

Eat Fit Northshore (EFNS), Where Nutritious Meets Delicious!



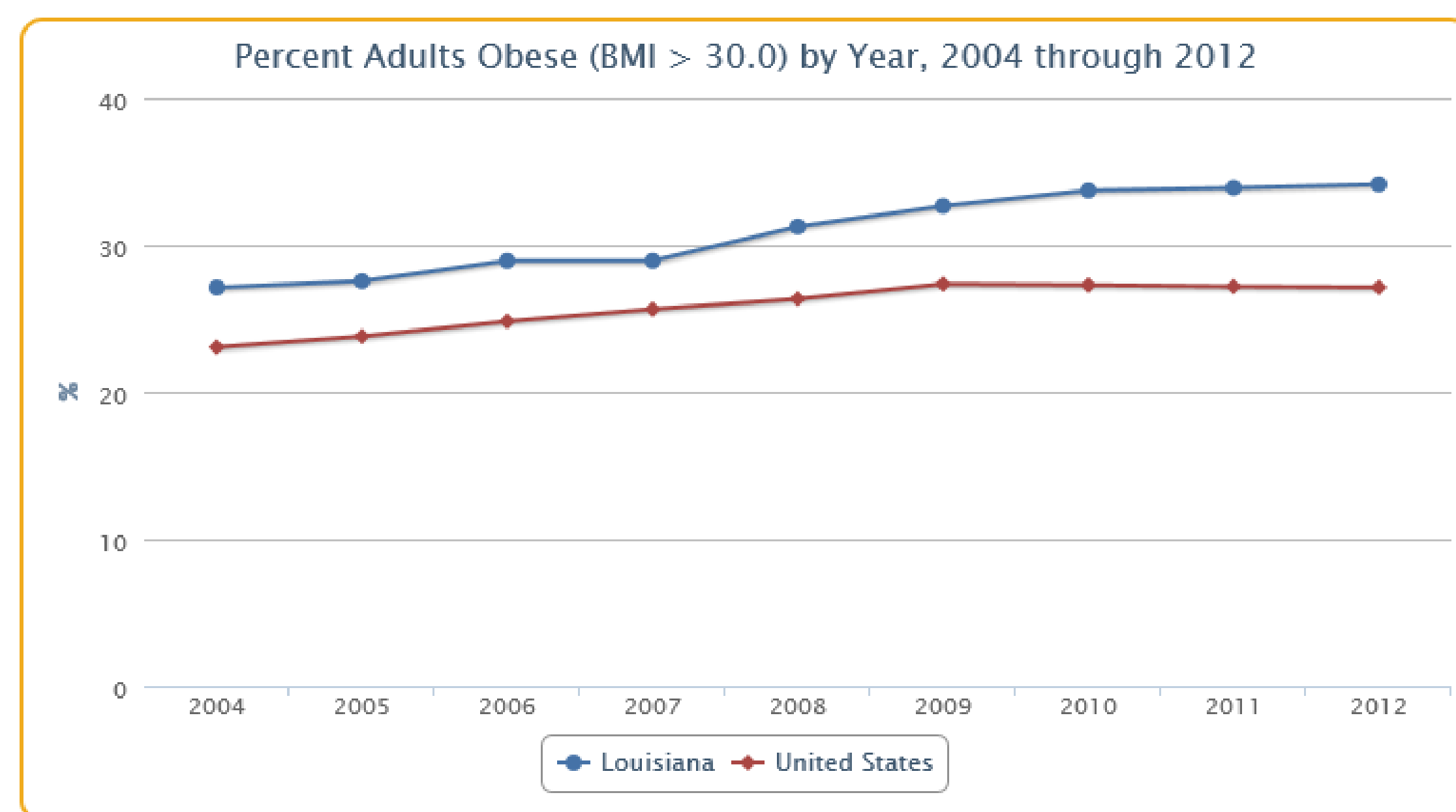
Healthy Bites, Living Right | St. Tammany Parish Hospital Community Wellness Center (STPH CWC) | Covington, LA | Presented By: Sandy Matthews, Department Head (smatthews@stph.org)

Introduction

Chronic disease rates are higher than the national average when it comes to the targeted areas of Covington and Mandeville, LA. As indicated by Community Commons, over 80% of adults are not consuming the recommend amounts of 5 servings of fruits and vegetables daily. In addition, 25% of the adult population is suffering from a BMI of over 30% putting them at higher risk of chronic diseases.

There are over 100 restaurants in the targeted areas from local diners to fine dining. The challenge is there are more food options available that are leading to higher obesity and other chronic diseases rates than those that are helping to reduce. Additional challenges are faced when restaurant owners try to offer healthier food options but lack the ability to perform food analysis or funds to promote new healthy food alternatives.

This project sought to address the high chronic disease rates, such as obesity and diabetes, in Covington and Mandeville by improving access to healthier food and beverage options through menu labeling and food analysis by registered dietitians and nutritionists.

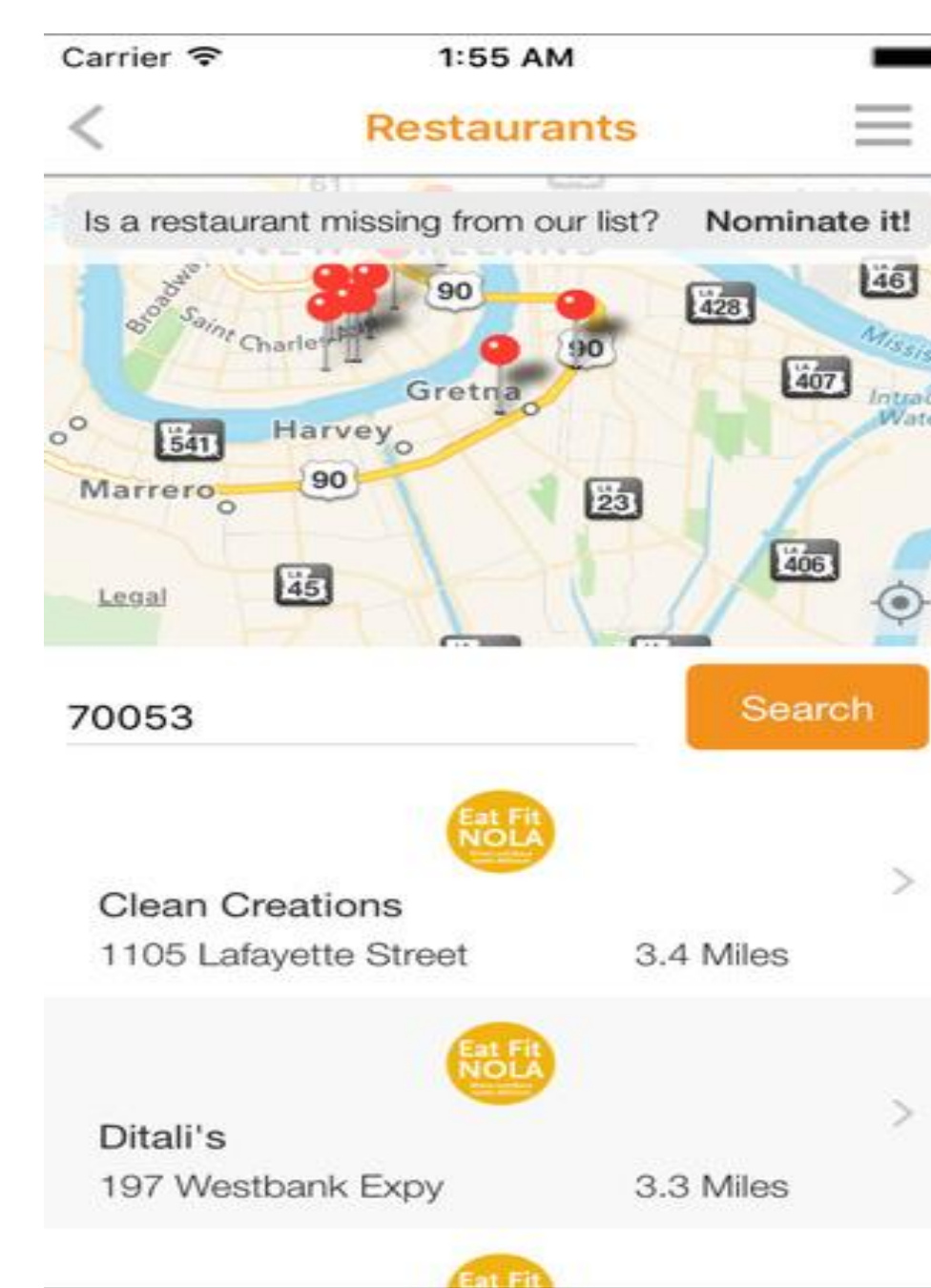


Project Overview

- St. Tammany Parish Hospital Community Wellness Center partnered with the registered dietitians at Ochsner's Elmwood Fitness Center to create Eat Fit Northshore, a division of Eat Fit NOLA. A person with a nutrition background will collaborate with local grocery stores, restaurant owners and chefs to develop food items that are analyzed to fit within certain criteria.
- The criteria for Eat Fit requires entrees to be under 600 calories, under 800 mg of sodium, less than 10% calories from animal based saturate fat, 0 grams trans fats, no white, refined starches and less than 5 grams or one teaspoon of added sugar.
- A staff of 4 STPH employees were trained to use FoodCare the food analysis program by Eat Fit NOLA. A registered dietician and nutritionist would meet with restaurant owners and chefs to modify menu items to fit EFNS criteria. Modifications included simple changes like substituting sugar for sugar free alternatives such as stevia or trivia, swapping out white breads for whole grains, or simplify reducing the amount of cheese used on a salad. Once approved the menu item would be marked with an EFNS logo and posted on the Fit NOLA app powered by Eat Fit NOLA so that diners could locate where to find EFNS options.



Fit NOLA app downloadable by anyone with a smart phone



Fit NOLA phone app providing EFNS and EFN locations



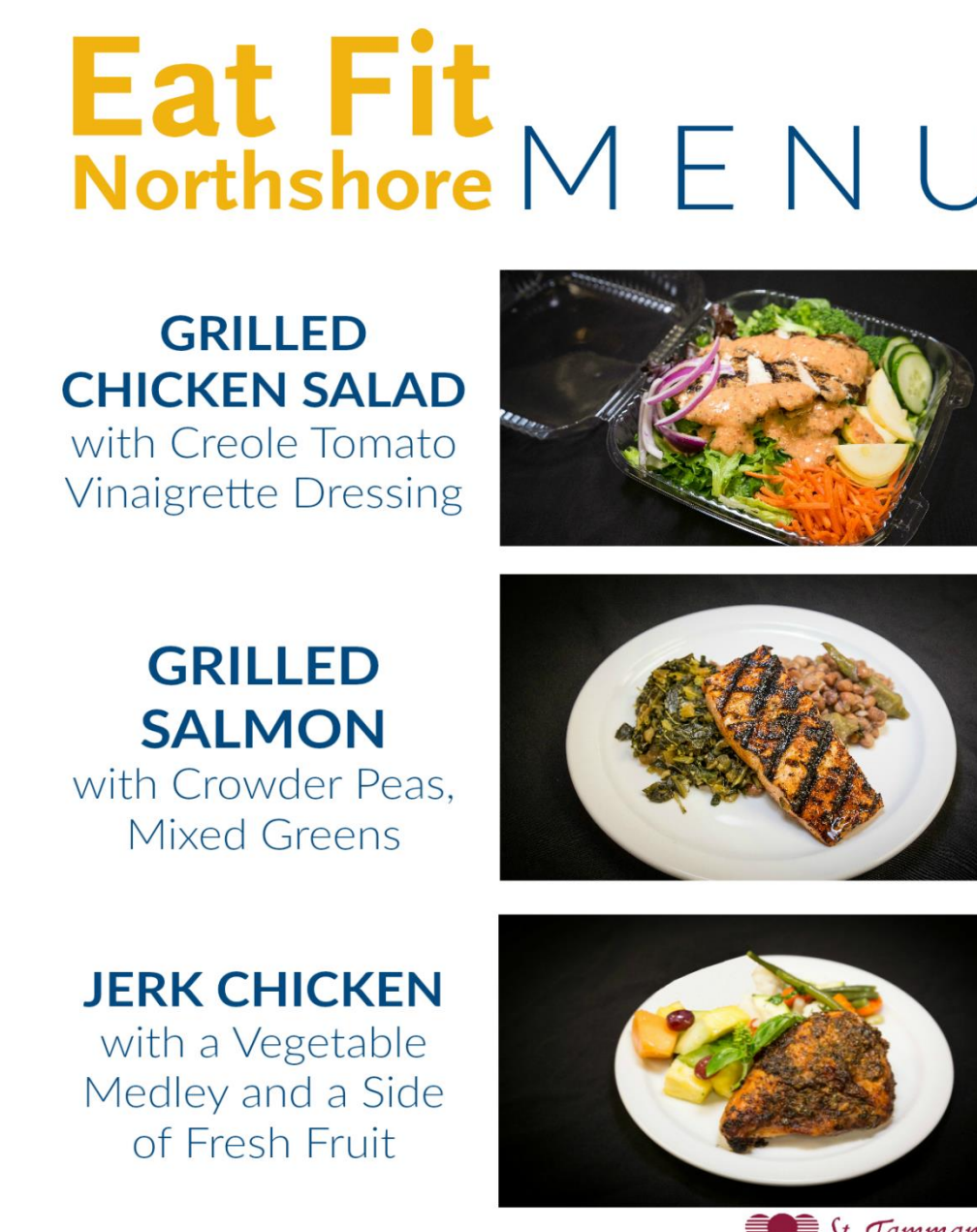
Logo to identify EFNS options

Activities

- Forming a coalition of over 25 local agencies
- Gaining the support of local government agencies such as the Mayor's office of Covington and Mandeville
- Partnership with a successful program already in place such as Eat Fit NOLA
- Establishing ongoing relationships with local chefs and restaurant owners
- Promotions including support of local radio stations, newspapers, and other organizations who participated in posting social media updates
- Developing menu inserts, t-shirts, flyers, posters to promote access to healthier food and beverage options



Local press conference with Mayor Villere of Mandeville and local restaurant owners presented by Molly Kimball of Ochsner Health Systems and Eat Fit NOLA



STPH Cafeteria EFNS menu

Outcomes

- Increased EFNS locations from baseline 4- 19 locations and added over 88 menu options approved by STPH as Eat Fit
- Partnerships with Ochsner Health Systems and Elmwood Fitness Center
- Contracts developed and signed by 15 EFNS restaurant owners
- 15 Menu's developed with logo and identification of Eat Fit items
- Partnership with FoodCare and team to promote Fit NOLA app powered by Eat Fit NOLA

Lessons Learned

- Chefs were eager to join EFNS and were greatly vested in helping to reduce chronic disease rates within the community. Challenges were met when the reality of the amount of work and time needed to become a EFNS partner. To combat this challenge EFNS asked that chefs and managers keep open communication by email and text if meeting in person was not manageable. Though a continued effort and the EFNS team providing food photography, menu design assistance and free food analysis the program proved to be a great success with an unexpected outcome of 8 additional restaurants.



Group photo taken by Heart to Heart magazine for the EFNS kick off February 2016. Photo includes STPH CPHMC Grant leadership team: Jeannine Chevis, Diane Carr, Sandy Matthews, and Joey Skinner and EFNS restaurant owners and chefs

Best Practices

- Maintaining open communication and being present when working with partners to establish trust and long lasting relationships .
- Listening to partners needs and ideas and working together to meet goals
- Utilizing one person as a contact between project and restaurant in order to keep organization and successful development of project needs.

Next Steps

The original restaurant initiative was to have seven local restaurants work toward having Eat Fit Northshore menu options through the community. Support and assistance from the Covington and Mandeville Mayor's offices sparked interest in Eat Fit Northshore from many local restaurants. With the support of local government agencies, eager chefs and restaurant owners, coalition members, St Tammany Parish Hospital, Ochsner Health Services/Eat Fit NOLA as well as partnering with NWA Community Partnership with Healthy Mothers and Children grant, this initiative is expected to keep growing to benefit the community.



Local restaurant owners Steve and Takami of Sweet Daddy BBQ created 3 new EFNS options in Covington, LA