



A Menu Labeling Partnership in South LA
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South LA Healthy Eating
Active Communities Initiative
Working Collaboratively to Change Community Environments





Building Upon Public-Private Partnerships to Promote Healthy Options

- ✓ Lack of restaurants offering culturally appropriate, freshly prepared meals in parts of South LA
- ✓ The Smart Menu partnership identified a market place catering to local community members and area working professionals
- ✓ LAC DPH & HEAC funding and resources, in conjunction with our private partners piloted a sustainable nutrition education program



Smart Menu / La Salud Tiene Sabor

Empowering the Community with Knowledge to Make Healthy Food Choices



- ✓ Menu-labeling project implemented at Mercado La Paloma
- ✓ Assisted 7 independently-owned restaurants to provide nutritional information to patrons via menus and menu boards
- ✓ 80% of patrons indicated that providing nutrition information about menu items was a good idea with 82% saying that nutrition information on restaurant menu boards "would or might" influence their food choices





Smart Menu's 5 Step Process

- Step 1: Building and Maintaining Partnerships
- Step 2: Vendor Education and Recipe Collection
- Step 3: Recipe Analysis and Results
- Step 4: Create New Menu Boards and Educational Brochures
- Step 5: Promotion and Evaluation





Jugos 100% Puros y Naturales Power Juices

Orange	\$1.30
Orange & Apple	\$1.40
Orange & Cantaloupe	\$1.50

20 oz. : 4.50
32 oz. : 6.25

Significance of Menu Labeling

HOT SANDWICHES	
00 FILLET OF CHICKEN	3.50
01 STEAK SUBMARINE	4.95
02 PHILLY COMBO	5.95

DAILY SPECIALS	
03 HOUSE OF CHICKEN TERTIARY PLATE	5.95
04 CHICKEN / BEEF STIR FRIED	5.95
05 SHRIMP STIR FRIED RICE	6.25
06 SHRIMP PLATE	6.25
*OF SALAD & RICE	

MONDAY	
07 BBQ CHICKEN	5.95
*OF SALAD & RICE	
08 BEEF SOUP	5.50
*OF RICE OR TORTILLAS	

- ✓ Provides nutritional information to help consumers make informed food choices
- ✓ An obesity prevention tool
- ✓ Supports SB 1420
- ✓ Is both feasible and sustainable for independently-owned restaurants




Smart Menu / La Salud Tiene Sabor



Empowering the Community with Knowledge to Make Healthy Food Choices

Measuring Success of the Project Evaluation Survey



- ✓ Extent to which nutritional information affects consumer food purchases
- ✓ Consumers' opinions regarding displaying nutrition information in restaurants in general
- ✓ Survey results



South LA HEAC Next Steps for Smart Menu

- ✓ Lend DPH support to sustain and promote the Mercado's Smart Menu program
- ✓ Replicate menu labeling at a second site
- ✓ Securing funding for formal evaluation of menu labeling
- ✓ Disseminate lessons learned and provide TA



For more information about Smart Menu



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Introduce Mr. Raul Morales
Chef and owner
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At Mercado La Paloma
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