

Nutrition Program Development

ACES, DOT
Registered Dietitian
804-734-3370



Outline



- ◆ Importance of nutrition
- ◆ What is a healthy menu?
- ◆ Nutritional menu planning
- ◆ Nutrition marketing and awareness
- ◆ Program evaluation

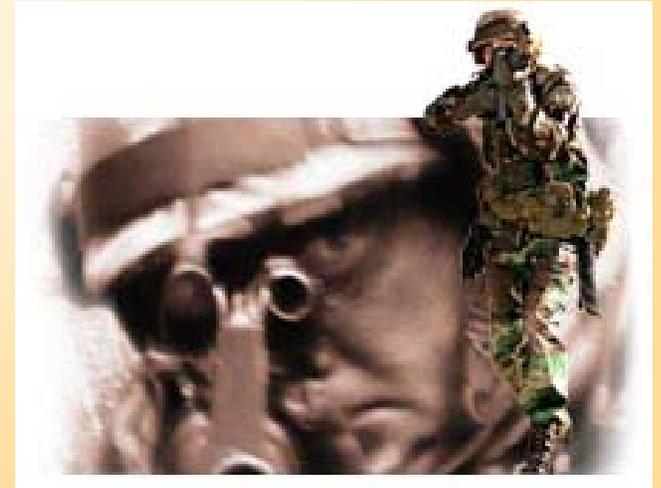




Why is Nutrition Important?



- ◆ **Sustaining health**
- ◆ **Maintaining and enhancing mental performance**
- ◆ **Improving physical capabilities**
- ◆ **Enhance sustainability and survivability**





Why Bother?



- ◆ **Soldiers are looking for more nutrition information and healthier options**
- ◆ **Reinforce the nutrition message**
- ◆ **Assist Soldiers in maintaining healthy eating habits**
- ◆ **Support Soldiers on the weight control program**

Educating the diner about good nutrition practices promotes positive health and optimal readiness for the soldier



Nutrition Program

(AR 30-22)



- ◆ **Ensure healthy choice menu selections are available**
 - Address customer preferences
 - Reduced calorie menu
- ◆ **Training of all foodservice personnel**
- ◆ **Safeguard nutritional quality of food**
- ◆ **Nutrition Awareness**
 - Promote healthy selections
 - Nutrition information displays



Initiating Healthy Menu Options



- ◆ Define a nutritional philosophy
- ◆ Develop or obtain a set of nutritional guidelines that reflect the philosophy
- ◆ Develop recipes that meet the guidelines
- ◆ Train foodservice staff
- ◆ Communicate the message to the diner

Use selected nutrition guidelines that meet the perceived needs of customers and can be realistically implemented within the scope of the operation.



What is a Healthy Menu?



Keys to Healthy Eating

- ◆ **Variety**
- ◆ **Moderation**
- ◆ **Balance**

The healthy menu provides CHOICE

- ◆ **General definition**
 - Moderate in total fat, calories, sugar, etc...
- ◆ **More specific:**
 - 30% fat, 150 mg chol, etc...
 - U.S. Dietary Guidelines for Americans
- ◆ **Highlighted “healthy choice” items**



Guidance for Nutritional Menu Planning



◆ Nutritional Requirements

- Most important factor in menu planning
- Dietary Guidelines for Americans
- The Food Guide Pyramid

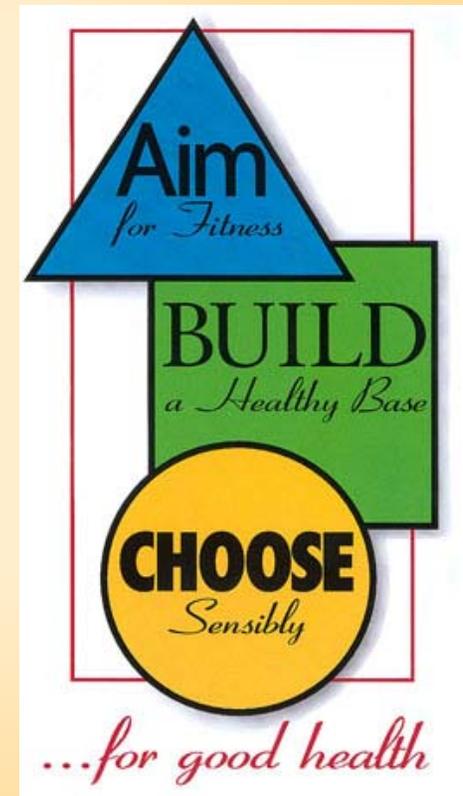
◆ Consumer food habits and preferences

◆ Food Characteristics

- Plays an important role in acceptance

◆ Military Guidelines

- AR 40-25
- AR 30-22 / DA PAM 30-22
- Army Nutrition Policy on Folic Acid





Reduced Calorie Menus

AR 40-25 (Ch 2-6)



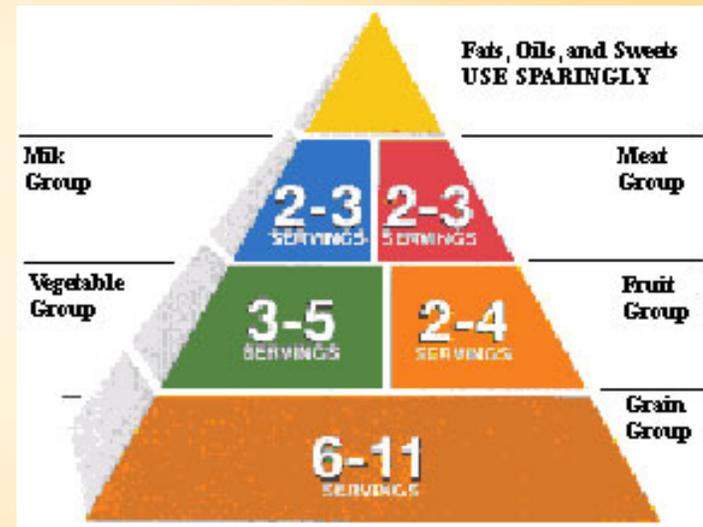
Reflect guidelines of the Food Guide Pyramid

- ◆ **In support of military weight control programs**

- 1500 – 1600 calories/day
- <30% total calories from fat

- ◆ **Military DFACs serving populations with high energy needs:**

- 1,800 – 2,100 calories per day (600 – 700 calories per meal)



Low range: 1,600 calories
Mid range: 2,200 calories
High range: 2,800 calories



Developing and Implementing Healthy Menu Options



◆ Involvement of various personnel

- Food Program Managers and Foodservice Managers
- Chefs and cooking staff
- Nutrition experts (Registered Dietitians)
- Diners

◆ Successful implementation includes:

- Healthy items should not be perceived as different from popular, regular menu items
- Reviewing eating trends
- Keeping abreast of customer's requests for healthy foods
- Examining what other operators are doing



Where to Start?

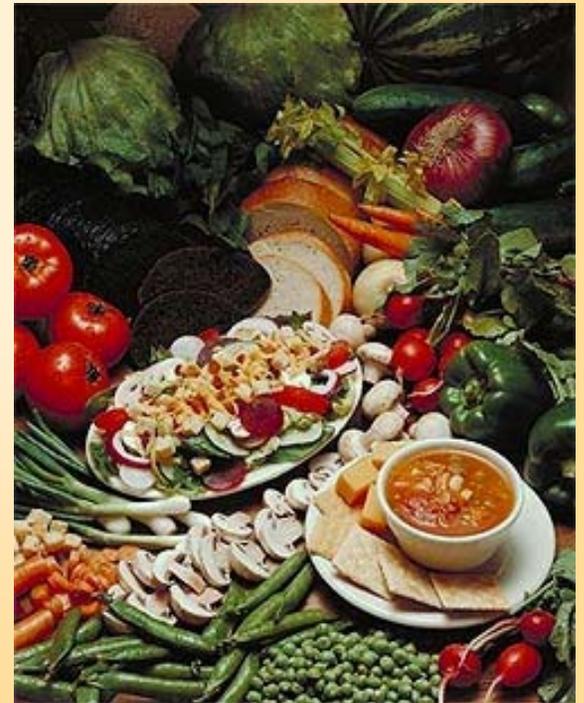


◆ **Seriously look at your current menu:**

- Use existing items on your menu
- Modify existing items to make them more nutritious
- Create new selections

◆ **Develop healthy menu items that satisfy customers:**

- Flavor
- Healthy cooking methods and techniques
- Presentation





Food Characteristics



Play an important role in acceptance!

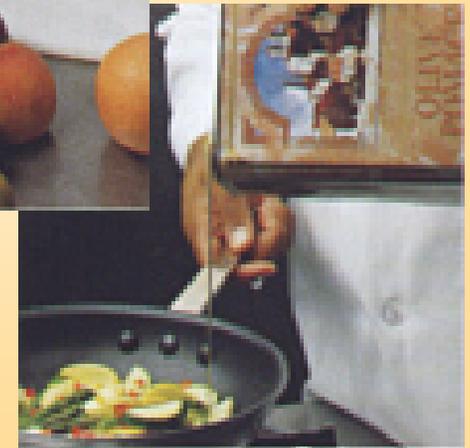
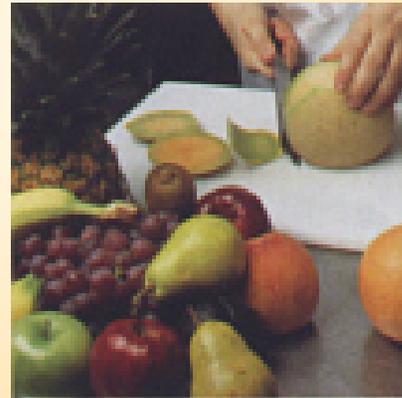
- ◆ **Presentation**
- ◆ **Color**
- ◆ **Flavor**
- ◆ **Texture and shape**
- ◆ **Consistency**
- ◆ **Preparation method**
- ◆ **Serving temperature**



Staff Training



- ◆ **Staff can be a valued resource in the program**
- ◆ **Properly trained staff can:**
 - Promote healthy choices / nutrition program
 - Solicit customer feedback and customer recommendations
- ◆ **Training needs of staff:**
 - Scope and rationale for the nutrition program
 - Basic food and nutrition concepts
 - Techniques of healthy cooking
 - Nutrient retention
 - Importance of following recipes and portion control
 - Nutritional menu planning





Marketing Nutrition



- ◆ **Creativity is the key to success**
- ◆ **Must be communicated to:**
 - Staff through training
 - Customer through menu, displays, and upon request
- ◆ **Methods of promotions:**
 - Advertising (verbal and written)
 - Point of sale (POS)
 - Publicity





Marketing Healthy Menu Items



- ◆ **Diner's prefer**
 - A good description
 - Emphasis on quality and variety rather than nutrition
- ◆ **Clearly marked menu items (unique trademark)**
- ◆ **Accurate and appealing description**
- ◆ **Market positively**
- ◆ **Use correct terminology**





Nutrition Awareness



◆ Catch diner's attention with:

- Catchy logos
- Nutrients related to health or performance
- Monthly health observances

◆ Table displays

◆ Posters

◆ Table tents

◆ Taste sampling

◆ Cooking demonstrations

◆ Sample plates



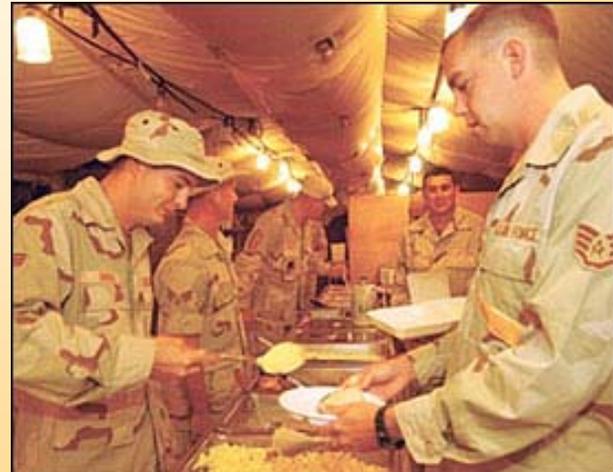


Start the Day off Right with Breakfast



- ◆ **Most important meal**
- ◆ **Is the foundation for healthy eating habits**
- ◆ **Eating breakfast will:**
 - Improve strength and endurance in late a.m.
 - Promote a better attitude toward learning or work
 - Improve cognitive performance
 - Assist with weight control

- ◆ **Promotion Tips:**
 - No time?
 - Take it to Go!
 - Perk Up Cereals
 - Not hungry yet?
 - On a diet?



Government Food Service, Jul 03



5 A Day – The Color Way



*Promote “5 A Day”
in the dining facility*

*National Cancer Institute
and Produce for Better
Health Foundation*



- ◆ **Military licensed to utilize this program in DFAC and nutrition education**

www.5aday.com



National Nutrition Month



Observed in March



◆ Resources:

- American Dietetic Association:
www.eatright.org
- NNM catalog
Jim Coleman, Ltd.
847/963-8200
service@jimcolemanltd.com
- DOD NNM Packet (USACHPPM)
[http://chppm-
www.apgea.army.mil/dhpw/Wellness](http://chppm-www.apgea.army.mil/dhpw/Wellness)

◆ Coordinate with the Installation Registered Dietitian

- NNM Dining Facility Competition



Power Performance – The Nutrition Connection



- ◆ **A nutrition training program designed to:**
 - Communicate sports nutrition
 - Improve and maintain military readiness and quality of life
 - Practical strategies to change diet for optimal performance, weight control and health
- ◆ **Available materials**
 - 7 modules for trainers and participants
 - 7 training videos
 - Table tents
 - Brochures and handouts
- ◆ **Source:**
 - USACHPPPM: <http://chppm-www.apgea.army.mil/dhpw/Wellness>





Program Evaluation



◆ Key questions for evaluation:

- How did the program do operationally?
- Food look and taste good?
- How well did each of the healthy menu options sell?
- Did the program increase customer satisfaction?
- Was the nutrition information available effective?

◆ Fine-tuning of program may be necessary

Evaluation is needed to determine program effectiveness from customer, staff, and management viewpoints.



Summary



- ◆ Importance of nutrition
- ◆ What is a healthy menu?
- ◆ Nutritional menu planning
- ◆ Nutrition marketing and awareness
- ◆ Program evaluation

