-Service

Title Page
Your name
Job Title
Phone number
(optional: Date and Location)

Outline of Presentation
• Introduction to the Eat Smart! Nutrition Standard
• Procedure in the restaurant
• Section A: On the Menu
• Section B: Upon Request
• How to get help/Contacting the Nutritionist/Dietitian for clarification
• Sample Menus
• Q and A

Introduction: key points
• Purpose of nutrition standard and relevance to program goals.
• Discuss Canada’s Guidelines to Healthy Eating as the rationale for the details in the nutrition standard.
• Why there are two sections to the nutrition standard and the differences between them: On the Menu and Upon Request
• Restaurant must meet all applicable criteria. (if even one item is circled “no”, it does not meet the standard.

Procedure in the restaurant
• Restaurant operators should complete the nutrition standard forms prior to inspection
• Review the completed forms with restaurant operator
• Use background notes for the PHI to verify that food choices meet standard
• Contact Nutritionist/Dietitian for any clarifications

Section A: On the Menu
Criterion 1: Grains
• Applies to all restaurants
• Explanation of “at least 2 of the following...”
• How to use checklist on inspector version
• Exclusions

Criterion 2: Vegetables and Fruit
• Applies to all restaurants
• Explanation of “at least 4 choices of....”
• How to use checklist on inspector version
• Exclusions

Criteria 3, 4, 5 and 6
• Apply only if restaurant offers these types of foods.
• Provide examples where each criterion may not be applicable

Section B: Upon Request
• Emphasize “no additional cost”
Examples of Excluded Menu Items

<table>
<thead>
<tr>
<th>The following foods do not meet the criteria for On the Menu: A.1. Grain Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>croissant</td>
</tr>
<tr>
<td>danish</td>
</tr>
<tr>
<td>muffin</td>
</tr>
<tr>
<td>donut</td>
</tr>
<tr>
<td>sweet breads (banana, zucchini, etc.)</td>
</tr>
<tr>
<td>Pasta in cream sauce</td>
</tr>
<tr>
<td>Pasta in olive oil/pesto sauce</td>
</tr>
<tr>
<td>Pasta in cheese sauce</td>
</tr>
<tr>
<td>Macaroni &amp; cheese</td>
</tr>
<tr>
<td>Fried rice</td>
</tr>
<tr>
<td>Fried perogi</td>
</tr>
<tr>
<td>Fried samosas</td>
</tr>
<tr>
<td>Fried tortilla chips/shells</td>
</tr>
<tr>
<td>The following foods do not meet the criteria for On the Menu: A.2. Vegetables &amp; Fruit</td>
</tr>
<tr>
<td>cream-based vegetable soups</td>
</tr>
<tr>
<td>caesar salad</td>
</tr>
<tr>
<td>deep fried vegetables - including french fries</td>
</tr>
<tr>
<td>jam</td>
</tr>
<tr>
<td>fruit topping on desserts (e.g. strawberry cheesecake)</td>
</tr>
<tr>
<td>fried vegetarian patty/burger</td>
</tr>
<tr>
<td>vegetables in higher fat sauces</td>
</tr>
<tr>
<td>- cheese</td>
</tr>
<tr>
<td>- cream</td>
</tr>
<tr>
<td>- peanut</td>
</tr>
<tr>
<td>- coconut</td>
</tr>
<tr>
<td>garnish (parsley, pickles, etc.)</td>
</tr>
</tbody>
</table>
Nutrition Standard:
Background Notes for the Public Health Inspector

These nutrition criteria are based on Canada's Food Guide to Healthy Eating which emphasizes grain products, vegetables and fruit, and lower fat choices of milk products and meat and alternatives.

General Information
There are two sections to the nutrition standard, Sections A and B.

Section A (On the Menu) is a mandatory checklist of items that the restaurant must offer on its menu when applicable.

- Criteria A.1. and A.2. applies to all restaurants
- Criteria A.3., A.4., A.5., and A.6. must be met if the restaurant offers these types of food on its menu (milk, meat &/or alternative entrées, desserts, children's menu).

Section B (Upon Request) is based upon what a restaurant will provide to a customer upon request. It does not require that the listed items are on the menu, only a willingness to provide them at no additional charge. A restaurant must be willing and able to accommodate all the items listed, if applicable.

Use this information:
- as a learning tool during the nutrition in-service.
- as background information when conducting Eat Smart! nutrition assessments during inspections.

Restaurants have been given a simpler check-list of these items (see the Program Standards section). The information provided here will help you ensure that their check-list is completed correctly.

Refer to the Public Health Nutritionist/Dietitian if or when:
- there is a question about whether a menu item will meet a particular criterion
- there is a question about interpreting “not applicable”
- the restaurant does not have a printed menu and/or the menu changes daily. Menus for at least three days will need to be evaluated (particularly for meeting A.1. and A.2.)
- the restaurant is very specialized in some way and meets all the criteria except one. The Public Health Nutritionist/Dietitian may contact the restaurant and make suggestions to help them qualify.
Section A: ON THE MENU

The Restaurant Offers:

1. Grain Products from at least 2 of the following (excluding croissants, danishes, donuts, muffins, or banana bread-like products)

To qualify, restaurants must offer items from at least two of the choices below. Only one item from each choice is allowed.

Check (only one for each category)

a) Whole grain products:
   • Some examples of whole grain flours include: ____________________________
     - dark rye  - light rye  - cracked wheat
     - 100% whole wheat  - multi-grain

   • This includes whole-grain varieties of:
     - breads  - rolls  - bagels  - lower-fat muffins
     - roti shell  - pizza crust  - naan  - whole grain crackers
     - corn bread  - rye wafers  - pita  - English muffins

b) White Flour products

   • This includes:
     - breads  - rolls  - roti shell  - English muffins
     - pizza crust  - naan  - melba toast  - soft wheat tortilla
     - matzoh  - bagels  - pita  - lower-fat muffins
     - pancakes  - soft wheat tortilla  - baked tortilla  - chappati

c) Hot or cold cereal

   • This includes:
     - all commercial prepared cold cereals
     - hot cereals such as oatmeal, Cream of Wheat, Red River, cornmeal and congee

d) Pasta noodles, couscous or wraps made with dough
   (perogi, Chinese dumpling)

   • Pasta must be available with lower-fat sauces such as marinara, tomato or
     other vegetable-based sauces (Alfredo and other cream based sauces are higher-fat)
• Food with dough wraps must be available not fried (e.g. boiled perogi, steamed dumplings)

e) Rice, barley, baked tortillas, polenta, bulgur, millet, or other grain products

• Must be available prepared in a lower-fat way without added fat (steamed, boiled, baked - not fried).

Total Checks

More than 2   Yes   No

2. At least 4 choices of Vegetables and Fruit: (excluding deep fried vegetables, vegetables in cream/cheese/peanut/coconut sauce, Caesar salad and garnishes).

Restaurants must offer at least four choices from the list below. Only one item from each of (a), (b), (c), (d) and (e) may count. An unlimited number of items in (g) can count.

Check only one per choice except for (g)

a) Fruit (1 piece) or fruit salad (1/2 cup/125 mL minimum)

• Fruit can be fresh, canned or frozen

• Some examples:

  - fruit salad or cup
  - fresh strawberries
  - whole pieces of fruit

b) 100% fruit or vegetable juice (1/2 cup/4 oz./125 mL minimum)

• Certain beverages appear to be juices but are not. Be wary of drinks, punches, nectars, cranberry cocktail and “joose”. By law, only 100% fruit or vegetable juice can use that name.

• Some examples of juices:

  - orange juice
  - grapefruit juice
  - apple juice
  - tomato juice
  - vegetable cocktail (only if prepared with 100% vegetable juice)
c) **Leafy green salad (1 cup/250 mL minimum)**
   - Includes all lettuce based salads except Caesar. Caesar salad is a higher-fat item because of the dressing and toppings.
   - Some examples:
     - iceberg lettuce
     - romaine lettuce
     - Belgian endive
     - radicchio
     - escarole
     - watercress
     - arugula
     - loose leaf lettuce
     - green leaf lettuce
     - red leaf lettuce
     - Boston lettuce (butterhead or Bibb)

d) **Baked potato**
   - Available on request without higher-fat toppings such as butter, margarine or sour cream.

e) **Tomato sauce, e.g., on pasta (1/2 cup/125 mL minimum)**
   - One serving is 1/2 cup of tomatoes and/or other vegetables in a non-cream based sauce.

f) **Stir-fried vegetables (1/2 cup/125 mL minimum)**
   - Stir-fried or pan-fried vegetables are acceptable unless visibly oily.

g) **Other vegetables (1/2 cup/125 mL minimum).**
   - Please list (unlimited):
     - ________________________________
     - ________________________________

   - Other vegetable dishes not mentioned above with 1/2 cup of vegetables (including all types of beans) meet this standard.
   - Vegetables may be raw, steamed, boiled, baked, roasted, broiled or sautéed.
   - Deep fried vegetables and vegetables in cream, cheese, peanut or coconut sauce do not qualify.
• Some acceptable examples:
  - cucumber and tomato salad  -cooked vegetables
  - three bean salad          -vegetarian pizza toppings
  - broccoli, bean and cheese salad -vegetarian sandwich toppings
  - vegetable soup (not cream based and contains 1/2 cup veg. per serving)

Total Checks ___________________

More than 4     Yes       No

Note: Criteria #3, 4, 5 & 6. have a “not applicable” option (N/A). Circle N/A only if the restaurant does not serve these types of foods (milk, meat/alternative entrées, desserts, children’s menu).

3. Either 2%, 1% or skim milk, if milk is served  Yes  No  N/A
   • Chocolate milk (2%, 1% or skim) is acceptable.
   • Homogenized milk is higher in fat (3.5%) and is not acceptable.
   • Restaurants are exempt from this standard if milk is not
     normally served as a beverage. For example, if soy beverage is served
     instead of milk, circle not applicable.

4. At least one meat, fish, poultry or alternative prepared using a lower fat cooking method, if meat or alternatives are served as entrées.  Yes  No  N/A
   • Examples of lower fat cooking methods are: steaming, poaching,
     broiling, roasting, baking, barbecuing.
   • Breaded and fried foods do not meet this standard.
   • Examples of meat alternatives are: peas, beans, lentils, eggs
     and tofu/soybean curd.
   • Example of a restaurant menu not applicable to this criterion is a pizzeria
     that serves only pizzas. No other meat/alternative entrées are offered.
   • If unsure, ask the public health nutritionist/dietitian.
5. **At least one lower-fat dessert, if dessert is served.**  
   Yes  No  N/A  
   • Some examples include:  
     - fresh fruit  - fruit salad  - angel food cake  
     - gelatin  - sherbet  - lower fat frozen yogurt  
     - milk pudding  
   • Some restaurants have very limited options for dessert. The choice of a lower-fat option among the restaurant's dessert items must still be available.  
   • If there are no desserts listed on the menu, circle N/A (not applicable).  
   • If unsure, ask the public health nutritionist/dietitian.  

6. **Milk or 100% fruit juice with children’s meals,**  
   **if a children’s menu is offered.**  
   Yes  No  N/A  
   • If there are no “children’s meals” on the menu, circle N/A (not applicable).  
   • If unsure, ask the public health nutritionist/dietitian.
Section B: Upon Request

The Restaurant Provides at No Extra Cost to the Customer:

1. **Milk as an alternate to cream for tea or coffee.**
   - Yes  No  N/A
   - Table cream (18% M.F.) and half and half cream (10% M.F.) are higher in fat than milk.
   - Non-dairy creamers do not meet this standard.
   - All milks are acceptable: homo, 2%, 1% or skim.

2. **Gravies, sauces and salad dressings served on-the-side whenever possible.**
   - Yes  No  N/A
   - Gravies, sauces and salad dressings are often sources of fat. Serving them on the side gives consumers the option of using less.
   - Some dishes cannot be served with the sauce on the side, and are exempt from this criterion. (Examples: Caesar salad, potato salad, coleslaw, Fettuccine Alfredo, macaroni & cheese and casseroles).
   - Separate bottles of oil and vinegar at the table are considered “on the side”.

3. **A substitute for french fries if they are served as part of an entrée.**
   - Yes  No  N/A
   - The substitute could be baked potato, rice, vegetables or salad.
   - French fries are high in fat and have few vitamins. Substituting any of the above items for french fries would increase the nutritional value of the meal.

4. **Calorie-reduced or fat-free salad dressings, if salad is served.**
   - Yes  No  N/A
   - Commercially prepared salad dressings labeled with the words “calorie-reduced” or “fat-free” are acceptable.
   - Separate bottles of vinegar and oil available to customers can serve as low fat alternatives because the customer decides how much oil to use.
   - Lemon wedges are acceptable.
   - Homemade vinegar and oil salad dressing does not meet this standard unless the composition is known. Refer to the public health nutritionist/dietitian.
5. **Butter, margarine, sour cream or mayonnaise served on-the-side or not used on entrées, side dishes, vegetables or sandwiches.**
   - Yes  No  N/A
   - Customers can choose to use less or none at all to reduce total fat.

6. **Removal of visible fat from meat and skin from poultry before serving.**
   - Yes  No  N/A
   - Visible fat includes the solid fat that can be trimmed from steaks and chops as well as the liquid fat that can be drained after cooking.
   - Fat and skin can be removed after cooking.

7. **Information about recipe ingredients, whenever possible.**
   - Yes  No  N/A
   - Information about recipes will help consumers make healthier choices. For example, they will be able to ask about the type and amount of fat in a recipe, the use of milk or cream in soups/sauces or the portion sizes of ingredients, such as meat.
   - This criterion is not meant to replace specific knowledge and information available in restaurants participating in *Allergy Aware* which helps consumers choose allergen-safe foods to eat.
   - A restaurant is exempt from this criterion in the case of trade secrets.

8. **A “menu for smaller appetites” and/or serve half-size portions of regular menu items.**
   - Yes  No  N/A
   - This criterion will help consumers choose portion sizes that are closer to portion sizes described in *Canada’s Food Guide to Healthy Eating*. It is intended to allow consumers to choose smaller portions of meat and alternatives.
   - Half-size portions do not have to be specified on the menu, but are available on request.

9. **Vegetable sticks, salad, potato or rice instead of french fries in a child’s meal.**
   - Yes  No  N/A
   - By substituting any of the above items for french fries, the nutritional value of the meal would increase.
1. Background Notes for Instructor
   - Steps to a successful in-service
   - Food safety certification training
   - Definition of food safety certification
   - Validity of food safety certification
   - Proof of certification

2. Food Safety Standard
   General Notes:
   a. Compliance with Ontario Food Premises Regulation 562/90
   b. Food Handler Certification

3. Instructor Copy of Food Safety Standard

4. Common Questions

5. Inspector Copy of Food Safety Standard
Food Safety In-Service:

Background Notes for Instructor

The program requires Eat Smart! restaurants to have a track record of safe food handling practices and at least one full-time kitchen employee certified in safe food handling by Public Health. Inspectors will be visiting restaurants to ensure that the food safety standard is met.

You will be providing an important role in helping the inspectors understand and apply the food safety standard. As the lead inspector, you will answer any questions other inspectors may have and ensure that food handler training is offered when the program is promoted to local restaurants. Timing is important as restaurants may need to get staff certified in safe food handling by Public Health to be eligible for any planned Eat Smart! restaurant recognition event.

We have put together two sets of background information, one for you and one for the inspectors. Use these to help prepare for your lesson.

Steps to a successful in-service:

1. Read over the food safety in-service background notes for instructor and background notes for inspectors.
2. Identify possible questions that inspectors may have.
3. Seek out answers to questions for which you need clarification.
4. Prepare a lesson plan for the in-service.
5. Photocopy the inspector version of the food safety standard for participants.

Food Safety Certification Training:

1. Set training dates that are well in advance of the closing date/restaurant recognition event.
2. Ensure that there are instructors for these dates.
3. Set exam dates for certification.
4. Draft a list of acceptable alternatives to the training provided by public health.

Definition of Food Safety Certification

Food Safety Training Certificate means:

(a) the National Sanitation Training Program Certificate, or
(b) the FOODSAFE training certificate, basic level or higher, or
(c) the ServSafe® Serving Safe Food Certificate, or
(d) any Food Safety Training Certificate issued by an Ontario Board of Health, or
(e) a Food Safety Training Certificate that the Medical Officer of Health or Ministry of Health considers
equivalent to the Food Safety Training Certificate referred to in (a), (b), (c) or (d). For example, a community college might offer an equivalent course in your region.

Validity of Food Safety Certification
A Food Safety Certificate is valid for a period of five years from the date of issue. Any certification older than five years from the date of the Eat Smart! assessment inspection is not valid and does not meet the requirement for the Eat Smart! Food Safety Standard.

Proof of Certification
The holder of a Food Safety Training Certificate must either: (a) show the valid certificate to the PHI when the Eat Smart! assessment is being completed or (b) forward a photocopy of the valid certificate to the PHI.

Rationale and Interpretation of the Food Safety Standard
These standards have been designed to emphasize that food safety must be demonstrated and maintained at all times, not only at the time the Eat Smart! certificate is awarded.

Compliance with the Ontario Food Premises Regulation 562/90 is required. Please note that a restaurant which has received a closure or conviction under the Health Protection and Promotion Act 1990 and the Ontario Food Premises Regulation 562/90 within the 12 months prior to the inspection will not qualify for the Eat Smart! program.

General Notes:

Compliance with Ontario Food Premises Regulation 562/90
- on the date of inspection
- history of compliance for twelve months prior to inspection date.

Eat Smart! recognizes that it is difficult for a restaurant to be 100% compliant with the regulations at all times.

A realistic approach is to prioritize points of the Ontario Food Premises Regulation 562/90 and to support restaurants to meet the standard. For example, if a restaurant is in minor non-compliance with non-critical items, the inspector could offer two options:

- let the restaurant operator fix it during the inspection (if possible)
- set a re-inspection date (we suggest no longer than two weeks after the initial inspection).

Food Handler Certification
Participating restaurants must have a minimum of one full-time kitchen employee certified in safe food handling by the Public Health Unit. Acceptable alternative training programs are listed but there may be more training programs in your community that are equivalent and meet the requirements of the Food Handler Training Protocol (Ministry of
Health, January 1998). Decide which certifications are acceptable and make sure these are communicated to the restaurants.

For example, consideration may be given to individuals who have completed the Servsafe®, FoodSafe, or National Sanitation Training Programs. Those with acceptable alternative training only need to be provided with information on the role of the local Public Health Unit to meet the requirements of the Food Handler Training Protocol.

Consider offering an alternative to a training course to improve access such as a self-study work book. Employees would only need to write the exam to be certified.

Since it is mandatory for public health to provide food handler training, the inspection period for Eat Smart! is a good time to promote and schedule the courses. Restaurant operators may need to send an employee for certification in order to qualify for Eat Smart! Specific dates for food handler training and the challenge exam should be set and included in the information package telling restaurants about Eat Smart! There should be enough dates and flexibility with time to allow restaurant employees to attend.

Eat Smart! Ontario’s Healthy Restaurant Program Food Safety Standard: Instructor Copy

The Restaurant:

1. Complies with the Ontario Food Premises Regulation 562/90 on the date of inspection.
   - We recognize that no restaurant will be 100% in compliance, all the time. During an inspection, minor non-compliance(s) with non-critical item(s) in the Ontario Food Premises Regulation 562/90 may arise.

   Examples of minor non-compliance of non-critical items:
   - minor cleaning (e.g., grease on vents or stove-tops)
   - re-filling sanitary items in public washrooms (e.g., soap dispensers, paper towels)
   - minor repairs (e.g., replacing one floor or ceiling tile)
   - need to remove a piece of equipment that is no longer in use

   • Eat Smart! wants to take a supportive approach and help restaurants qualify.
   • For minor non-compliance(s) that can be fixed during the inspection (e.g., re-filling soap dispensers, paper towels), restaurateurs must be willing to comply on the spot.
• For minor non-compliance that cannot be fixed during the inspection (e.g., maintenance issues such as replacing a floor/ceiling tile), set a re-inspection date to ensure that the restaurant has made the changes to comply with the regulations. Set the date no more than two weeks after the initial visit.

By complying with this procedure, the restaurant is still eligible to meet this component of the food safety standard.

2. **Has a history of compliance with the Ontario Food Premises Regulation 562/90 for a minimum of twelve months prior to the inspection date.**
   • Inspectors must review public health files to ensure potential Eat Smart! restaurants have no history of non-compliance during the twelve months prior to the inspection.
   • Consider short-listing the restaurants you approach to participate by only including those with a good track record.
   • New establishments will be eligible for the Eat Smart! program. By helping and encouraging new restaurants to meet the food safety standard, a high level of practice would be established from the start.

3. **Has not been convicted of an offence for non-compliance with the Food Premises Regulation 562/90 during the past twelve months.**
   • Inspectors must review public health files to ensure that restaurants have not been convicted of an offence for non-compliance with the Food Premises Regulation 562/90 during the past twelve months.

4. **Has not been confirmed as the source of food-borne illness during the past twelve months.**
   • This criterion recognizes that a food-borne illness may have originated from the supplier and therefore out of the restaurant’s control.
   • In cases where the restaurant is clearly the negligent party (e.g. unsafe food handling practices), the restaurant would not qualify for the Eat Smart! program.
   • Inspectors must review public health files to ensure that restaurants have not been confirmed as the source of food-borne illness during the twelve months prior to the inspection.

5. **Has a minimum of one full-time kitchen employee certified in safe food handling by the Public Health Unit (as per the Food Handler Training Protocol, January 1, 1998).**
   • By the time you are explaining this criterion to your inspectors, dates of food handler certification training and examinations should be planned. Allow for flexibility in dates and time.
   • Inspectors must request the name of the employee who is certified and ask to see the certificate. If it is not possible to see the certificate on the spot, the restaurant operator must arrange to send a copy to the inspector at a later date.
• Inspectors must bring copies of the training schedule and information about other training methods offered (e.g., self-study) on their inspections. If a restaurant has met all other criteria except this one, inspectors should encourage the restaurateur to send at least one employee to become certified and leave a copy of the schedule.

• Your health unit should decide which training alternatives will be recognized instead of the training you offer. This may include certification from other health units or training from courses acknowledged by the Ministry of Health (e.g., ServSafe®, Food Safe, National Sanitation Training Program). If employees are certified from an acceptable outside source, provide restaurant operators with information on the role of the local health unit for their employees.

6. Consents to the sharing of its most recent inspection report with customers through the Public Health Unit upon request.

*can be shared on-site at restaurant if operator prefers.

• Consumers who request to see the latest inspection report of an Eat Smart! restaurant would be able to do so through the public health unit.

• Consultation with restaurateurs revealed that it could be a burden to show the inspection report on demand at the restaurant during busy periods. Restaurants do have the choice to show the report if they wish. If this is the case, inspectors must give a copy of the final report to the restaurateur.

• Develop a special file in the inspection division to have easy access to Eat Smart! restaurant reports. This would allow for a quick response (since restaurant operators will give prior consent to sharing their report). Inform all inspectors of this procedure.

Common Questions Asked by Inspectors

I cannot decide if a non-compliance is considered minor or not. What should I do?

If you cannot decide whether a non-compliance is minor and this is the deciding factor for whether the restaurant receives an Eat Smart! certificate, talk to me, the food-safety lead. Some situations are unique and may need discussion. Generally though, if the restaurant can fix the non-critical problem within a week it may be eligible to meet the standard.

What if there are too many non-compliance issues? Should I re-inspect within the week to see if changes have been made?

If the changes are minor, it is still worth re-inspecting as soon as possible. We want to support restaurants in becoming Eat Smart! restaurants. If the changes are major or there are many maintenance issues, this restaurant may have inconsistent safe food handling practices. A restaurant with several non-compliance issues would need to be assessed on an individual basis to determine whether it should be promoted as an Eat Smart! restaurant for this year. Refer to previous
inspection reports and assess its track record. An inconsistent track record means the restaurant does not meet the standard.

If a re-inspection is not possible due to long distances in some regions, your local Eat Smart! committee can determine an acceptable solution, such as a signed contract by the operator that they will make the change or a local Eat Smart! representative who can monitor the change for the PHI.

I’m very busy. Do I need to perform the re-inspection or can I trust that the restaurant has made the necessary changes?

If a restaurant needs to make changes that cannot be made on the spot and they want to become an Eat Smart! restaurant, a re-inspection MUST occur whenever possible. Eat Smart! will be promoting these restaurants as having a track record in safe food handling. To ensure that a potential restaurant can qualify, a re-inspection is necessary.

What about new establishments? They do not have a history of safe food handling practices. Can they still apply to be an Eat Smart! restaurant?

Yes. To encourage restaurants to have and maintain safe food handling and sanitary practices at all times, new establishments will be considered. New establishments would have even more incentive to be compliant with the Ontario Food Premises Regulation from the start. They must (as with all restaurants) pass the standard inspection to meet the food safety requirement.

If a restaurant has recently lost its certified food handler and they cannot send a employee to get certified immediately, are they disqualified, even though they can meet all the other standards?

No. If a restaurant reports this to public health, flexible options can be offered to maintain Eat Smart! status. For example, allow a grace period of one month for a new staff member to become certified or provide self-study materials to the restaurant to increase access to the training information. Alternatively, consider removing the restaurant’s name from any new promotional materials and encourage them to certify another staff member for the following year.

What if an applicant has been certified in safe food handling by another Public Health Unit?

Public health certification may not be standardized at this point in time. Some health units may offer training that is not yet at the standard of certification as per the Food Handler Training Protocol (Ministry of Health, 1998). Consider making a list of public health certification training courses that are acceptable or contact the health unit in question.

What if an Eat Smart! restaurant is convicted of an offence for non-compliance or is confirmed as the source of food-borne illness?

This restaurant no longer meets the food safety standard and must be removed from any future promotional activities and materials. Remove the certificate and decal from the
restaurant and contact the provincial representative to have the restaurant removed from the Eat Smart! web-site.

What if a restaurant changes ownership after receiving the Eat Smart! Award?

A new owner means a new establishment and therefore must be assessed to meet the standards for Eat Smart! When you learn about a change in ownership of an Eat Smart! restaurant, remove any remaining Eat Smart! materials such as the door decal and Award of Excellence that were awarded to the former premises. It is a prime time to inform the new owner of the program, the requirements to participate and encourage him/her to apply.

Inspector Copy of Food Safety Standard

Food safety standards must be demonstrated and maintained at all times, not only at the time the Eat Smart! Award is given.

Compliance with the Ontario Food Premises Regulation 562/90 is required. Please note that a restaurant which has received a closure or conviction under the Health Protection and Promotion Act 1990 and the Ontario Food Premises Regulation 562/90 within the 12 months prior to the inspection will not qualify for the award.

Food handlers must be knowledgeable in the care and handling of food. Participating restaurants must have a minimum of one full-time kitchen employee certified in safe food handling by a training program recognized by the Public Health Unit.
The Restaurant:

1. Complies with the Ontario Food Premises Regulation 562/90 on the date of inspection.  
   • If the restaurant is in minor non-compliance of a non-critical item, have the operator make the necessary changes during the inspection (if possible) or set a re-inspection date (no longer than two weeks after the initial visit).

   YES  NO

2. Has a history of compliance with the Ontario Food Premises Regulation 562/90 for a minimum of twelve months prior to the inspection date.  
   • Check restaurant file for compliance history.
   • New restaurants with no inspection history are eligible.

   YES  NO

3. Has not been convicted of an offence for non-compliance with the Food Premises Regulation 562/90 during past twelve months.  
   • Check restaurant file for any past conviction during past twelve months.

   YES  NO

4. Has not been confirmed as the source of food-borne illness during the past twelve months.  
   • Check restaurant file to ensure restaurant has not been confirmed as the source of food-borne illness during past twelve months. A restaurant may have been associated with a food-borne illness, but the supplier may have been the cause.

   YES  NO

5. Has a minimum of one full-time kitchen employee certified in safe food handling by the Public Health Unit or equivalent recognized course (as per the Food Handler Training Protocol, January 1, 1998).  
   • Ask for name of the certified employee and to see a copy of the certificate.
   • Check that the date of the certificate is within 5 years.

   Name__________________________________________

   Date Certified ________________________________
6. **Consents to the sharing of its most recent inspection report with customers through the Public Health Unit/Department upon request.**

*can be shared on-site at restaurant if operator prefers.*

- If a restaurant meets all the criteria of the food safety standard, ask if they would like to share the inspection report with customers on site.
  If so, give a copy to the restaurateur.
Non-smoking Standard In-service:

1. Background notes for instructor
   - Steps to a successful in-service
   - Instructor copy of Non-smoking Standard
   - Common questions

2. Example of standard for Anytown, Ontario

3. Inspector copy of Non-smoking Standard
Non-Smoking Standard In-Service

Background Notes for Instructor

The program requires Eat Smart! restaurants to have non-smoking seating that exceeds local by-laws. Inspectors will be visiting restaurants to ensure that the non-smoking seating standard is met.

As an expert in tobacco by-laws and/or tobacco use prevention, you have an important role in helping the inspectors interpret and apply the non-smoking seating standard. Identify which criteria are applicable to your community and be prepared to answer any questions they may have.

Steps to a successful in-service:
1. Familiarize yourself with all relevant details of your region’s smoking by-laws for restaurants (if applicable).
2. Review the background notes for instructor and the non-smoking seating standard for inspectors.
3. For each community in your region, identify which category of non-smoking seating applies (A, B, C or D).
4. Identify possible questions that inspectors may have.
5. Prepare a lesson plan for in-service.
6. Photocopy the inspector version of the non-smoking seating standard and the example standard (located at the end of this section) for participants.

Non-Smoking Seating Standard: Instructor Version

General points:

- Since non-smoking seating by-laws for restaurants vary from 0-100% in communities across the province, we had to make the standard flexible enough for all communities to participate.
- For #1., identify which statement, (A, B, C or D), applies to each of the communities in your region.
- For clarity, re-type the inspector version of the standard to only include the criterion that fits each community. An example is provided as a guide (see the sample standard attached).
- Recognizing restaurants for being 100% smoke-free is not part of the non-smoking seating standard. However, we strongly recommend some form of recognition of any restaurant in your community that provides 100% smoke-free seating. An easy way to recognize these restaurants is to use the smoke-free symbol whenever applicable in your local Eat Smart! dining guide.

Criteria

1. Participating restaurants must meet one of the following four criteria (A, B, C, or D), depending upon local by-laws.
   - Identify which criteria apply to each of the communities in your region. The rationale for each has been provided. You may need a different standard
printed for each community. This will help reduce confusion and ensure the standard is maintained consistently.

(A) For those communities with a by-law requiring restaurants to provide up to 75% non-smoking seating:

The restaurant provides a minimum of 15% more non-smoking seating than the by-law requires (or 50% non-smoking seating, whichever is greater).

- You may wish to state the final percentage of non-smoking seating required. For example, if your community has a by-law requiring restaurants to provide 50% non-smoking seating, Eat Smart! restaurants in the community must provide at least 65% non-smoking seating.

(B) For those communities with a by-law requiring 80% - 90% non-smoking seating in restaurants:

The restaurant provides a minimum of 90% non-smoking seating.

- For communities that have stringent non-smoking seating by-laws (80-90%), asking for 15% more non-smoking seats requires the restaurant to be 95-100% smoke-free. This is not a practical request. It was recommended that 90% non-smoking seating be the requirement for communities with such stringent laws.

(C) For those communities with no by-law:

The restaurant provides a minimum of 50% non-smoking seating.

- Consultation with communities with no by-law revealed that 50% was an appropriate level to expect and the highest level acceptable for year 1 of the program. It is the intent of Eat Smart! to re-visit this requirement and possibly make it more stringent as years progress.

OR

(D) The restaurant’s smoking area is a separately enclosed and separately ventilated area, comprising not more than 25% of the total seating in the establishment.

- This criterion reflects communities with unique by-laws recognizing separately enclosed and ventilated areas for smoking seating in their restaurants. Although separate enclosures and ventilation are not ideal, they are a significant investment by a restaurateur who is abiding by the local by-law which is designed to protect the health of customers.

2. In addition, the smoking area:

A) is one contiguous area (connected without a break)
B) is not located in the centre of the establishment

- To protect the health of non-smoking patrons, the smoking area should be in places the non-smoking patrons do not need to pass through. The smoking area should also be in a contiguous area. Make sure that the smoking area...
is located in one area in the restaurant and not spread throughout.

3. A sign indicating that smoking is not permitted except in the designated smoking area is posted at each entrance (or signs are posted according to local by-law).
   • Check your local by-laws regarding sign requirements to word this criterion appropriately.

4. The establishment has a policy of asking customers if they wish to be seated in the smoking or non-smoking area.
   • If the restaurant has customers seat themselves, the non-smoking seating area must be indicated in some way to ensure the customer always has a choice.

Common Questions:

Shouldn’t a health promoting program require restaurants to be 100% smoke-free?
Smoking by-laws vary from 0% to 100% smoke-free in communities across Ontario. The non-smoking seating standard was designed to allow participation by restaurants from across the province.

We will be acknowledging restaurants that do provide 100% smoke-free environments. (If your health unit includes this component, inform inspectors of this procedure.)

Please be aware that Eat Smart! intends to make the non-smoking seating standard more stringent as the program grows.

Our by-laws are expected to change in the near future - are there any exceptions to these rules for regions undergoing by-law revisions?
Contact the program coordinator if this is an issue in your region. Certain exceptions may apply.
For example, the new City of Toronto which amalgamated from six former municipalities did not have a new amalgamated by-law at the time that they launched this program. The political climate and the plea from the restaurateurs was to have a uniform by-law. Having a uniform by-law was seen as the most significant issue (as opposed to the actual level of non-smoking seating). A temporary exception was made to accommodate this unique situation.
Eat Smart! Ontario’s Healthy Restaurant Program

NON-SMOKING SEATING STANDARD

Community: Anytown, Ontario

By-law: 65% non-smoking seating

1. Your restaurant provides a minimum of 80% non-smoking seating. (Circle one) YES NO

2. In addition, the smoking area:
   - is one contiguous area (connected without a break) YES NO
   - is not located in the centre of the establishment YES NO

3. A sign indicating that smoking is not permitted except in the designated smoking area is posted at each entrance (or signs are posted according to local by-law). YES NO

4. The establishment has a policy of asking customers if they wish to be seated in the smoking or non-smoking area. YES NO

Additional Component (not mandatory - for promotional purposes only)

Restaurant is 100% smoke-free YES NO

Inform operator about the extra promotion given to 100% smoke-free restaurants in your community
Non-Smoking Seating Standard: Inspector Version

1. Participating restaurants must meet one of the following four criteria (A, B, C, or D), depending upon local by-laws.

   The restaurant must meet the requirement in statement _____ to be eligible to participate.

   (A) For those communities with a by-law requiring restaurants to provide up to 75% non-smoking seating:
       The restaurant provides a minimum of 15% more non-smoking seating than the by-law requires (or 50% non-smoking seating, whichever is greater).
       The restaurant must provide at least ____% non-smoking seating.
       (Circle one) YES  NO

   OR

   (B) For those communities with a by-law requiring 80% - 90% non-smoking seating in restaurants:
       The restaurant provides a minimum of 90% non-smoking seating.

       YES  NO

   OR

   (C) For those communities with no by-law:
       The restaurant provides a minimum of 50% non-smoking seating.

       YES  NO

   OR

   (D) The restaurant's smoking area is a separately enclosed and separately ventilated area, comprising not more than 25% of the total seating in the establishment.

       YES  NO

2. In addition, the smoking area:

   A) is one contiguous area (connected without a break);          YES  NO
   and B) is not located in the centre of the establishment            YES  NO

   • Look at the smoking area. Check that the smoking area
     meets the above requirements.
3. A sign indicating that smoking is not permitted except in the designated smoking area is posted at each entrance (or signs are posted according to local by-law).
   • Check that the appropriate signs are in place.

4. The establishment has a policy of asking customers if they wish to be seated in the smoking or non-smoking area.

Additional Component (not mandatory - for promotional purposes only)

Restaurant is 100% smoke-free

Inform operator about the extra promotion given to 100% smoke-free restaurants in your community
Contents

1. Consistent Materials, Messages & Activities to Increase Recognition

2. Use of Identifiers
   - Eat Smart! Logo
   - Eat Smart! Partner Logos
   - Incorporating your local identifiers

3. Use of Materials
   - Award of Excellence Certificates
   - Door Decals
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   - Restaurant Pamphlets
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   - Print advertisements
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   - Banner
   - Display
   - Media Release
   - Local Dining Guide

4. Eat Smart! Logo Guidelines
   - Introduction
   - The Elements
   - Incorrect Logo Treatment
   - Logo Reproduction Art

5. Camera-ready Artwork

6. Sample Media Release

7. Sample Program Budget
Eat Smart! Materials

To participate in Eat Smart!, consumers and restaurant operators must first be aware of its existence. Promoting Eat Smart! is crucial to the ongoing success of the program. Promotional materials and activities will be targeted to two groups: the eating out consumer and restaurants.

Consistent Materials, Messages and Activities to Increase Recognition

One of the benefits of Eat Smart! is the ability to promote the program on a province-wide basis. With some local restaurant programs in the past, scarce resources left little funding for effective and ongoing promotion. With communities across Ontario promoting the Eat Smart! name, logo and messages, consumers are more likely to recognize the name and logo and understand its meaning. Provincial sponsorship activities may facilitate even more promotional activities using television, radio and newspapers.

To ensure that consumers receive a consistent message and to enhance the probability of logo recognition, it is important to have consistent materials, messages and activities. This section describes some of the materials that Eat Smart! will be providing and the protocols for their use. All communities participating in Eat Smart! must follow these protocols.

Use of Identifiers

Eat Smart! Logo

- Provided on CD as well as in a camera-ready format.
- Information on logo colour breakdown and font specifications provided.
- Please note that there is a minimum size for using the Eat Smart! logo.
- Use the logo on all local materials including the dining guide, print advertisements and letterhead for correspondence.

Eat Smart! Partner Logos

- Eat Smart! has two provincial partners: Heart and Stroke Foundation of Ontario (HSFO) and Canadian Cancer Society, Ontario Division (CCS).
- All materials that use the Eat Smart! logo must be accompanied with the logos of the two partners. We have provided copies of their logos for your use.
- The Canadian Cancer Society (CCS) and the Heart & Stroke Foundation of Ontario (HSFO) also have guidelines for the correct use of their logos. All materials developed with their logos must be approved by the area manager or equivalent for both CCS and HSFO before they are produced. Including the area representative on your working group from the beginning is one way to facilitate this approval. If you do not
have a local contact for either of the organizations, all proposed materials must be approved through the CCS and HSFO head offices. Send materials to the Eat Smart! Coordinator to facilitate this process.

**Incorporating Your Local Identifiers**

- Incorporate your local identifier along with those of Eat Smart!, HSFO & CCS in any materials your produce locally.
- Local identifiers can also be added to the following provincially-produced materials: Award of Excellence certificates for restaurants, promotional pamphlet for restaurants and consumer information cards.
- Local identifiers cannot be added to the door decals for restaurants.

**Use of Materials**

**Award of Excellence Certificates**

- Copies of the Eat Smart! Award of Excellence certificates have been provided.
- There is space to add the name and address of the restaurant, local logos, the date and official signature. For restaurants that have more than one location, it is imperative to include the address as not every location may qualify.
- Your budget will determine how you present the certificates. If budget permits, consider framing the certificates for all winners to encourage immediate display in their restaurants.

- Encourage operators to display the certificate in an area that is highly visible to customers.
- Certificates for Eat Smart! restaurants must be dated and presented to current recipients on an annual basis.
- If there is a year that the restaurant does not qualify and they refuse to take down the certificate, Public Health Inspectors have the right to remove the certificates. Certificates are the property of Eat Smart!

**Door Decals**

- Door decals will be provided by Eat Smart!
- These decals will be identical across Ontario and cannot be adjusted to include local identifiers.
- Encourage restaurant winners to display the decal in a highly visible area such as the door or front window.
- Local promotional activities to consumers could include a contest in which consumers must "spot the decal" to win a gift certificate to an Eat Smart! restaurant.

**Consumer Cards**

- These bookmark-style information cards promote the Eat Smart! Program and inform consumers about the three standards.
- There is space on the card to include local contact information for your health unit and it also encourages consumers to nominate a favourite restaurant to the program.
• Ideas for distribution: with other health unit materials when consumers call for related information, through local partner agencies or at community events.

Restaurant Pamphlets
• Pamphlets promoting the advantages of becoming an Eat Smart! restaurant will be produced for each community.
• This pamphlet can be used through PHIs, volunteers or others as they talk to restaurants about joining the program.

Radio public service announcement
• Each community implementing Eat Smart! will receive 1 copy of a professionally-produced radio public service announcement to promote the program on local radio stations.

Print Advertisements
• Camera-ready advertisements for use locally in newspapers or other publications will be provided.

Artwork for Outdoor Advertising
• Eat Smart! will provide artwork to communities wishing to promote the program through billboards or transit shelter advertisements.

HeartSmart™ Minute: television vignette
• 60-second television public service announcement produced by CTV in conjunction with the Heart & Stroke Foundation of Ontario, local Heart Health groups and Eat Smart! Ontario’s Healthy Restaurant Program.
• Promotes the Eat Smart! name and logo and encourages consumers to visit Eat Smart! restaurants.
• Target group: adult women.
• Each local heart health group will receive a copy of this vignette to promote the program on local cable stations.

Banner
• A large 4 foot x 20 foot banner promoting the Eat Smart! name and logo in both English and French can be borrowed for local events.

Eat Smart! Display
• A professionally developed, easy to assemble display promoting the Eat Smart! name and logo in both English and French is available to borrow.
• Approximate dimensions: 10 feet wide x 7 feet tall.

Media Release
• A single-page media release is provided in English and French which can be adapted to your local market and used in conjunction with a local launch of the Eat Smart! program.
• The Eat Smart! logo (also provided with this manual) should be included on all media releases relating to the program.

Local Dining Guide

• Your local listing of Eat Smart! restaurants will be designed and produced by your working group.

• It may be as simple as a sheet of paper or small bookmark or as complex as a fold-out map or booklet.

• The only requirements are that it contain the official logos: Eat Smart!, HSFO, CCS and your local identifiers.

• Include a description of the standards restaurants must meet to be awarded Eat Smart! status.
Eat Smart! Logo Guidelines

Introduction

Eat Smart! instantly communicates dining choice with an obvious and fun representation of healthy food and the educational aspect of the program. The strong visual image is a heart-shaped apple reversed out in a solid red square. A bright green leaf appears on the stem. This happy image reflects the key elements of the program.

The Eat Smart! typeface, Poetica Chancery 1 is a lighthearted, script font, while the slogan typeface, Garamond Narrow, is a more formal serif font.

The following guidelines are to assist you in reproducing the logo properly. It is crucial that these guidelines be strictly adhered to in order to maintain consistency in all applications.

COLOUR BREAKDOWN

GREEN PMS 347
RED PMS 186
BLACK
FONT: POETICA CHANCERY 1
RED PMS 186
BLACK
FONT: GARAMOND NARROW

MINIMUM SIZE REQUIREMENT

MINIMUM SIZE 1” IN HEIGHT

Ontario’s Healthy Restaurant Program

Eat Smart!
Ontario’s Healthy Restaurant Program
The Elements

Colours
The following colour combinations can be used:

a) one colour - all 100% black
b) one colour - 100% black square, text and underline, 50% black leaf
c) two colours - 100% red square and underline, 50% black leaf, 100% black text
d) three colours - 100% red square and underline, 100% green leaf, 100% black text

Symbol
The apple/heart image consists of a red square, reversed white apple/heart and green leaf. The square shape should always appear as a perfect square with all four sides equal. The green leaf must always touch the stem and be of the exact size shown in relation to the square.

Program Name
Eat Smart! always appears with an exclamation mark, even when referring to it in text. Always maintain the proper size and position between the logo and name. Always use the font Poetica Chancery 1 which is supplied on disk.

Underline
The underline can appear in red with the three colour application or black with one and two colour applications. The line should always appear with rounded ends, not square ends.

Sub-head
The sub-head should always appear in black and always in Garamond Narrow. The font is supplied on disk.
Incorrect logo treatment

Incorrect treatment of program name
The image shown here is incorrect with the Eat Smart! name appearing on one line.

Incorrect position of apple/heart symbol
The apple/heart image should not be moved or re-sized in relation to the other elements.

Incorrect size of sub-head
The sub-head – Ontario’s Healthy Restaurant Program, should not appear larger or smaller than the original design.

Incorrect underline
The underline should always have round ends not square as shown.
Eat Smart! logo for black and white reproduction
For best reproduction use digital file on disk supplied whenever possible. Clip out logos below and use as original art. Do not enlarge. Smallest size logo shown is minimum size allowed.

À votre santé! logo pour reproduction en noir et blanc
Pour une reproduction optimale, utiliser le fichier numérique sur la disquette fournie lorsque c’est possible. Coupez les logos ci-dessous et les utiliser comme images originales. Ne pas agrandir. Le plus petit logo illustré représente la taille minimale permise.
Eat Smart! colour separation art for three colour reproduction
For best reproduction use digital file on disk supplied whenever possible. Clip out logos below and use as original art. Do not enlarge.

À votre santé! séparation des couleurs pour reproduction en trois couleurs
Pour une reproduction optimale, utiliser le fichier numérique sur la disquette fournie lorsque c’est possible. Couper les logos ci-dessous et les utiliser comme images originales. Ne pas agrandir.

100% black

100% red, PMS 186

100% green, PMS 347

100 % noir

100 % rouge, PMS 186

100 % vert, PMS 347
One and two colour reproduction art of non-smoking and wheelchair access symbols
For best reproduction use digital file on disk supplied whenever possible. Clip out logos below and use as original art. Do not enlarge.

Reproduction monochrome et deux couleurs des symboles «défense de fumer» et «accès en fauteuil roulant»
Pour une reproduction optimale, utiliser le fichier numérique sur la disquette fournie lorsque c’est possible. Découper les logos ci-dessous et les utiliser comme images originales. Ne pas agrandir.
Reproduction logos for Heart and Stroke Foundation and Cancer Society
For best reproduction use digital file on disk supplied whenever possible. Clip out logos below and use as original art. Do not enlarge.

Logos à reproduire de la Fondation des maladies du coeur de l'Ontario et de la Société canadienne du cancer
Pour une reproduction optimale, utiliser le fichier numérique sur la disquette fournie lorsque c'est possible. Couper les logos ci-dessous et les utiliser comme images originales. Ne pas agrandir.
Advertising Materials

Billboard

Eating out tonight?
Look for the Eat Smart! symbol.

Transit Shelter
Eating out tonight?
Make a smart choice.

Your Public Health unit and community partners are pleased to introduce “Eat Smart!” Ontario’s Healthy Restaurant Program.

Wherever you eat out in Ontario, look for the Eat Smart! symbol and you will find a restaurant that offers you:

- a variety of healthier food choices
- safe food handling standards
- more non-smoking seating

If you want good health, great taste and convenience when you dine out, then look for an Eat Smart! restaurant.

To find the Eat Smart! restaurant in your community, contact your Public Health unit or visit our website at www.eatsmart.web.net.

Eating out tonight?
Make a smart choice.

For healthy food choices, food safety and more non-smoking seating look for an Eat Smart! restaurant. Contact your local Public Health unit or visit our website at www.eatsmart.web.net.

Eating out tonight?
Make a smart choice.

For healthy food choices, food safety and more non-smoking seating look for an Eat Smart! restaurant. Contact your local Public Health unit or visit our website at www.eatsmart.web.net.
Sample Media Release

When you are ready to launch the Eat Smart! Program in your community, the following sample media release can be tailored to your local market. Simply make the changes where indicated before printing on your own letterhead for distribution. For impact and consistency, the Eat Smart! Logo should be added where space permits.

For immediate release

(Your Community/Region) is Eating Smarter!

Eat Smart! Ontario’s Healthy Restaurant Program has arrived in (your community/region) and is being officially launched on (date, time) at (place). Eat Smart! is a program designed to encourage healthier dining in restaurants across Ontario.

Partners of the Eat Smart! Program in (your community/region) include (your Public Health Unit, Heart Health Group), the Heart and Stroke Foundation of Ontario and the Canadian Cancer Society. Under the program, restaurants will be awarded an Eat Smart! designation by meeting high standards in the following three areas: having a variety of healthier food choices on the menu and by request, having kitchen staff certified in safe food handling and providing more non-smoking seating than is required by municipal by-law.

In conjunction with the launch of the program in (your community/region), we are pleased to announce the following restaurants have already been confirmed as Eat Smart! restaurants. They will be presented with Eat Smart! Certificates at the launch event on (date). They include:

(list restaurants)

Eat Smart! Ontario’s Healthy Restaurant Program will continue to expand across the province as more Health Units and restaurants become involved. An Ontario-wide launch is scheduled for the spring of 2000 after which province-wide promotion of the program is expected to begin.

For more information, please contact: (local contact name and phone number)
## BUDGET - Year 1

### Provided by Eat Smart!
- Restaurant promotional pamphlets
- Consumer information cards
- Award of Excellence Certificates
- Door Decals
- Radio public service announcement
- Television vignette
- Logo
- Camera-ready print advertisements

### In-kind Contributions
- Public Health staff time
- Community partner staff time
- Utilities/Space
- Promotion through other programs

### Local Expenses:

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### Funding Sources:
- Heart Health funds                      $2500
- Inspection program                      500
- Nutrition Program                       500
- Tobacco Use Prevention                  135

**TOTAL** $3635

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**Note:** for year 2 budget planning, consider the potential additional costs of volunteer training and coordination, chef training program, reprinting of point-of-purchase and promotional materials.
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Acknowledgments
1. Introduction

Eat Smart!’s volunteer component offers a way to help local Eat Smart! programs promote the program to the community, maintain enthusiasm by participating restaurants and impact on the environment and choices available in Ontario restaurants.

Volunteers can bring new skills, talents, excitement and commitment to the Eat Smart! program. They may also provide access to new resources, media, or other local connections and will give a true community perspective. An Eat Smart! program involving volunteers will gain from greater exposure in the region and will enjoy the benefits of greater community relations.

This module also offers health units a way to meet the Ontario Ministry of Health Mandatory Health Programs and Services Guidelines requirement to develop a peer educator program to support chronic disease prevention, promotion of tobacco-free living and healthy eating.

Goal of the Eat Smart! Volunteer Program

Eat Smart! Ontario’s Healthy Restaurant Program aims to contribute to a reduction of food-borne illness and chronic disease in Ontario through a variety of strategies. Although health professionals and community partners can accomplish a majority of the tasks associated with the Eat Smart! program, a valuable role exists that can best be filled by volunteers.

The Eat Smart! Volunteer Program aims to support the program in each community by achieving an:

- increase in consumer awareness
- increase in restaurant interest and continued participation in the program
- increase in restaurant use of point-of-purchase and educational materials

Why Involve Volunteers?

Eat Smart! is a multi-faceted program with many strategies and activities needed for successful implementation. While health professionals and community partners provide many of the skills and resources needed, volunteers enhance these activities and provide additional support in key areas.

Volunteers bring a neutral, non-threatening approach to this program as they are not assessing or evaluating restaurants in any way. Their hours may be more flexible than those of health unit staff and can be more accommodating to the time restraints of busy restaurant operators.

2. Program Coordination

Coordinating a volunteer program can be a very time-consuming job and if your health unit does not have the luxury of a Coordinator of Volunteers on staff, it might be best to share this job with others. Volunteer administration will be more successful when the coordinator(s) understand the scope of the job, truly believe in the value of volunteer involvement and are committed to the team approach. The scope of the job may vary depending upon your local circumstances; add or delete items from this module depending upon the unique aspects of your situation.
Understanding all of the mini-tasks involved within each step of the volunteer process, such as “recruiting volunteers”, prepares the coordinators for the tasks that lie ahead. The coordinator of volunteers should not be arbitrarily assigned to the job, but should be a person who believes in volunteerism and has the desire to make the program work to its fullest potential. Finally, the coordinator should also be a team player who benefits from shared responsibility and delegating tasks to others. This will be effective for time management as well as program development since the ideas and perspectives of others will make the program stronger.

Determining the Role of Your Eat Smart! Volunteers

To determine the role of your Eat Smart! Volunteers, you will need a clear and concise volunteer position description. Volunteer position descriptions ensure clear communication between staff and volunteers as to the qualifications, responsibilities and limitations of the position, and provide a basis for evaluation of volunteer performance. A position description is a useful tool during all stages of volunteer recruitment - in response to inquiries about the program, at the orientation meeting and during the interview.

Further, job descriptions are an extra layer of protection in establishing legal responsibility for actions of both the volunteer and staff. It is the basis for assessing the suitability and flexibility of the position in regards to issues of access for disabled volunteers as well as determining need for extraordinary screening measures such as criminal background or credit checks.

Volunteer position descriptions must be employed at all times. They are the basis for:

- developing an appropriate message to potential applicants about the activities and qualifications of the volunteer position
- setting criteria for selection and placement of applicants
- formulating necessary content and type of training
- establishing standards for performance in supervising and evaluating volunteers, including grounds for possible termination
- understanding scope of work to be considered in recognizing and rewarding volunteer effort

A sample Volunteer Position Description is located in the Resources section.

The volunteer position description included with this module should serve as a guide to the responsibilities and qualifications of your local Eat Smart! volunteers. You may tailor it to fit your own local needs as long as you provide adequate training for additional responsibilities listed. Be sure to follow your health unit’s protocol for creating volunteer positions, and include all relevant stakeholders such as Eat Smart! committee members, a human resources consultant, management, and a representative of any other volunteer program that may exist in your health unit.

If your committee decides to create its own volunteer position description, it is important not to assign any duties to volunteers that are more appropriate for staff members. Answer these questions to help define the responsibilities of volunteers and qualifications needed:
• What activities in this program are best completed by a volunteer?
• What activities would enhance the work of staff members and this program?
• Who needs help doing what?
• When and where do these activities need to be completed?
• What qualifications are needed to complete these activities?
• What is the expected time commitment from potential volunteers?
• How many people do we need?
• Who would manage/coordinate/train the volunteers?
• What other staff/resources/materials would be needed to set up this volunteer program?
• What potential benefits could be offered to volunteers?

It is important that the volunteer’s role is clearly defined and does not replace the work of a paid staff member.

Set a Goal for the Number of Volunteers

The number of volunteers for the Eat Smart! program will depend upon the size of your community, the number of restaurants you would like participating in your program, the role you determine for your volunteers and the number of volunteers that can be effectively managed at your health unit.

If you choose to assign a number of restaurants to each volunteer, consider a ratio of 1 volunteer for every 5-8 restaurants. For example, if you decide that you would like to have 25 restaurants participating in your program, consider recruiting 3 - 5 volunteers. For 50 restaurants, you might consider 6 - 10 volunteers. You might decide to recruit one or two additional volunteers beyond your target number as some may leave the program during or after the training.

3. Recruitment And Selection

Determine Volunteer Selection Criteria

The Eat Smart! Volunteer Position Description lists the minimum qualifications determined necessary to participate in the program. These qualifications are the basic selection criteria to use when choosing volunteers, but you may want to place greater emphasis (weighting) on some of the qualifications to help make your task of choosing volunteers easier. For example, you may decide that “an interest in, and an ability to learn about healthy eating, food safety and tobacco use prevention”, is more important than “experience in community work or as a volunteer”.
You may also add additional selection criteria to help tailor the program to the needs of your community. Ensure the selection criteria you choose are job related. Examples of additional criteria include:

- enthusiasm
- knowledge of their community e.g. rural, urban
- familiarity with local restaurants
- time commitment that the volunteer has to offer

A sample interview record and scoring sheet for choosing volunteers based on the selection criteria is included in the Resources section of this module.

Your selection criteria should be determined early in your recruitment planning. The criteria will help you target your publicity efforts so you can recruit the types of volunteers needed for your community. It will also determine the content of the questions in the interview so the interview and scoring forms should be modified to suit your local needs.

Develop Your Plans for Publicity

At least eight weeks prior to the beginning of training, start publicizing the volunteer program.

If your health unit already has an active volunteer program, consider recruiting from this existing pool in addition to seeking external recruits.

Since different approaches are effective with different people, be creative in how you publicize your program. Choose a variety of recruitment techniques that will help you reach out to the volunteers you identified in your selection criteria.
# Methods of Recruitment

<table>
<thead>
<tr>
<th>Recruitment Method</th>
<th>Tips</th>
<th>Resources provided in this module</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NEWSPAPERS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Dailies, weeklies, neighbourhood, ethnic</td>
<td>Investigate:</td>
<td>Sample media release</td>
</tr>
<tr>
<td>• Newsletters from schools, health unit, churches, libraries, associations, partner agencies</td>
<td>• Feature stories, paid advertising, volunteer column, letters to editor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Find out:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Deadlines, contact person(s), costs</td>
<td></td>
</tr>
<tr>
<td><strong>RADIO:</strong></td>
<td>Use the public service announcement for the Eat Smart! Program with a local tag-line mentioning volunteer opportunities and a contact phone number.</td>
<td>Public service announcement on compact disc</td>
</tr>
<tr>
<td>• Commercial, university/college</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DIRECT MAIL:</strong></td>
<td>Include covering letter explaining program.</td>
<td>Flyer</td>
</tr>
<tr>
<td>• Newsletter mailings from partner organizations</td>
<td>Include extra flyers for distribution.</td>
<td>Volunteer Position Description</td>
</tr>
<tr>
<td>• Employee newsletters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Churches and faith groups</td>
<td></td>
<td></td>
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<tr>
<td>• Multicultural associations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Seniors’ centres</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Library</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Local health, fitness and culinary organizations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Nutrition network</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Health professionals and/or associations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Parent teacher groups and school nutrition programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Volunteer bureau</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Methods of Recruitment cont.

<table>
<thead>
<tr>
<th>Recruitment Method</th>
<th>Tips</th>
<th>Resources provided in this module</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WORD OF MOUTH:</strong></td>
<td>Can be very effective.</td>
<td>Flyer</td>
</tr>
<tr>
<td>• Friends, neighbours,</td>
<td>Promote a public orientation</td>
<td>Volunteer Position Description</td>
</tr>
<tr>
<td>relatives, co-workers,</td>
<td>meeting to describe program</td>
<td></td>
</tr>
<tr>
<td>members of organizations</td>
<td>and role of volunteers. Consider</td>
<td></td>
</tr>
<tr>
<td>• Information meeting</td>
<td>holding several if your region</td>
<td></td>
</tr>
<tr>
<td>• Connect with course</td>
<td>Can establish long-term oongoing relationship for student</td>
<td></td>
</tr>
<tr>
<td>facilitator at local</td>
<td>involving. Students are often looking for relevant</td>
<td></td>
</tr>
<tr>
<td>community college/university</td>
<td>program in nutrition /</td>
<td></td>
</tr>
<tr>
<td>program in nutrition /</td>
<td>hospitality / environmental</td>
<td></td>
</tr>
<tr>
<td>health/ health promotion.</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EXHIBITS:</strong></td>
<td>Best if staffed.</td>
<td>Eat Smart! large freestanding</td>
</tr>
<tr>
<td>• Malls, lobby of local</td>
<td>Provide handout material.</td>
<td>portable exhibit available on</td>
</tr>
<tr>
<td>partner organizations/</td>
<td></td>
<td>loan from Toronto Public Health</td>
</tr>
<tr>
<td>health unit, supermarkets,</td>
<td></td>
<td>(416) 338-8475</td>
</tr>
<tr>
<td>farmers’ markets, fairs,</td>
<td></td>
<td>Flyer</td>
</tr>
<tr>
<td>community meetings and</td>
<td></td>
<td>Volunteer Position Description</td>
</tr>
<tr>
<td>gatherings, volunteer</td>
<td></td>
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<tr>
<td>centre, library</td>
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<tr>
<td><strong>TELEVISION:</strong></td>
<td>Public service announcements are least expensive and accessible.</td>
<td>Sample media release</td>
</tr>
<tr>
<td>• Commercial</td>
<td>Investigate talk shows,</td>
<td>Public Service Announcement</td>
</tr>
<tr>
<td>• Cable</td>
<td>community magazine shows,</td>
<td>available from local Heart Health Programs. Add tag</td>
</tr>
<tr>
<td></td>
<td>paid advertising. -find out:</td>
<td>line to promote volunteer</td>
</tr>
<tr>
<td></td>
<td>deadlines, contacts and costs.</td>
<td>program.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INTERNET:</strong></td>
<td>Always include a return e-mail address for inquiries</td>
<td>Consider on-line applications</td>
</tr>
<tr>
<td>• Eat Smart! provincial</td>
<td>Page should be easy to read</td>
<td>if possible</td>
</tr>
<tr>
<td>web-site</td>
<td>and informative</td>
<td></td>
</tr>
<tr>
<td>(<a href="http://www.eatsmart.web.net">www.eatsmart.web.net</a> or</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.avotresante.web.net">www.avotresante.web.net</a>)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Your health unit/partner</td>
<td></td>
<td></td>
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<tr>
<td>agencies’ web site</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Local newsgroups</td>
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</tr>
</tbody>
</table>
Make Your First Contact with Volunteers Count

The response a potential volunteer receives when he/she calls the contact person/organization is important and could influence the volunteer's motivation to apply for the program. All potential volunteers should be treated with courtesy, professionalism and friendliness.

The number of calls received will vary depending upon the number of recruitment methods used to promote the role. This can have a potential impact on the workload of the person answering these calls. Make sure other employees who may assist with this task are familiar with the program. Have volunteer position descriptions and applications ready to provide in response to inquiries. All staff members who come into contact with volunteers should respond to their needs and questions in a timely, helpful and cooperative manner. Failure to provide good “customer service” to volunteers will result in poor volunteer recruitment, a depletion of the existing volunteer workforce and potential negative community relations when volunteers share their experience with their personal and professional contacts.

Choose a procedure that makes the best use of your resources. A few common practices are:

- Receptionist/clerk takes prospective volunteer's name, address, phone number, e-mail address and any other pertinent contact information and sends him/her an information packet, including a volunteer application.
- Coordinator of Volunteers is in direct communication with prospective volunteer, answering questions and sending out the information packet.
- Coordinator of Volunteers is in direct communication with prospective volunteer, answering questions and immediately scheduling an interview (this is the least desirable and most resource intensive option; giving the information packet to interested individuals first will help to eliminate those who are not serious applicants and/or unable to commit).
- Prospective volunteer is invited to attend a scheduled informational meeting where information packets will be distributed.

During the first contact, provide as much information as possible. Be clear about the role of an Eat Smart! Volunteer and explain the application process. Given sufficient information, many volunteers who would be “unsuccessful applicants” will screen themselves out at this stage.
**Top Complaints of Volunteers**

Keep these in mind as you begin the development of your Eat Smart! Volunteer Program.

I called. They never called me back.

I sent in my information. I never heard anything back.

I can’t volunteer when they’re open – I work days.

I showed up when I was supposed to. They didn’t have anything for me to do.

I told them I don’t want to do fundraising, but that’s all they called me to do.

They have me doing nothing but busy work.

They act like I’m in the way.

No one ever says “thank you”.

I never get any guidance.

*From an excellent web site resource for volunteer programs: Cyber Volunteer Program Management: http://www.cyberrpm.com/professionalism/complaints.htm

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**The Volunteer Information packet**

**Materials to be Included in Information Packet**

The materials provided in an information packet should be those that assist the prospective volunteer in making a decision about Eat Smart! and its volunteer opportunities. It is helpful to use the packet also to start the application process. The information packet may, therefore, include some or all of the following:

- A cover letter thanking the prospective volunteer for his/her interest and advising him/her of next steps (i.e. recruitment process)
- Eat Smart! pamphlet, local dining guide or other informative program materials
- Information about the sponsoring agency (health unit)
- Volunteer Position Description
- Latest newsletter, media clippings or other articles about the program
- Any examples of press coverage of the volunteer program, such as articles recognizing volunteer achievements
- Volunteer application form
- Anything else that characterizes the volunteer program

Do not include details of any scheduled training sessions because not all interested applicants may be invited to the training. Only those with suitable qualifications will be invited to the training session so informing applicants that they will be notified of the next steps is sufficient.

**Volunteer Application Form**

The volunteer application is an important tool for screening a prospective volunteer. Volunteer applications should not include any demographic information that would not be permitted on an application for paid employment, such as gender, age, marital status, race, religion, etc. The application may contain a request for information about disability, but only in terms of how the position may be made accessible to the disabled volunteer.

The volunteer application should be designed to gather information about volunteer experience, qualifications and interest, based upon a facilitated discussion during the volunteer
4. Volunteer Training

Deciding What to Include

The first step of developing any training program is to decide what you want to teach your volunteers. Although each Eat Smart! volunteer program will have its own unique aspects, there are a number of core items that need to be included in every local program.

- Orientation to your organization, including persons directly responsible for volunteer program
- Overview of Eat Smart! Ontario’s Healthy Restaurant Program
- Details of the 3 program standards: nutrition, food safety, non-smoking seating
- Role of volunteers & proper representation
- Promotion and communication tips
- Program materials
- Documentation & follow-up

Adult Learning Principles

Keep in mind the principles of adult learning as you plan your training session:

1. *Adults must feel a need to learn.* It’s important that they understand the relevance of what is being taught to what they will be doing. For example, as you review the advantages of the program to restaurants, it will be more meaningful if volunteers know that these advantages can be selling points when they are introducing the program to new restaurants.

2. *Allow adults to share their previous experiences, and try to relate them to the present situation.* Everyone likes to feel that they have something to bring to the discussion; by relating past experiences to the current topic, your trainees will not only feel that they have something to add, but will also have a better understanding of the subject being discussed. It’s no longer academic to them – it’s something they have experienced, something they know.
3. *People learn better when lessons are centered around solving problems.* Instead of straight lectures, presenting some problems and helping trainees find the answer is a much more effective way of teaching.

4. *Training should be interactive.* Studies show that we retain only 20% of what we hear in a lecture setting, so consider incorporating discussions, observations, role-playing, demonstrations, and writing in your training program.

5. *Urge volunteers to use their creativity.* Encourage suggestions, ideas and improvements that the trainees might come up with to improve the training and the program overall. Since most trainees are probably new to the organization, they will certainly see things differently than people who have been there a while. Be sure to take advantage of their enthusiasm and fresh points of view.

6. *Remember that people aren’t the same.* People learn in different ways, and may respond better to different approaches. The trainer should pay attention to how people are responding and try to modify the training accordingly.

## Sample Lesson Plans

The lesson plans are divided into two separate training sessions. You may want to consider training during one full day session such as on a Saturday between 9:00 a.m. and 3:00 p.m., with a short break for lunch. If a one-day training session is preferred, the lesson plans will need to be adapted to allow for complete review of the Volunteer Manuals by participants. Choose the format that is easiest to schedule for all participants.

### Eat Smart! Volunteers – Orientation & Training Session 1

**Lesson 1: Orientation & Overview**

**Duration:** 2 hours

**Preparation:**
- assemble materials for orientation to the organization (contact names, hours of operation, relevant policies and procedures, hours of operation, parking, etc.)
- organize relevant guest speakers for each of the program standards and ask speakers to bring relevant background information materials for volunteers
- copy volunteer manuals and insert relevant local material such as sample Eat Smart! application forms, food safety training schedules and other resource material
- organize refreshments for volunteers
Learning Objectives:
At the end of this lesson, trainees will:

- Be familiar with the organization & staff contact people
- Have been acquainted with other volunteers
- Learn the training objectives
- Have an overview of the Eat Smart! program

Lesson 1

<table>
<thead>
<tr>
<th>Activity</th>
<th>Explanation</th>
<th>Time</th>
<th>Materials Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round circle introductions</td>
<td>Everyone introduces themselves and tells one interesting thing about themselves.</td>
<td>5 minutes</td>
<td>None</td>
</tr>
<tr>
<td>Group discussion</td>
<td>Discuss as a group why everyone is interested in this volunteer program and what they hope to gain.</td>
<td>10 minutes</td>
<td>None</td>
</tr>
<tr>
<td>Organization overview and tour, if applicable</td>
<td>Trainer acquaints volunteers with the organization, its mission, goals, activities; Key contact people are introduced and administrative issues like parking, hours of operation, work areas and washrooms are reviewed.</td>
<td>25 – 30 minutes</td>
<td>Handout that includes contact names, titles, phone numbers, hours of operation, etc. Also, map of building/parking/region if necessary.</td>
</tr>
</tbody>
</table>
Lesson 1 cont.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Explanation</th>
<th>Time</th>
<th>Materials Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview of Eat Smart! Program</td>
<td>Discussion of goals, objectives &amp; how the program works.</td>
<td>45 – 50 minutes</td>
<td>Distribute volunteer manuals.</td>
</tr>
<tr>
<td></td>
<td>Include guest speakers such as a Public Health Inspector, Dietitian, Tobacco Prevention Officer to explain each standard and how they are related to the overall goals.</td>
<td></td>
<td>Speakers' handouts.</td>
</tr>
<tr>
<td>Roundup Discussion &amp; Questions</td>
<td>Review outline of upcoming training sessions.</td>
<td>10-15 minutes</td>
<td>Highlight relevant portions of volunteer manuals.</td>
</tr>
<tr>
<td></td>
<td>Assign homework reading.</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Answer questions from group.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homework</td>
<td>The trainer should ask the volunteers to review the volunteer manuals at home and bring any questions to the next session. Remind participants to bring the manuals and all other program materials to the next session.</td>
<td></td>
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</tbody>
</table>
Eat Smart! Volunteers –
Orientation & Training Session 2

Lesson 2: The Role of Eat Smart! Volunteers

Duration: 3 hours

Preparation:
- Bring flip chart paper, markers & copies of telephone tips handout
- Copy telephone script and prepare sample restaurant operator responses
- Produce volunteer business cards and name tags
- Bring copies of relevant staff business cards for referrals
- Bring copies of relevant forms to start their visits: telephone scripts, visitation forms, post-visit follow-up forms and travel logs
- Prepare New Restaurant Kits for each volunteer
- Prepare Promotion & Education Kits of restaurant materials for each participating restaurant to be assigned

Promotion & Education Kit contains:
- 20 Eat Smart! table stands
- 25 Eat Smart! 4” x 6” promotional postcards
- 25 Eat Smart! 2” x 3” promotional postcards
- 20 staff information booklets
- 1 laminated food safety poster
- order form for more materials

New Restaurant Kit contains:
- application form
- 3 standards (nutrition, food safety and non-smoking seating) with detailed criteria
- Hand out materials (copy of dining guide, Eat Smart! Advantage pamphlets, information about food safety training courses, etc)
- Volunteer business card
- Decide on how restaurants will be assigned and bring a sign-up form for volunteers. For example, will you divide the volunteers into two groups: one to approach new restaurants and one to visit participating restaurants? Or, will all volunteers approach a combination of new and participating restaurants?
- Organize refreshments for volunteers

Learning Objectives:
At the end of this lesson, trainees will:
- Be familiar with the role of Eat Smart! Volunteers and their scope of activities
- Learn communication and public relations tips
- Have practised role-playing different telephone conversations with restaurant operators
- Know the steps to visiting a restaurant
- Know when to refer to health unit staff
- Know the documentation required for this volunteer position
- Be prepared to overcome challenges
- Choose or be assigned their restaurants/geographical area
- Be prepared to start their Eat Smart! Volunteer visits
## Lesson 2

<table>
<thead>
<tr>
<th>Activity</th>
<th>Explanation</th>
<th>Time</th>
<th>Materials Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Manual</td>
<td>Participants bring their questions from reviewing the volunteer manual at home.</td>
<td>15 – 20 minutes</td>
<td>Volunteer Manuals</td>
</tr>
<tr>
<td>Telephone tips</td>
<td>Ask participants to generate tips that they believe to be important for effective communication skills on the telephone. Record these on the flip chart paper and then distribute the telephone tips page, compare to the group’s list and add notes if necessary.</td>
<td>25 – 30 minutes</td>
<td>Flip chart paper, Markers, Telephone tips handout</td>
</tr>
<tr>
<td>Practice Calling</td>
<td>Have participants arrange themselves into pairs. Distribute the telephone script and pieces of paper with sample restaurant operator responses. Only 1 person in the pair should see the restaurant operator response. Have volunteers role-play for the group as restaurant operator and Eat Smart! volunteer using the telephone script and sample responses. Discuss each role-play as a group, guiding them to appropriate and inappropriate volunteer responses.</td>
<td>30 minutes</td>
<td>Sample telephone script, Sample restaurant operator responses: (I don’t have time to talk now), (I don’t speak English), (Does this have anything to do with the smoking by-law?), (How much does it cost?) etc. Make up some of your own.</td>
</tr>
</tbody>
</table>
Lesson 2 cont.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Explanation</th>
<th>Time</th>
<th>Materials Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steps to Visiting a Restaurant</td>
<td>Review the steps to visiting restaurants for</td>
<td>60 minutes</td>
<td>Telephone script</td>
</tr>
<tr>
<td></td>
<td>a) New restaurants</td>
<td></td>
<td>Visitation forms</td>
</tr>
<tr>
<td></td>
<td>b) Participating restaurants</td>
<td></td>
<td>New Restaurant Kits</td>
</tr>
<tr>
<td></td>
<td>Review each step and the materials needed.</td>
<td></td>
<td>Promotional &amp; Educational Kits</td>
</tr>
<tr>
<td></td>
<td>Review all administrative details regarding forms, reimbursement of travel</td>
<td></td>
<td>Name Tags</td>
</tr>
<tr>
<td></td>
<td>expenses, and cheques from restaurants for materials.</td>
<td></td>
<td>Business Cards</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Sample Q &amp; As and when to refer for materials.</td>
</tr>
<tr>
<td>Potential Challenges &amp; How to</td>
<td>Group头脑风暴 possible challenges they could encounter and solutions or</td>
<td>20 minutes</td>
<td>Flip chart paper &amp; markers (facilitator to record)</td>
</tr>
<tr>
<td>Overcome Them</td>
<td>strategies to overcome.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Highlight need to complete post-visit feedback form.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restaurant Assignments</td>
<td>Decide before the training session how you are going to assign restaurants &amp;</td>
<td>20 minutes</td>
<td>Sign up forms</td>
</tr>
<tr>
<td></td>
<td>how many to each volunteer. You may wish to choose a method that gives</td>
<td></td>
<td>Copies of relevant forms for telephoning &amp; visits</td>
</tr>
<tr>
<td></td>
<td>them some choice.</td>
<td></td>
<td>Enough New Restaurant Kits and Promotional &amp;</td>
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<td></td>
<td>Educational Kits for the assigned restaurants</td>
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<td>File folders for each restaurant assigned</td>
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</tbody>
</table>
At the end of the introductory training session, set a reasonable goal for the volunteers to achieve before the next session, such as called or visited “x” number of restaurants. Schedule the next session three to four weeks later to meet as a group, discuss experiences to date, review progress, successes and challenges and adapt the program as necessary.

**Continuing Education**

Volunteers may have an interest in and a need for ongoing continuing education and/or meetings. The volunteers should have input in determining the frequency of meetings. Topics can be generated from the group or selected from a few provided by the staff coordinator. The Coordinator of Volunteers may be able to identify their immediate needs in the first few months of implementing the program. Some ideas include: developing skills in communications, public speaking or public relations, increasing their knowledge about nutrition, food safety or current tobacco regulations applicable to restaurants.

The Post-visit Feedback Forms completed by volunteers after each restaurant visit will highlight new issues and challenges for discussion. Ensure that these issues are always addressed at the meetings before new topics are introduced. Invite guest speakers to keep the session interesting and include volunteers in planning each session.

**Proper Representation**

Consistent and appropriate representation of Eat Smart! Volunteers is critical to the credibility and success of the program in your community. Reminding volunteers of what constitutes proper representation can be incorporated into the initial training session(s) or can take the form of a “Volunteer Agreement” that each volunteer reads and signs before beginning any tasks. One easy way to introduce this topic is to review the statements that volunteers agreed to on the initial application form (refer to question 14 on the sample application form in the Resources section):

*If accepted into the Eat Smart! Volunteer Program, I:*

… *am willing to attend an initial training program consisting of “x” hours;*

… *agree to contribute a minimum of “x” hours of community service per “x”*

… *will share only information provided/recommended by Eat Smart! Ontario’s Healthy Restaurant Program and the Public Health Unit.*

… *will refer to myself as an Eat Smart! Volunteer only after successfully completing the training program. I will not wear my name tag nor refer to myself as an Eat Smart! Volunteer when working for or representing any company or agency. I will not imply endorsement of any brand name product or restaurant.*

Health unit policies and the size and type of volunteer program you have may dictate how this issue is handled.

**Volunteers’ Role at Community Events**

Consider involving volunteers at community events where the Eat Smart! Program will be promoted. They can help promote the program to consumers or restaurant operators but should be briefed in a training session before taking on this role. It is recommended that a staff person such as a Public Health Inspector or Dietitian also be present at these events to answer the commonly asked technical questions regarding food safety or nutrition.
Eat Smart! Ontario’s Healthy Restaurant Program

awards and promotes your community’s restaurants that have met high standards in healthy food choices, food safety and non-smoking seating. Be a part of this exciting new program by promoting the program to restaurant operators and supporting participating restaurants with materials and resources.

Here’s what you’ll gain as an Eat Smart! Volunteer:

• Skills in public relations, promotions and communications
• Opportunity to meet new people
• Sense of ownership/responsibility in promoting Eat Smart! Ontario’s Healthy Restaurant Program
• Knowledge about the restaurant industry, nutrition, food safety and tobacco use prevention
• Training and ongoing support by health professionals

Are you Qualified?

There are no prescribed education requirements to become an Eat Smart! volunteer. All you need is an interest in, and ability to learn about healthy eating, food safety, tobacco use prevention and developing positive relationships with local restaurant operators. Skills in reading and speaking English and/or French are required and experience in community work, or as a volunteer, is an asset.

To find out how to become an Eat Smart! Volunteer:
For immediate release

Are Food and Health Two of Your Interests?

Eat Smart! Ontario’s Healthy Restaurant Program – an initiative of (insert local health unit/partners) – is recruiting volunteers.

Get to know your local restaurant operators and promote health by volunteering for Eat Smart! Ontario’s Healthy Restaurant Program. Hone your excellent communication skills while contributing to important public health goals. Eat Smart! promotes restaurants that have met high standards in nutrition, food safety and non-smoking seating. It takes just a few hours a month to introduce the program to area restaurants and support current Eat Smart! winners with marketing and educational materials. Training provided.

A community information meeting to provide details of the program will be held (insert date, time and location of meeting).

For more information call (recruiter contact name) at (public health unit) at (phone number).

Contact:

Telephone:

Fax:
Eat Smart! Ontario’s Healthy Restaurant Program

Volunteer Position Description

Title: Eat Smart! Volunteer

Benefits:
• Opportunity to learn more about Eat Smart! Ontario’s Healthy Restaurant Program
• Opportunity to develop skills in public relations, promotions and communications
• Opportunity to meet new people
• Sense of ownership/responsibility in promoting Eat Smart! Ontario’s Healthy Restaurant Program

Responsibilities/Activities:
• Visit restaurants to introduce the program and encourage them to join
• Assist restaurant operators with completion of the application
• Forward applications to Coordinator of Volunteers
• Visit participating restaurants to introduce point-of-purchase and educational materials
• Complete post visit feedback form
• Revisit restaurants to replenish materials on a regular basis (3 – 4 times/year)
• Keep track of mileage/transit fares in travel log
• Promote the program to the public at community events
• Participate in scheduled continuing education/program meetings to update staff and provide input into the program

Qualifications:
There are no prescribed education requirements. Volunteers should have:
• An interest in, and an ability to learn about healthy eating, food safety and tobacco use prevention
• An interest in developing relationships with local restaurant operators
• Excellent communication and people skills
• Skills in reading and speaking English and/or French
• Experience in community work, or as a volunteer, is an asset
• Good organizational skills
• Ability to commit to 6-8 hours/month

Expected Time Commitment
Will vary depending upon local program needs; expect approximately 6-8 hours/month

Training Provided
5 hour workshop and ongoing continuing education meetings every other month
Volunteer Application Form

Please answer the following questions. If you need more space, attach a separate sheet.

1. Name: _____________________________________________________________________

2. Address: ___________________________________________________________________
   __________________________________________________ Post Code: ______________

3. Telephone: Residence (  ) __________________ Business (  ) __________________
   Fax: Residence (  ) __________________ Business (  ) __________________
   e-mail: ____________________________________________________________________

4. In an emergency, notify:
   Name: _____________________________________________________________________
   Telephone: _________________________________________________________________

5. Where did you hear about Eat Smart! and our volunteer opportunities?
   __________________________________________________________________________

6. Why do you want to become an Eat Smart! Volunteer?
   __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

7. Describe the skills and experiences you feel you have that may help you in a volunteer position with the Eat Smart! program.
   __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________
8. Describe situations you've been in or experiences you've had where excellent customer service skills have been used.

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

9. What sources of information do you currently use for information relating to nutrition, safe food handling and/or non-smoking by-laws? Check (✓) all that apply.

☐ Magazines/newspapers
☐ Family and friends
☐ Books
☐ Government Publications
☐ Internet
☐ Other (please describe)

__________________________________________________________________________

10. Is there anything else you would like to tell us that relates to your becoming an Eat Smart! Volunteer?

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

11. Times you would be generally available to volunteer. Check (✓) all that apply.

<table>
<thead>
<tr>
<th></th>
<th>MONDAY</th>
<th>TUES.</th>
<th>WED.</th>
<th>THURS.</th>
<th>FRIDAY</th>
<th>SAT.</th>
<th>SUN.</th>
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<tbody>
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<td>Morning</td>
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<td>Afternoon</td>
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</tbody>
</table>
12. Dates you now know you would be unavailable for training or service (vacation or family commitments for instance).

__________________________________________________________________________

__________________________________________________________________________

13. If you have a disability, what accommodations would you need to do this volunteer position?

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

14. If accepted into the Eat Smart! Volunteer Program, I:

• am willing to attend an initial training program consisting of “x” hours
• agree to contribute a minimum of “x” hours of community service per “x”
• will share only information provided/recommended by Eat Smart! Ontario’s Healthy Restaurant Program and the Public Health Unit
• will refer to myself as an Eat Smart! Volunteer only after successfully completing the training program. I will not wear my name tag, distribute volunteer business cards nor refer to myself as an Eat Smart! Volunteer when working for or representing any company or agency. I will not imply endorsement of any brand name product or restaurant.

I hereby attest that the above information is true to the best of my knowledge.

Signature __________________________________________________________________

Date:___________________________________
References

Please list 2 references (professional or volunteer-related) or someone who can speak on the applicant’s skills and/or experience.

Reference #1

Name: _____________________________________________________________

Title/Organization (if applicable): _______________________________________

Relationship: __________________________________________________________

Telephone number: _____________________________________________________

Reference #2

Name: _____________________________________________________________

Title/Organization (if applicable): _______________________________________

Relationship: __________________________________________________________

Telephone number: _____________________________________________________

Interview Record
**Sample Interview Scoring Sheet**

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. What knowledge or skills do you have that could contribute to the Eat Smart! Volunteer Program? How have you gained these?</td>
<td></td>
</tr>
<tr>
<td>b. The Eat Smart! program promotes restaurants that excel in nutrition, food safety and non-smoking seating? Is this important to you? Why or why not?</td>
<td></td>
</tr>
<tr>
<td>c. Eat Smart! Volunteers may need to visit restaurants when it is most convenient for the operator, during weekday mornings or afternoons. What is your time availability to volunteer for us? What other commitments might make it difficult for you to do this?</td>
<td></td>
</tr>
<tr>
<td>d. Unlike some other volunteer programs, Eat Smart! Volunteers will develop and maintain a relationship with several restaurant operators for a year or longer. Is this something that interests you? (i.e. are you willing to make a 1 year commitment to the program?) Why or why not?</td>
<td></td>
</tr>
<tr>
<td>e. In your previous work as a volunteer, or in community work, what have you learned makes an effective volunteer? (If no previous experience, ask “What do you think makes an effective volunteer?”)</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>f. What interests you most about becoming an Eat Smart! Volunteer?</td>
<td></td>
</tr>
<tr>
<td>g. What do you expect to learn from your experience as an Eat Smart! Volunteer?</td>
<td></td>
</tr>
<tr>
<td>h. What do you think some of the challenges of this volunteer position may be?</td>
<td></td>
</tr>
<tr>
<td>i. Is there anything else you would like to tell or ask us?</td>
<td></td>
</tr>
</tbody>
</table>
### Selection Criteria

<table>
<thead>
<tr>
<th>Selection Criteria</th>
<th>Weight*</th>
<th>Score**</th>
<th>Weighted Score***</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge/skills to contribute to the program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge/attitude regarding nutrition, food safety &amp; non-smoking seating</td>
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<td></td>
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<tr>
<td>Time to participate</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Interest in relationship-building with restaurant operators</td>
<td></td>
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<tr>
<td>Experience in community work or as a volunteer</td>
<td></td>
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<tr>
<td>Skills in reading and speaking English or French (overall impression from application and interview)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

* Weight (1 to 10 scale) The weight of each selection criteria should be determined locally.
** Score (1 to 10 scale)
*** Weighted Score (Weight x Score)
Sample name tag

Sample business card
6. Volunteer Recognition

Volunteer recognition is the means by which staff at the organization demonstrates its appreciation for the time, talent and work the volunteer has given it. It is, in a sense, the volunteer's pay for work completed.

Recognition starts when volunteers are offered meaningful work that is clearly in support of the organization's mission and continues in how well they are prepared for and supported in their efforts. The one thing every volunteer program must give a volunteer is a chance to succeed at helping solve the problem or contribute to the community. *The most effective recognition is preventing or removing barriers to the volunteer's success.*

Ongoing and appropriate recognition can take many forms and can be individual or group-oriented. Since volunteers are motivated by different reasons, incorporating a recognition practice that speaks to the motivation of all volunteers is best. The volunteer himself or herself will be the best source of information on what satisfies him or her.

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**National Volunteer Week – 3rd week of April**

In addition to ongoing forms of recognition, consider doing something extra during National Volunteer Week which occurs annually during the third week of April.

**2001: International Year of the Volunteer**

Consider launching your program or holding a special event for volunteers during a year of increased awareness about volunteerism. For more information about the International Year of the Volunteer, check out the official website: [www.iyv2001.org](http://www.iyv2001.org) or the Volunteer Canada web site: [www.volunteer.ca](http://www.volunteer.ca)
<table>
<thead>
<tr>
<th>If the volunteer's motivator is…</th>
<th>Reward him/her with…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Praise</td>
<td>Thank you’s, Formal recognition events, Small gifts, Articles on individual volunteers in organization's newsletter or local newspaper, Photo of volunteers in prominent spot in your agency, Volunteer of the month, Reference letters</td>
</tr>
<tr>
<td>Affiliation</td>
<td>Social get-together, Name badges, Birthday cards, T-shirts for special events, Say “we” &amp; “us”, not “you”, A newsletter for your volunteers, Treat them as part of the whole organizational team, Make their work environment pleasant and comfortable by having food/drinks available and providing ample supplies, etc.</td>
</tr>
<tr>
<td>Accomplishment</td>
<td>Certificate of accomplishment at stages (e.g. “x” number of new restaurants recruited or “x” number of hours served), Share outcome evaluation results with volunteers showing their impact on clients and programs, Letter to volunteer from participating restaurant, Let the volunteers really see, hear and feel the end result of their work</td>
</tr>
<tr>
<td>Influence</td>
<td>Leadership roles, Opportunities to talk to others about program/role: invite volunteers to participate in workshops and involve them as speakers, Take photos of them with VIPs (e.g. Medical Officer of Health), Listen and be open to their ideas and incorporate those that will improve the program</td>
</tr>
</tbody>
</table>
7. When Problems Arise With Volunteers

If someone is complaining about a volunteer, ask them to write out an objective account of the behaviour or incident. Check the complainant’s role in the problem. Is the volunteer in question getting the right information and tools for the job or is the problem a conflict of personalities?

When a volunteer’s performance or behaviour threatens to interfere with achieving program or organizational goals, the working environment for both volunteers and paid staff, or has a negative impact on the public, the volunteer should be confronted with the problem. This practice should be applied consistently with all volunteers. Meet in person and in private with the volunteer and present him/her with your concerns. Remind him/her of the role and expectations of volunteers and allow him/her to respond, taking notes on his/her comments. Be open to uncovering a different situation than you might have believed existed. The volunteer may, in fact, be acting appropriately but been misunderstood.

Try to find win-win solutions whenever possible. If appropriate, allow him/her a probationary period, with concrete objectives and a finite period in which to achieve them. Write up the agreement and give the volunteer a copy to review and sign.

8. Dismissing a Volunteer

Even before recruiting volunteers, design a procedure for responding to apparently insoluble problems with volunteers. Your organization may already have a policy in place for these situations. If not, consider including some of these in your dismissal procedure:

- Regular evaluation of the volunteer
- A consistent practice of documentation
- Probationary periods during which a volunteer is given the opportunity to correct specific behaviours or competencies by a specific date
- A policy approved by management
- A consistent grievance procedure and review process for every volunteer

When no other course of action appears to be reasonable, dismiss the volunteer in person and in private. Be sensitive but honest and firm. Document the dismissal in the volunteer’s file. Follow the dismissal with a short, objective general letter to the volunteer confirming the dismissal.
9. Program Evaluation

The type of program evaluation required will be determined by the goals and objectives for your Eat Smart! Volunteer Program. In its first year, you might be solely interested in the process of developing and implementing the volunteer program. In this case, a process evaluation is needed to identify areas for improvement in all steps taken from promotion and recruitment to training and supervising. Involve volunteers as well as staff in this evaluation. What is learned by evaluating the first year's experience can make the entire program implementation easier and more efficient in later years.

Management may also be interested in outcomes or what was achieved by implementing this program. Outcomes could relate to the number of volunteers recruited and trained or the number of restaurants recruited and/or supported by the volunteers. As you are planning your program, develop your objectives and be sure to evaluate the extent to which those objectives were achieved at the end of the year. As in any other evaluation, ensure your objectives are specific, measurable, realistic and time-limited.

Acknowledgements

The Eat Smart! Volunteer Program Manual was developed, in part, by adapting the content from several other volunteer resources. They include:

- Draft Volunteer Manual and Resources for Heart Smart Restaurant Program. Halton Region Health Department. 1998

The following people provided valuable feedback as reviewers of this manual:

Jean Harvey RD MHSc, Program Manager, Region of Ottawa-Carleton Health Department

Shirley Jenkins, Coordinator of Volunteers, Region of Ottawa-Carleton Health Department

Nancy Lacasse, Volunteer Program Advisor, Sudbury & District Health Unit

Joelle Twinney, Volunteer Development Coordinator, Canadian Cancer Society (Ontario Division)