

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, April 13, 2011 3:13 PM
To: Forster-Coull, Lisa HLTH:EX; warrene@whitespot.ca; 'Kelly Gordon'; XT:von Schellwitz, Mark CRFA LCLB:IN; XT:Tostenson, Ian LCLB:IN
Cc: Cramb, Lorrie HLTH:EX; Laframboise, Natalie HLTH:EX
Subject: April 14 2011 Restaurant Program Update.docx



April 14 2011
Restaurant Progr...

Hi all...Please find attached an agenda for our meeting tomorrow morning at the Boathouse Restaurant in Kitsilano...looking forward to seeing all of you.
Cheers, Lorrie

Lorrie Cramb, R.D., M.Ed.

Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Restaurant Partnership Program Update
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Ministry of Health, CRFA, BCRFA, Boathouse and Whitespot
April 14, 2011 9:00-10:30am
The Boathouse Restaurant, 1305 Arbutus Street, Vancouver, BC

AGENDA

- | | |
|--|-----------------------|
| 1. Welcome/Introductions | All |
| 2. Ministry Update | Lisa Forster Coull |
| 3. CRFA/BCRFA/Boathouse/Whitespot Updates | Mark/Ian/Kelly/Warren |
| 4. Health Canada "Think Tank" Meeting | Mark/Warren/Lorrie |
| 5. Program Design | Lorrie Cramb/All |
| a. Consumer Focus Test Preliminary Results | |
| i. Knowledge of calories and sodium | |
| ii. Contextual Statements | |
| iii. Directional Statement | |
| iv. Formats for nutrition disclosure | |
| b. Application Process | |
| i. Website | |
| ii. Technical Guide | |
| iii. External Review Panel | |
| iv. License/Agreement | |
| c. Alcohol option | |
| 6. Program Promotions and Launch | Lisa/Lorrie |
| 7. Next Steps | |

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, July 6, 2011 4:34 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN; XT:Tostenson, Ian LCLB:IN; 'Cathy Tostenson'; 'Warren Erhart'; 'Kelly Gordon'; 'Sam White'; XT:Tulk, Sharon LCLB:IN; 'Prasanthi Vasanthakumar'; 'smejkal_leslie@timhortons.com'; 'MacLauchlan Sherry'
Cc: Laframboise, Natalie HLTH:EX; Forster-Coull, Lisa HLTH:EX; Cramb, Lorrie HLTH:EX
Subject: BC Informed Dining Program Meeting Agenda and Attachments

Hi all

Please find attached meeting notes from our June 22nd meeting, as well as an agenda and an updated Technical Guide for our call this Friday from 1:00-2:30pm.



AGENDA July 8
2011.docx



RP Technical
Guide July 8th 20..June 22 2011.doc...



Meeting Notes

Thanks, Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
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AGENDA
BC Ministry of Health and Restaurant Leaders
Informed Dining Program Meeting
Friday, July 8th 1:00-2:30pm
Teleconference Information: S15, S17

1. Welcome	1:00-1:05	Lorrie
2. Review June 22 nd Meeting Notes	1:05-1:15	All
3. Updated Draft Technical Guide (attached) - Review Accepted Changes - Review items for further discussion/decision ➤ Program logo and directional statement placement on menus/menu boards ➤ Calorie and sodium requirements ➤ Quality assurance/monitoring ➤ Restaurants with drive throughs ➤ Salad bars/buffets and self service items - Address definition of standard menu items and promotions	1:15-2:15	All
4. Timelines	2:15-2:25	Lorrie
5. Next Steps	2:25-2:30	Lorrie

BC Informed Dining Program

TECHNICAL GUIDE

PROGRAM DESCRIPTION

The Informed Dining Program is a voluntary nutrition information program for restaurants in British Columbia. Participating restaurants provide guests with nutrition information (with a focus on Calorie and sodium content) for all standard menu items upon request before or at the point of ordering in the restaurant. The Informed Dining Program was developed in collaboration with the Canadian Restaurant and Foodservices Association, the BC Restaurant and Foodservices Association and the Heart and Stroke Foundation of BC and Yukon.

WHO CAN APPLY?

The Informed Dining Program is available to all restaurants with a permit to operate a food service establishment in the Province of British Columbia. For example, quick service/fast food, full service/table service, chains or franchises, and independently owned and operated establishments.

REQUIREMENTS

To participate in the Informed Dining Program, restaurants are required to meet the following criteria:

1. Display the program logo and a directional statement on the menu or menu board advising guests that nutrition information is available.
2. Provide nutrition information for all **standard menu items** upon request **before or at the point of ordering** in the restaurant. Calorie and sodium content of standard menu items must be highlighted.
3. Provide information regarding daily requirements for Calories and sodium for adults and children.

PROGRAM LOGO AND DIRECTIONAL STATEMENT

Program logo graphic standards will be provided by Government Communications.

Restaurants with Menus

Restaurants with menus must include the designated program logo and directional statement that is prominently displayed **on each page of the menu** indicating that nutrition information is available in accordance with approved graphic standards. The purpose of the directional statement is to provide guidance to guests to know where they can find nutrition information. The directional statement has two parts:

Part 1 of the directional statement is mandatory.

Restaurants must use the following phrase: "(Name of restaurant) proudly offers nutrition information to help guests make informed choices".

Part 2 of the directional statement is flexible.

Restaurants need to direct guests where to find/get the information (e.g. "Ask for our nutrition brochure"; "See our poster"; "Refer to our nutrition menu insert").

For example:

- (1) ____ *"Breeze Restaurant proudly offers nutrition information to help guests make informed choices. Ask for our nutrition brochure".*
- (2) ____ *"Breeze Restaurant proudly offers nutrition information to help guests make informed choices. See our poster".*
- (3) ____ *"Breeze restaurant proudly offers nutrition information to help guests make informed choices. Refer to our nutrition menu insert".*

Graphic Standards: The directional statement must be displayed in the same font, size and typeface as the name of the menu items and in no less than nine-point font.

Restaurants with Menu Boards

Restaurants with menu boards must include the designated program logo and directional statement that is prominently displayed on the menu board or adjacent to the menu board on a sign or banner indicating that nutrition information is available in accordance with approved graphic standards. The logo and directional statement must be clearly visible to the guests before or at the point of ordering in the restaurant. The directional statement has two parts:

Part 1 of the directional statement is mandatory.

Restaurants must use the following phrase: "(Name of restaurant) proudly offers nutrition information to help guests make informed choices".

Part 2 of the directional statement is flexible.

Restaurants need to direct guests where to find/get the information (e.g. "Ask for our nutrition brochure"; "See our poster").

For example:

- (1) _____ *"Breeze Restaurant proudly offers nutrition information to help guests make informed choices. Ask for our nutrition brochure".*
- (2) _____ *"Breeze Restaurant proudly offers nutrition information to help guests make informed choices. See our poster".*
- (3) _____ *"Breeze Restaurant proudly offers nutrition information to help guests make informed choices. Visit the electronic kiosk".*

Graphic Standards: The directional statement must be displayed in the same font, size and typeface as the name of the menu items and in no less than forty-point font.

PROVIDING NUTRITION INFORMATION TO GUESTS

Restaurants are required to provide guests with the following program information upon request before or at the point of ordering in the restaurant:

- HealthyFamiliesBC logo and program description
- Nutrition Information (Calories and 13 core nutrients) for all standard menu items; Calorie and sodium content to be highlighted
- Daily Calorie and sodium requirements
- Disclaimer Statement(s)

A template for inserting the above information will be available at www.healthyfamiliesBC.ca to ensure consistency.

Restaurants may choose from the following formats to provide the program information:

- | | |
|----------------------------------|--|
| ➤ menu or menu board | ➤ poster or sign |
| ➤ menu insert | ➤ electronic kiosk |
| ➤ menu appendix | ➤ QR code (This option must be combined with one of the other formats) |
| ➤ supplemental nutrition menu | ➤ or other format approved by the Ministry of Health (MOH) |
| ➤ nutrition brochure or pamphlet | |

Graphic Standards:

Restaurants who display program information on a menu, menu insert, menu appendix, supplemental nutrition menu, nutrition brochure or pamphlet must display the information in the same font, size and typeface as the name of the menu items and no less than nine-point font.

Restaurants who display program information on a menu board, poster, or sign must display the information in the same font, size and typeface as the name of the menu items and no less than forty-point font.

HealthyFamiliesBC Logo and Program Description

Participating restaurants must adhere to the HealthyFamiliesBC graphic standards to be provided by Government Communications.



Nutrition Information

Restaurants are required to provide nutrition information for stated serving sizes of all standard menu items. Nutrition information consists of Calories (kcal) and the 13 core nutrients found on a Canadian Nutrition Facts table. The 13 core nutrients and their units of measure include:

- Total Fat (g)
- Saturated Fat (g)
- Trans Fat (g)
- Cholesterol (mg)
- Sodium (mg)
- Carbohydrate (g)
- Dietary Fibre (g)
- Sugars (g)
- Protein (g)
- Vitamin A (%DV)
- Vitamin C (%DV)
- Calcium (%DV)
- Iron (% DV)

A **standard menu item** is a food or beverage item, or meal that is offered for sale for more than S13 S13. This does not include daily chef specials or items in an originally sealed packaged with a Nutrition Facts table offered directly to the guest. For promotional items that are offered for more than S13 but are not part of the standard menu, restaurants may provide separate program information for those items.

Before or at the point of ordering means that the information is visible and legible to guests while they make menu decisions in the restaurant. It does not mean information that is only available on a website, tray liner, or food packaging.

A table listing all of the standard menu items, their stated serving size (weight in grams or volume in mL), and Calorie (Kcal) and 13 core nutrients must be displayed in accordance to graphic standards. Stated serving sizes must be the portion size ordinarily served to the guest.

Calorie and sodium content of standard menu items must be highlighted in accordance to graphic standards so that guests can relate the Calorie and sodium information of the menu item to daily requirements for Calories and sodium which will be listed in a separate chart.

For example:

Menu Item	Serving Size (weight in grams or volume in mL)	Calories (Kcal)	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)
Garden Salad (no dressing)	230 g	70	0	0	0	0	120
Veggie Burger (with bun)	113 g	330	12	3	0	0	1050
Seafood Pasta entree	415 g	1240	79	24	0	55	1230

Daily Calorie and Sodium Requirements

Information regarding daily Calorie and sodium requirements for both adults and children must be displayed in accordance with approved graphic standards.

(i) "Healthy adults should aim for 2,000 to 2,400 calories and 1,500 to 2,300 milligrams of sodium per day. Healthy children aged 4 to 8 years old should aim for 1,200 to 1,700 calories and 1,200 to 1,900 milligrams of sodium per day. The average calorie ranges provided are based on typical daily living activities plus 30 - 60 minutes of daily moderate activity. Individual values may be different.

OR

(ii)

Daily Calorie and Sodium Requirements

SODIUM: Healthy adults should aim for 1,500 to 2,300 milligrams of sodium per day. Children and seniors need less.

CALORIES: Healthy adults should aim for 2,000 to 2,400 calories per day. Children and seniors needs vary depending on age, activity level and gender. For more information, visit Health Canada at www.hc-sc.gc.ca.

OR

(iii)

Daily Calorie and Sodium Requirements

	Calories *	Sodium	
		Recommended	No more than
Adult (71+ years)	1,750 to 2,200 kcal	1,200 mg	2,300 mg
Adult (51-70 years)	1,850 to 2,350 kcal	1,300 mg	2,300 mg
Adult (19-50 years)	2,000 to 2,700 kcal	1,500 mg	2,300 mg
Children (14-18 years)	2,100 to 2,900 kcal	1,500 mg	2,300 mg
Children (9-13 years)	1,600 to 2,250 kcal	1,500 mg	2,200 mg
Children (4-8 years)	1,350 to 1,750 kcal	1,200 mg	1,900 mg
Children (2-3 years)	1,250 to 1,350 kcal	1,000 mg	1,500 mg

* The average calorie ranges provided are based on typical daily living activities plus 30 - 60 minutes of daily moderate activity. Individual values may be different. For more information, visit Health Canada at www.hc-sc.gc.ca.

Disclaimer Statement

Restaurants must include a BC Government disclaimer: **to be determined**

NUTRITION ANALYSIS

Restaurants may determine Calorie and nutrient content of standard menu items using any reliable and verifiable nutrition analysis. This may include the use of nutrient databases or software, consultants, or laboratory analysis. Laboratory testing is not required.

Nutrition analysis is only required once per standard menu item provided that portion size is reasonably consistent and the restaurant follows a standard recipe and trains to a consistent method of preparation.

Restaurants are encouraged to use specialized expertise and experienced staff or consultants to ensure accurate nutrition information for standard menu items so that information provided to guests is meaningful and not misleading. Please visit www.healthyfamiliesbc.ca for a Guide to Nutrition Analysis for those restaurants needing assistance. In addition, technical assistance is available from Dietitian Services at HealthLink BC (dial 8-1-1) to answer your questions about resources and nutrition analysis.

OTHER SPECIFIC ISSUES

Alcoholic Beverages

- Nutrition information for alcoholic beverages is not required.

Buffets, Salad Bars and Self Service Items

- Nutrition information for self service foods such as a salad bar or buffet is being developed.

Combo Meals/Size Variations

- Nutrition information for combination meals is not required. However, nutrition information for individual components of combination meals must be provided if those components are standard menu items.
- Nutrition information for different sizes of the same menu item must be displayed individually. An example of a size variation would be a small, medium or large beverage.

Drive Throughs

- Restaurants with drive through menu boards will be required to display the program logo and directional statement advising guests that nutrition information is available upon request in accordance with approved graphic standards.

MONITORING AND QUALITY ASSURANCE

Restaurants will be required to comply with standards for nutrition disclosure as outlined in this guide. For monitoring purposes, guests will be encouraged to file any complaints or concerns regarding restaurants which may not be meeting program standards with Dietitian Services at HealthLink BC by calling 8-1-1 or emailing informedining@gov.bc.ca. Environmental Health Officers will verify that program standards are being met. Restaurants will be required to re-submit program information annually, to maintain program status.

INFORMED DINING PROGRAM AGREEMENT

Once participating restaurants have met program standards they will enter into an agreement with the Province of British Columbia. This agreement will outline responsibilities and expectations of both parties. Restaurants will be eligible to participate in promotions once the agreement is in place. Examples of expectations to be outlined for restaurants include participation in program evaluation, promotions and staff training. Examples of expectations to be outlined for the Province of British Columbia include provision of implementation supports and resources, and promotion and marketing of participating restaurants.

SUPPORTS

There are a variety of implementation supports to assist the restaurant industry in understanding and implementing the Informed Dining Program:

- **Website-** a designated page under the Healthy Families BC site (www.healthyfamiliesbc.ca) will include various resources including an expression of interest form, application process, a technical guide, nutritional analysis guide, promotional information and will highlight participating restaurants.
- **Dietitian Services at HealthLink BC-** dedicated Registered Dietitians to assist restaurant owners, chefs and staff in understanding the program criteria and achieving program status through phone, email and internet services.
- **Staff Training Toolkit-** posters/resources for food service staff to understand the program and to assist guests in knowing where to get more information.

CONTACTS

For more information:

Visit www.healthyfamiliesBC.ca

Email informedining@gov.bc.ca

Call Dietitian Services at HealthLink BC : Dial 8-1-1 within BC or (604)-732-9191 outside of BC

MEETING NOTES
BC Ministry of Health and Restaurant Leaders
Restaurant Program Meeting
Wednesday, June 22nd, 2011 1:30-4:00pm
Canadian Restaurant & Foodservices Association Office (#2410 - 555 West Hastings Street)

Attendees: Lisa Forster Coull, MOH, Lorrie Cramb, MOH, Vera Wynn Williams, GCPE, Mark von Schellwitz, CRFA, Prasanthi Vasanthakumar, CRFA, Ian Tostenson, BCRFA, Sharron Tulk, BCRFA, Cathy Tostenson, White Spot, Kelly Gordon, Boathouse, Samantha White, Boathouse

Regrets: Warren Erhart, White Spot

Discussion Topic	Decision/Action
1. Program Name/Government Communications Branding	A new program name was discussed and agreed upon by the group. The new name will be "Informed Dining" . It is available and resonates well with the industry. Branding guidelines/graphic standards from Government Communications will be incorporated into the Technical Guide.
2. Marketing/Promotions	Global TV promotion to be held in the fall. Participating restaurants will be profiled on the HealthyFamilies BC website (www.healthyfamiliesBC.ca). Suggestions to profile early adopters and key decision makers; focus on consumer trends, make it fun and show chefs how to do recipe makeovers with lower sodium and less calories; bring in celebrity chefs (maybe Jamie Oliver!) Group to forward other celebrity chef names for consideration.
3. Consumer Focus Test Results (May 2011)	Information shared re: consumer focus groups held in April 2011.
4. Review draft website content/ Expression of Interest Form/Technical guide/Nutrition analysis guide	The draft Technical Guide and program details were reviewed. There were several suggested revisions. <u>ACCEPTED CHANGES:</u> - To use the name "guests" instead of "customers" - To use the phrase "upon request" when referring to how nutrition information will be available to guests - To require restaurants to disclose Calories and

	all 13 core nutrients, similar to the CRFA Nutrition Information Program and what is currently found on a Nutrition Facts table. Calories and sodium content will be highlighted. - To address promotions that are S13 S13 not part of the standard menu - To exempt requirement for nutrition disclosure of alcoholic beverages. - To include a standardized template on the website for restaurants to import data. This will ensure a consistent approach and correct font sizes, etc. - To re-evaluate definition of independent restaurant currently outlined on Expression of Interest Form. - To determine how program requirements apply to drive throughs. Suggestion to follow up with Tim Hortons and McDonalds for their feedback on this issue. S13 Lorrie will revise the Technical Guide based on feedback and send updated version prior to the next meeting.
5. Focus on Calories and sodium vs full nutrition disclosure with highlighted nutrients	See decision above.
6. S13	S13
7. S13	S13

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8. Timelines	Program announcement TBD.
9. Next Steps	Meeting to be arranged with QSRs. Follow up meeting with working group to review updated Technical Guide. Plan for program announcement.

*GCPE= Government Communications and Public Engagement (Formerly known as "PAB")

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Friday, June 10, 2011 4:05 PM
To: XT:von Schellwitz, Mark CRFA LCLB:IN
Cc: Forster-Coull, Lisa HLTH:EX; Cramb, Lorrie HLTH:EX
Subject: BC Restaurant Program

Importance: High

Hi Mark

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We will participate in the conference next Wednesday to talk more generally about healthy eating in restaurants. Hope to see you there...if not, we will be contacting you to arrange a follow up meeting soon. We really value our partnership with CRFA and appreciate your commitment to working with us to provide nutrition information in restaurants to consumers.
Thanks, Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 * Fax: (250) 952-1570

From: Cramb, Lorrie HLTH:EX [<mailto:Lorrie.Cramb@gov.bc.ca>]

Sent: Thu 09/06/2011 2:52 PM

To: XT:von Schellwitz, Mark CRFA LCLB:IN; XT:Tostenson, Ian LCLB:IN; 'Warren Erhart'; 'Cathy Tostenson'; Kelly Gordon

Cc: Laframboise, Natalie HLTH:EX

Subject: BC Restaurant Program name

Hi all

I just wanted to share with you the results of the consumer focus groups held to determine the name for the restaurant program.

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Thanks again,
Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
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Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Friday, May 27, 2011 4:14 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN; XT: Tostenson, Ian LCLB:IN
Cc: Forster-Coull, Lisa HLTH:EX; Laframboise, Natalie HLTH:EX; Cramb, Lorrie HLTH:EX
Subject: BC Restaurant Program Info

Hi Mark and Ian

Pls find attached a draft 3 pager on the key elements of the Restaurant Program.

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However, pls feel free to share this at your board meeting Mark...

As mentioned, some of the questions and input I would like to get from your associations include:

- Program name (to be focus tested next week)
- Definition of small business
- What kind of staff training would be required
- Restaurant Recruitment – identifying which restaurants may be keen to participate
- Type of promotions that are meaningful to the restaurant sector (meeting to be scheduled with Government Communications and restaurant sector)

Thanks so much...pls let me know if you have any questions.



BC Restaurant
Program Informat..

Cheers, Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 * Fax: (250) 952-1570

What is it?

The BC Restaurant Program is a voluntary nutrition information program developed by the Province of British Columbia in partnership with the Canadian Restaurant and Foodservices Association (CRFA), the BC Restaurant and Foodservices Association (BCRFA) and the Heart and Stroke Foundation of BC and Yukon. The program builds upon CRFA's voluntary nutrition information program and adds important elements including (1) a focus on sodium and calories, (2) information being available at the point of ordering, and (3) inclusion of contextual information regarding daily sodium and calorie requirements. Participating restaurants that meet established program criteria will be eligible to receive Ministry of Health program supports.

Why should restaurants participate?

By participating in the program, restaurants are responding to the growing trend and interest in nutrition and will be seen as a leader in customer service by providing patrons with nutrition information to help them make informed menu choices. In addition, participating restaurants will be recognized through significant government promotions.

Who can apply?

The Restaurant Program is available to all restaurants with a permit to operate a food service establishment in the Province of British Columbia.

What are the requirements to participate?

1. The Restaurant Program requires restaurants to disclose **calorie and sodium information** for all standard menu items.

A **standard menu item** is a food or beverage item, or meal that is offered for sale for more than ^{S13} _{S13}. This may include appetizers, entrees, side dishes, desserts and beverages. This does not include items in an originally sealed packaged with a Nutrition Facts table offered directly to the consumer.

2. Restaurants must include a **program logo** and **directional statement** that is prominently displayed on the menu or menu board indicating that nutrition information is available.

For example: *(Name of restaurant) is a proud participant of the Restaurant Program that offers nutrition information to help you make informed choices. Please see our menu insert for more information.*

3. Restaurants must include information regarding **daily calorie and sodium requirements**. See sample chart below:

Daily Calorie and Sodium Requirements (Source: Health Canada)

	Calories *	Sodium	
		Recommended	No more than
Adult (19+ years)	2,000 to 2,400	1,500 mg	2,300 mg
Children (4-8 years)	1,400 to 1,700	1,200 mg	1,900 mg

* The average calorie ranges provided are based on typical daily living activities plus 30 - 60 minutes of daily moderate activity. Individual values may be different.

How do restaurants post the information?

Restaurants will provide customers with calorie and sodium information for all standard menu items at the point of ordering on the menu or menu board. Restaurants may also choose from the following alternative formats to display the nutrition information:

- menu insert
- menu appendix
- supplemental nutrition menu
- nutrition brochure or pamphlet
- QR code (This option must be combined with one of the other formats)
- poster or sign
- table tent card
- electronic kiosk
- or other format approved by the Ministry of Health (MOH)

The chosen format must include the following program information:

- Program description
- Calorie and sodium content for all standard menu items
- Daily calorie and sodium requirements

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How do restaurants determine the calorie and sodium content of their items?

Restaurants may determine calorie and sodium nutrient analysis of standard menu items using any reliable and verifiable nutrient analysis. This may include the use of nutrient databases, laboratory analysis or any other reliable and verifiable methods of analysis. Laboratory testing is not required.

Monitoring and Quality Assurance

A process to ensure compliance to program standards is being developed.

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Program Supports for Restaurants

- **Website-** a designated page under the Healthy Families BC site (www.healthyfamiliesbc.ca) will include various resources including an expression of interest form, application process, a technical guide, nutritional analysis guide, promotional information and will highlight participating restaurants.
- **Dietitian Services at HealthLink BC-** dedicated Registered Dietitians to assist restaurant owners and chefs in understanding the program criteria and achieving program status through phone, email and internet services.
-

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- **Staff Training Toolkit-** posters/resources for food service staff to understand the program and to assist customers in knowing where to get more information.
- **Ministry of Health staff**
- **Provincial Advisory Committee**

Public Education and Awareness

- **Website-** specific information focussed on raising consumer awareness re: sodium and calories and which restaurants participate in the program
- **Dietitian Services at HealthLink BC-** dedicated Registered Dietitians to answer questions from the public on what the program is, which restaurants are participating and to provide additional information re: sodium and calories and general healthy eating.
- **Global TV segments-** highlighting participating restaurants and importance of nutrition information in restaurants
- **On line advertising**
- **Community magazines and newspaper articles**

Andrews, Miranda HLTH:EX

From: Laframboise, Natalie HLTH:EX
Sent: Tuesday, August 9, 2011 1:13 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN
Cc: Cramb, Lorrie HLTH:EX
Subject: FW: Informed Dining - Web content

Hi Mark,

This is the quote that I have sent to our communications department to use for the news release that you had previously approved for the website.

Cheers
Natalie

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8
Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

Join the Healthy Families BC community...



From: mark@crfa.ca [mailto:mark@crfa.ca]
Sent: Wednesday, July 27, 2011 9:59 AM
To: Laframboise, Natalie HLTH:EX
Subject: Re: Informed Dining - Web content

Looks good!

Mark

Mark von Schellwitz
Vice President, Western Canada
Canadian Restaurant and Foodservices Association

Sent wirelessly from my BlackBerry device on the Bell network.
Envoyé sans fil par mon terminal mobile BlackBerry sur le réseau de Bell.

From: "Laframboise, Natalie HLTH:EX" <Natalie.Laframboise@gov.bc.ca>
Date: Wed, 27 Jul 2011 08:39:22 -0700
To: XT: von Schellwitz, Mark CRFA LCLB:IN <mark@crfa.ca>
Subject: RE: Informed Dining - Web content

How is this Mark?

help restaurant patrons become more conscious about what they are eating - it also shines a light on those establishments already providing menu nutrition content while encouraging other restaurants to follow suit."

Mark von Schellwitz, Vice-President
CRFA Western Canada

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8
Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

Join the Healthy Families BC community...



From: Mark von Schellwitz [<mailto:mark@crfa.ca>]
Sent: Tuesday, July 26, 2011 4:56 PM
To: Laframboise, Natalie HLTH:EX
Subject: RE: Informed Dining - Web content

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"Our priority is a national disclosure framework and BC's Informed Dining program is an important first step". Other than that still looks good to me. Does that make sense?

Cheers, Mark

Mark von Schellwitz
Vice President, Western Canada
Canadian Restaurant & Foodservices Association
#2410 - 555 West Hastings Street
P.O. Box 12125
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Web Site www.crfa.ca

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From: Laframboise, Natalie HLTH:EX [<mailto:Natalie.Laframboise@gov.bc.ca>]
Sent: July-26-11 4:02 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN
Cc: Cramb, Lorrie HLTH:EX
Subject: Informed Dining - Web content

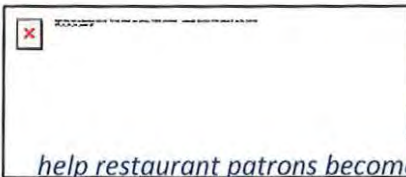
Hi Mark,

I am busy working on our website content for the Informed Dining program. Below is the text and testimonial we have ready to go for CRFA.

The Canadian Restaurant and Foodservices Association (CRFA), the BC Restaurant and Foodservices Association (BCRFA) and the Heart and Stroke Foundation of BC and Yukon have provided valuable advice on the development of the Informed Dining program.

Canadian Restaurant and Foodservices Association

Since its founding in 1944, the Canadian Restaurant and Foodservices Association has grown to more than 30,000 members across the country. Through advocacy, research, member savings and industry events, we help our members in every Canadian community grow and prosper. CRFA members represent every sector of Canada's vibrant and innovative foodservice industry, including restaurants, bars, cafeterias, coffee shops, and contract and social caterers. We also welcome suppliers to our industry as associate members of CRFA.



"We want to be part of the solution in making healthy choices easy choices in B.C. Our priority is a national nutrition disclosure framework and we hope BC's Informed Dining program will be an important first step. This program has the potential to help restaurant patrons become more conscious about what they are eating - it also shines a light on those establishments already providing menu nutrition content while encouraging other restaurants to follow suit."

**Mark von Schellwitz, Vice-President
CRFA Western Canada**

Please let me know if you are ok with this or if you require any changes.

Thanks Mark!

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8
Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

Join the Healthy Families BC community...



Andrews, Miranda HLTH:EX

From: Forster-Coull, Lisa HLTH:EX
Sent: Thursday, June 9, 2011 11:28 AM
To: Cramb, Lorrie HLTH:EX; 'mvonschellwitz@crfa.ca'
Subject: FW: Restaurant Program Website

Importance: High

How's this? I am in the office all day today and tomorrow if you want me to talk to you and Joyce. Lisa

Lisa Forster-Coull
Provincial Nutritionist
Population and Public Health
Ministry of Health Services
1515 Blanshard Street, 4th floor
Victoria, BC
V8W 3C8

phone 250-952-1124
fax 250-952-1570

From: Mark von Schellwitz [mailto:mark@crfa.ca]
Sent: Thursday, June 9, 2011 10:52 AM
To: Cramb, Lorrie HLTH:EX
Cc: Forster-Coull, Lisa HLTH:EX; 'Joyce Reynolds'; XT:Tostenson, Ian LCLB:IN; 'Warren Erhart'; Laframboise, Natalie HLTH:EX
Subject: RE: Restaurant Program Website
Importance: High

Lorrie,

S13

highlighting calories and sodium as part of a consistent standardized approach to nutrition disclosure as per Health Canada and CRFA's nutrition information program

CRFA would support

S13

S13

We would be happy to discuss.

Cheers, Mark

Mark von Schellwitz
Vice President, Western Canada
Canadian Restaurant & Foodservices Association
#2410 - 555 West Hastings Street
P.O. Box 12125
Vancouver, B.C.
V6B 4N6

Phone 604-685-9655
Toll Free 1-866-300-7675
e-mail mark@crfa.ca
Web Site www.crfa.ca

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From: Laframboise, Natalie HLTH:EX [mailto:Natalie.Laframboise@gov.bc.ca]
Sent: June-08-11 1:10 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN
Subject: RE: Restaurant Program Website

Hi Mark,

The logo's worked fine.

Many thanks

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8
Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

From: Mark von Schellwitz [mailto:mark@crfa.ca]
Sent: Tuesday, June 7, 2011 12:14 PM
To: Laframboise, Natalie HLTH:EX
Subject: RE: Restaurant Program Website

Natalie,

Attached are horizontal and vertical versions of eps logo. Please confirm you can open the attachments and choose the most appropriate one that fits with other logos.

Cheers, Mark

Mark von Schellwitz
Vice President, Western Canada
Canadian Restaurant & Foodservices Association
#2410 - 555 West Hastings Street
P.O. Box 12125

V6B 4N6

Phone 604-685-9655
Toll Free 1-866-300-7675
e-mail mark@crfa.ca
Web Site www.crfa.ca

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From: Laframboise, Natalie HLTH:EX [mailto:Natalie.Laframboise@gov.bc.ca]
Sent: June-07-11 11:57 AM
To: XT: von Schellwitz, Mark CRFA LCLB:IN
Subject: Restaurant Program Website
Importance: High

Hi Mark,

We are gearing up for the launch of the restaurant program and the website. Thank you so much for providing some wonderful testimonials which we will definitely use on the website. We would also like to acknowledge CRFA as an official partner by putting the logo on our website.

Can you provide me with an eps (encapsulated post script) file of the logo? Or put me in touch with the person that would have this. We are working on some pretty tight timelines so the sooner the better would be great.

Thanks Mark

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8
Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Tuesday, May 24, 2011 5:32 PM
To: HLTH PPH Community Nutritionists; Linton, Janice HLBC:EX; Leslie, Barbara HLBC:EX; Simmons, Dean HLBC:EX; XT: von Schellwitz, Mark CRFA LCLB:IN; XT: Tostenson, Ian LCLB:IN; 'Julie Lau'; 'Mark Collison'; 'Kristen Yarker'; XT: HLTH McBride, Michele; 'connie.abram@diabetes.ca'; 'Wayne Hoskins'; 'McGeouch, Len'; 'Terry Dean'; 'drkcadenhead@shawbiz.ca'; 'Jennifer@childhoodobesityfoundation.ca'; 'sstoroschuk@bc.cancer.ca'; 'Carolyn.Bateman@inspection.gc.ca'; 'Lance_Hill@hc-sc.gc.ca'; XT: HLTH Clarotto, Anne; 'justin@canadianbeverage.ca'; 'Lydia Dumais'; XT: HLTH Ozarko, Domenica; Janice Macdonald (JMACDONALD@DIETITIANS.CA);
S22 'Prusak, Claudia [CORP]'; 'mary.jessen@hc-sc.gc.ca';
XT: HLTH Ross, Sue; 'John Forsdick'; 'Tyler Janzen'; XT: HLTH
Pace, Esther; XT: HLTH Damstetter, Cheryl; XT: Kerr, Julie HLTH:IN; XT: HLTH
MacDonald, Kathy; XT: HLTH Brown, Jami; XT: Chartrand, Rhonda Karas, MEd, RD
HLTH:IN; 'chris.buchner@vch.ca'; XT: HLTH Earl, Lori; XT: HLTH Drasic, Lydia; XT: HLTH
Paul, Heidi; XT: HLTH Miller, Diane; 'rowena.rizzotti@fraserhealth.ca'; 'Davidson, Jeff';
'Timlick, Andrea'
Cc: Laframboise, Natalie HLTH:EX; White, Stacy HLTH:EX
Subject: Healthy Families BC News Release

Hi all...please see attached the news release announcing a \$68.7 million Healthy Families BC strategy to address chronic disease prevention and to encourage British Columbians to lead healthier lives where they live, work and play. This is a four pronged strategy to support families and communities in the following key areas:

- Healthy Lifestyles
- Healthy Eating
 - sodium reduction public awareness and education campaign
 - sugary drinks reduction public awareness and education campaign, and
 - a provincial restaurant program that focuses on nutrition information disclosure to assist consumers in making informed choices
- Healthy Start
- Healthy Communities

Over the next several months, different components of the strategy will be rolled out. We look forward to working with many of you on the implementation of the strategy. For more information, visit the HealthyFamiliesBC website at www.healthyfamiliesbc.ca. Please feel free to forward this email as necessary.

<http://www.healthyfamiliesbc.ca/media/2011PREM0057-000590.pdf>

Sincerely,
Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health * 1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 * Fax: (250) 952-1570

Andrews, Miranda HLTH:EX

From: Laframboise, Natalie HLTH:EX
Sent: Tuesday, July 26, 2011 4:05 PM
To: XT:Tostenson, Ian LCLB:IN
Cc: Cramb, Lorrie HLTH:EX
Subject: Informed Dining - Web content

Hi Ian,

I am busy working on our website content for the Informed Dining program. Below is the text and testimonial we have ready to go for BCRFA.

The Canadian Restaurant and Foodservices Association (CRFA), the BC Restaurant and Foodservices Association (BCRFA) and the Heart and Stroke Foundation of BC and Yukon have provided valuable advice on the development of the Informed Dining program.

BC Restaurant & Foodservices Association

The BC Restaurant & Foodservices Association is a collective group of restaurant professionals devoted to the sole purpose of creating the most favourable business environment for the success of our members.

With over 40 years of leadership, the BC Restaurant & Foodservices Association (BCRFA) is the foremost advocate and resource for our industry, ensuring long term dynamic growth within B.C. We represent over 3,000 restaurant and foodservice businesses across the province.



"The development of this program is an important first, flexible step in helping restaurant customers to become more aware about what they are eating. Through this partnership, British Columbia's restaurant industry is helping to make valuable contributions toward a healthier society."

**Ian Tostenson, President and CEO
BCRFA**

Please let me know if you are ok with this or if you require any changes.

Thanks Ian!

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8
Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

Join the Healthy Families BC community...



Andrews, Miranda HLTH:EX

From: Laframboise, Natalie HLTH:EX
Sent: Tuesday, July 26, 2011 4:02 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN
Cc: Cramb, Lorrie HLTH:EX
Subject: Informed Dining - Web content

Hi Mark,

I am busy working on our website content for the Informed Dining program. Below is the text and testimonial we have ready to go for CRFA.

The Canadian Restaurant and Foodservices Association (CRFA), the BC Restaurant and Foodservices Association (BCRFA) and the Heart and Stroke Foundation of BC and Yukon have provided valuable advice on the development of the Informed Dining program.

Canadian Restaurant and Foodservices Association

Since its founding in 1944, the Canadian Restaurant and Foodservices Association has grown to more than 30,000 members across the country. Through advocacy, research, member savings and industry events, we help our members in every Canadian community grow and prosper. CRFA members represent every sector of Canada's vibrant and innovative foodservice industry, including restaurants, bars, cafeterias, coffee shops, and contract and social caterers. We also welcome suppliers to our industry as associate members of CRFA.



Canadian Restaurant and
Foodservices Association
Association canadienne
des restaurateurs et des
services alimentaires

"We want to be part of the solution in making healthy choices easy choices in B.C. Our priority is a national nutrition disclosure framework and we hope BC's Informed Dining program will be an important first step. This program has the potential to help restaurant patrons become more conscious about what they are eating - it also shines a light on those establishments already providing menu nutrition content while encouraging other restaurants to follow suit."

Mark von Schellwitz, Vice-President
CRFA Western Canada

Please let me know if you are ok with this or if you require any changes.

Thanks Mark!

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8
Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

Join the Healthy Families BC community...



Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Friday, July 29, 2011 3:13 PM
To: 'Cathy Tostenson'; XT:Tostenson, Ian LCLB:IN; 'Warren Erhart'; 'Kerri Sumner'; 'Sam White'; 'Kelly Gordon'; XT:von Schellwitz, Mark CRFA LCLB:IN; XT:HLTH DMARCHESE@HSF.BC.CA; 'Mark Collison'; XT:Tulk, Sharon LCLB:IN
Cc: Neufeld, Laura R GCPE:EX; Cramb, Lorrie HLTH:EX; Forster-Coull, Lisa HLTH:EX; Thistle-Walker, Carlene GCPE:EX
Subject: Informed Dining news release
Importance: High



nr_restaurants_draft_July 29.d...

Hi all- can you pls review this draft news release and confirm your quotes? Please keep confidential.

Thanks so much,
Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Join the Healthy Families BC community...



NEWS RELEASE

For Immediate Release
[release number]
Aug. 10, 2011

Ministry of Health

BC restaurants help families make informed choices

VANCOUVER – Enjoying a meal out at a restaurant can be a fun and enjoyable way for families to spend time together, and now B.C. restaurants are partnering with the Province to provide restaurant customers with the information they need to make the healthy choice the easy choice.

The \$1.9 million Healthy Families BC–Informed Dining program will give customers the information they need to make healthier choices when eating out. Participating restaurants will add the Informed Dining program logo and a statement on their menu or menu board, letting customers know that nutrition information for all standard menu items is available upon request. Restaurants will provide nutrition information (similar to what is currently found on packaged foods) before or at the point of ordering in the restaurant. Calorie and sodium content will be highlighted and restaurants must also include information on daily sodium and calorie requirements. Customers will then be able to make informed choices when choosing meals for themselves or their children.

White Spot and The Boathouse restaurants have already signed on to participate in this voluntary program, which will be rolled out in November. The program will be mandatory at all provincial retail food service establishments, such as in health care facilities.

Canadians currently purchase almost one in ten meals or snacks from a restaurant. By providing nutrition information in restaurants, customers can make decisions that will help to promote healthy weights and prevent high blood pressure. Excessive calories can lead to obesity which is a major risk factor for chronic illnesses such as cardiovascular disease, diabetes and cancer, and high blood pressure can lead to heart attacks, strokes, and kidney disease.

The Informed Dining program is a component of the Province's Healthy Families BC (www.HealthyFamiliesBC.ca) campaign to reduce obesity and prevent chronic disease. It has been developed in collaboration with the Canadian Restaurant and Food Services Association, the BC Restaurant and Food Services Association, the Heart and Stroke Foundation of BC and Yukon, chain and independent restaurant leaders and public health partners.

The Province has been working with the restaurant industry for several years to help protect the health of British Columbians. In 2009, B.C. was the first jurisdiction in Canada to regulate the use of trans fat in restaurants and food service establishments.

Why Does Healthy Families BC Matter?

B.C. may have the healthiest population in Canada, but there is still an obesity and chronic disease epidemic. If we don't make a change, this generation of children will be the first one to have a shorter lifespan than their parents.

To combat this trend, the Province is investing \$64 million in Healthy Families BC, a multi-faceted strategy that will work to promote health and wellness and reduce obesity and chronic diseases.

Chronic disease is the largest single burden on the health of British Columbians and the health care system, while obesity is the second highest preventable cause of death in British Columbia. Without decisive efforts to address these issues, the province will see an increase in rates of heart disease, stroke, cancer, arthritis and chronic respiratory diseases – all of which can be prevented or delayed.

Quotes:

- **Minister of Health Michael de Jong:**
“Knowledge is power – by providing nutrition information, especially calorie and sodium information, in restaurants, we are able to help make the healthy choice the easy choice for British Columbians and their families.”
- **White Spot chef Chuck Currie:**
“Healthy meals can be delicious, and I am proud that White Spot is able to partner with the Province. It’s all about choice and balance, so by providing nutritional information to our customers we can help them live enjoyable, healthy lives.”
- **The Boathouse Restaurant:**
“Our customers know us for providing the best quality West Coast seafood dishes available, and now they can also know us for putting the health of our customers first, by providing them with important calorie and sodium information.”
- **CEO and President of the BC Restaurant and Food Services Association Ian Tostenson:**
“We all have a responsibility to contribute to the health of the next generation. I am very pleased that we are able to work with the Province to promote good health and provide options and information for our customers.”
- **Mark von Schellwitz, Vice-President, Canadian Restaurant and Foodservices Association, Western Canada**
“This program not only helps restaurant patrons to become more conscious about what they are eating - it also shines a light on those establishments already providing menu nutrition content while encouraging other restaurants to follow suit.”
- **Diego Marchese, CEO of the Heart and Stroke Foundation of BC & Yukon:**
“Healthy eating is a critical element in living a long and healthy life and avoiding cardiovascular disease. The Province’s Informed Dining program takes a positive step forward in providing people with information they can use in making informed choices while dining out. The program acts to level the playing field by revealing important nutrient information in dining establishments that is currently only available on packaged foods. This is definitely a step in the right direction for furthering the health of British Columbians.”

Quick Facts:

- There are about 22,000 restaurants in British Columbia.
- Unlike foods prepared at home, restaurant meals tend to be larger and higher in calories and sodium. This can result in over-consumption and increase the risk of obesity and chronic diseases such as diabetes and high blood pressure.

- Nutrition labelling of pre-packaged food is already regulated by the Canadian Food Inspection Agency.
- Cardiovascular disease, diabetes and cancer are estimated to cost our health care system between \$730 million and \$830 million per year.
- Reducing sodium intake could prevent up to 23,500 cardiovascular events such as heart attack and stroke per year, and could generate direct savings of \$1.38 billion annually.
- The Canadian Council of Food and Nutrition reported that in 2006, of all the money spent on food in Canada, 40% is spent in foodservice outlets.
- Between 1977 and 1998, hamburgers increased nearly 23 per cent in size, with 97 more calories. Portions of French fries have grown by 16 per cent and soft drinks by 52 per cent. And the average portion of salty snacks grew by 60 per cent, with an extra 93 calories.
- People who eat more sodium than needed in their diet are at greater risk from high blood pressure, which is a major risk factor for stroke, heart disease and kidney disease.
- British Columbians consume more than double the amount of sodium considered adequate to promote good health in B.C., as recommended by Health Canada.
- British Columbians consume around 11 cups of salt a year.

Learn More:

The Healthy Families BC – Informed Dining program was launched at Granville Market in Vancouver. Health Minister Michael de Jong, White Spot executive chef, Chuck Currie and The Boathouse chef consultant, Erin Holm, gave a healthy cooking demonstration to help show that healthy food can be delicious, sharing their creations with lucky passersby. For video of the event and the featured recipes, visit the Healthy Families BC website at www.HealthyFamiliesBC.ca.

A backgrounder follows.

BACKGROUNDER

Healthy Families BC – Informed Dining

The Healthy Families BC—Informed Dining program is designed to promote restaurants that have committed to provide customers with nutrition information for all of its standard menu items. It has been created in collaboration with the restaurant and food service industry.

All restaurants in B.C. are eligible to participate in the voluntary program. The program will be mandatory for food service establishments located within Provincial buildings, such as health care facilities. The Province encourages restaurant owners and managers to join in the fight to prevent obesity and chronic diseases by providing this important nutritional information to their customers.

To participate in the program, restaurants must meet the following criteria:

- Restaurants must disclose **nutrition information** for all standard menu items. Calorie and sodium content must be highlighted.
- Restaurants must include the Informed Dining **logo** and **directional statement** that is prominently displayed on the menu or menu board indicating that nutrition information is available.
For example: (Name of restaurant) proudly offers nutrition information to help guests make informed choices. Please see our menu insert for more information.
- Restaurants must include information regarding **daily calorie and sodium requirements**.

Participating restaurants will display the Informed Dining program name and logo on their menus and marketing materials to promote their participation in the program and to encourage customers to ask for nutritional information.

Provincial environmental health officers will be monitoring for compliance in restaurants as part of their regular food safety inspections.

The Province will provide support to participating restaurants with marketing and promotional efforts through the Healthy Families BC website; a Global TV partnership, on line advertising and print collateral.

Contact:

Ministry of Health

250 952-1889 (media line)

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Monday, August 8, 2011 12:06 PM
To: XT:von Schellwitz, Mark CRFA LCLB:IN; XT:Tostenson, Ian LCLB:IN
Cc: Forster-Coull, Lisa HLTH:EX; Thistle-Walker, Carlene GCPE:EX; Cramb, Lorrie HLTH:EX
Subject: Informed Dining Program

Importance: High



nr_restaurants_Au
g 8_ 12pm cle...

Hi Mark and Ian

The Minister's Office will be moving forward with a press release this week (either Wednesday or Friday) to announce the Informed Dining Program. There will be no media event associated with the news release.

Could you please review the attached revised news release and confirm your quotes asap...

Thanks so much,
Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 * Fax: (250) 952-1570

Join the Healthy Families BC community...



NEWS RELEASE

For Immediate Release
[release number]
Aug. 10, 2011

Ministry of Health

BC restaurants help families make informed choices

VANCOUVER – Enjoying a meal out at a restaurant can be a fun and enjoyable way for families to spend time together, and now the B.C. restaurant industry is partnering with the Province to provide restaurant customers with the information they need to make the healthy choice the easy choice.

The \$1.9 million Healthy Families BC–Informed Dining program will give customers the information they need to make healthier choices when eating out. Participating restaurants will add the Informed Dining program logo and a statement on their menu or menu board, letting customers know that nutrition information for all standard menu items is available upon request. Restaurants will provide nutrition information (similar to what is currently found on packaged foods) before or at the point of ordering in the restaurant. Information may be provided on a brochure, a menu insert or poster. Calorie and sodium content will be highlighted and restaurants must also include information on daily sodium and calorie requirements. Customers will then be able to make informed choices when choosing meals for themselves or their children.

Canadians currently purchase almost one in ten meals or snacks from a restaurant. By providing nutrition information in restaurants, customers can make decisions that will help to promote healthy weights and prevent high blood pressure. Excessive calories can lead to obesity which is a major risk factor for chronic illnesses such as cardiovascular disease, diabetes and cancer, and high blood pressure can lead to heart attacks, strokes, and kidney disease.

The Informed Dining program is a component of the Province's Healthy Families BC (www.HealthyFamiliesBC.ca) campaign to reduce obesity and prevent chronic disease. It has been developed in collaboration with the Canadian Restaurant and Food Services Association, the BC Restaurant and Food Services Association, the Heart and Stroke Foundation of BC and Yukon, chain and independent restaurant leaders and public health partners. Although voluntary for private retail food services, the program will be mandated in foodservice establishments in health care facilities.

The Province has been working with the restaurant industry for several years to help protect the health of British Columbians. In 2009, B.C. was the first jurisdiction in Canada to regulate the use of trans fat in restaurants and food service establishments.

Quotes:

- **Minister of Health Michael de Jong:**

"Knowledge is power – by providing nutrition information, especially calorie and sodium information, in restaurants, we are able to help make the healthy choice the easy choice for British Columbians and their families."

- **Ian Tostenson, CEO and President of the BC Restaurant and Food Services Association:**
“We all have a responsibility to contribute to the health of the next generation. I am very pleased that we are able to work with the Province to promote good health and provide options and information for our customers.”
- **Mark von Schellwitz, Vice-President, Canadian Restaurant and Foodservices Association, Western Canada**
“This program not only helps restaurant patrons to become more conscious about what they are eating - it also shines a light on those establishments already providing menu nutrition content while encouraging other restaurants to follow suit.”
- **Diego Marchese, CEO of the Heart and Stroke Foundation of BC & Yukon:**
“Healthy eating is a critical element in living a long and healthy life and avoiding cardiovascular disease. The Province’s Informed Dining program takes a positive step forward in providing people with information they can use in making informed choices while dining out. The program acts to level the playing field by revealing important nutrient information in dining establishments that is currently only available on packaged foods. This is definitely a step in the right direction for furthering the health of British Columbians.”

Quick Facts:

- There are about 22,000 restaurants in British Columbia.
- Nutrition labelling of pre-packaged food is already regulated by the Canadian Food Inspection Agency.
- Cardiovascular disease, diabetes and cancer are estimated to cost our health care system between \$730 million and \$830 million per year.
- Reducing sodium intake could prevent up to 23,500 cardiovascular events such as heart attack and stroke per year, and could generate direct savings of \$1.38 billion annually.
- The Canadian Council of Food and Nutrition reported that in 2006, of all the money spent on food in Canada, 40% is spent in foodservice outlets.
- People who eat more sodium than needed are at greater risk from high blood pressure, which is a major risk factor for stroke, heart disease and kidney disease.
- British Columbians consume more than double the amount of sodium considered adequate to promote good health in B.C., as recommended by Health Canada.
- Nutrition information disclosure in restaurants and food services is one of the key recommendations from the Sodium Working Group report “Sodium Reduction Strategy for Canada” and the Public Health Agency of Canada report “Curbing Childhood Obesity: A Federal, Provincial and Territorial Framework for Action to Promote Healthy Weights.”
- A backgrounder follows.

BACKGROUND

Healthy Families BC – Informed Dining

Informed Dining

The Healthy Families BC—Informed Dining program is designed to promote restaurants that have committed to provide customers with nutrition information for all of its standard menu items. It has been created in collaboration with the restaurant and food service industry and public health stakeholders.

All restaurants in B.C. are eligible to participate in the voluntary program. The program will be mandatory for food service establishments in health care facilities. The Province encourages restaurant owners and managers to join in the fight to prevent obesity and chronic diseases by providing this important nutritional information to their customers.

To participate in the program, restaurants must meet the following criteria:

- Restaurants must disclose **nutrition information** for all standard menu items. Calorie and sodium content must be highlighted.
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- Restaurants must include information regarding **daily calorie and sodium requirements**.

Participating restaurants will display the Informed Dining program name and logo on their menus and marketing materials to promote their participation in the program and to encourage customers to ask for nutritional information.

Provincial environmental health officers will be monitoring for compliance in restaurants as part of their regular food safety inspections.

The Province will provide support to participating restaurants with marketing and promotional efforts through the Healthy Families BC website and other media opportunities.

Contact:
Ministry of Health
250 952-1889 (media line)

Pages 39 through 40 redacted for the following reasons:

S13

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, May 25, 2011 4:30 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN; XT: Tostenson, Ian LCLB:IN; 'Warren Erhart'; 'Kelly Gordon'
Cc: Cramb, Lorrie HLTH:EX; Laframboise, Natalie HLTH:EX
Subject: Marketing Meeting

Hi all...at our meeting last week, you had suggested that we set up a meeting with Government Communications and your marketing teams to discuss the best way restaurants can be promoted through participation in the Restaurant Program. Can you pls let me know who should be invited and their contact info and I will start the process of organizing a meeting with all of us.

Thanks, Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 * Fax: (250) 952-1570

Andrews, Miranda HLTH:EX

From: Forster-Coull, Lisa HLTH:EX
Sent: Friday, April 15, 2011 12:53 PM
To: XT:von Schellwitz, Mark CRFA LCLB:IN
Cc: Cramb, Lorrie HLTH:EX
Subject: Meeting of Restaurant Partnership Followup

Hi Mark. I had a great briefing with the Minister this morning on the Prevention Strategy.

S13

S13

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The Minister expressed interest in meeting with your organization.

Cheers. Lisa

Lisa Forster-Coull
Provincial Nutritionist
Population and Public Health
Ministry of Health Services
1515 Blanshard Street, 4th floor
Victoria, BC
V8W 3C8

phone 250-952-1124
fax 250-952-1570

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Friday, May 13, 2011 11:14 AM
To: XT: von Schellwitz, Mark CRFA LCLB:IN; 'ssenecal@aw.ca'
Cc: Cramb, Lorrie HLTH:EX; Watkins, Emily HLTH:EX
Subject: Provincial Restaurant Recognition Program - Template.docx

Importance: High



Provincial
Restaurant Recognition

Hi Susan

In discussion with Mark von Schellwitz this morning, he has asked that I send you a Non Disclosure Agreement with respect to the Provincial Restaurant Program, S13

S13 We have asked all participants in our working groups to sign these confidentiality agreements because there has been no official, public announcement by the Province yet. If you could please sign the NDA and fax to our office today at 250-952-1570, attention Emily Watkins, that would be greatly appreciated. I am looking forward to catching up with you re: A&W's interest and potential participation in this voluntary program.

Sincerely,
Lorrie

Lorrie Cramb, R.D., M.Ed.

Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

NON-DISCLOSURE AGREEMENT
PROVINCIAL RESTAURANT RECOGNITION PROGRAM (the "Agreement")

BETWEEN:

Her Majesty the Queen in Right of the Province
of British Columbia as represented by
the Minister of Health

("the Province")

AND:

Name
Address

("You")

The Ministry of Health (the Ministry) is working on a comprehensive Provincial Restaurant Recognition Program (the Project). In furtherance of developing and implementing the Project, the Ministry will be consulting with key stakeholders with respect to each of the initiatives which fall under the Project. It would be of assistance if you review, discuss and actively participate in the Project as authorized below.

In order for you to participate in the Project you will be given access to certain information and in the exchange you will participate in the Project with a view to assisting in its success.

For the purposes of this undertaking of confidentiality, "Information" means any information related to the proposed Project disclosed by the Ministry and received by you, whether in oral, written, electronic or any other form or medium whatsoever, including but not limited to policy drafts and any documents relevant to or related to the Project.

You and the Province agree as follows:

1. You acknowledge that you are receiving good and valuable consideration by participating in this project, and that you are prepared to enter this non-disclosure agreement to facilitate that participation.

2. To facilitate the consultation, the Ministry agrees that you may review Information regarding the specific project being discussed on the understanding that you agree:
 - a) not to discuss or disclose the Information or documents provided in contemplation of the Project;
 - b) not to make copies of the Information;
 - c) to keep the information secure while it is in your possession; and
 - d) return the Information to staff on the Ministry, if staff so directs, or to destroy it when the review is completed, or earlier if Ministry staff so directs.
3. This Agreement does not preclude discussions of the Information and any other matters noted above between you and staff of the Ministry, or with any other persons identified by Ministry staff as having entered a similar Agreement.
4. This Agreement does not preclude discussions of the Information and any other matters noted above between you and other persons, if expressly permitted by Ministry staff and those discussions are then conducted on the terms and conditions that they may direct.

I agree to the terms noted above:

Print Name

Signature

Date

Accepted on behalf of the Province

Lisa Forster-Coull

Print Name

Signature

Date

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Friday, September 16, 2011 1:35 PM
To: 'Nora Cumming'
Cc: XT:Tulk, Sharon LCLB:IN; Cramb, Lorrie HLTH:EX; XT:Tostenson, Ian LCLB:IN
Subject: RE: BC Hospitality Industry Conference & Expo
Attachments: Lorrie Cramb.JPG; Biography Sept 2011.doc; BC Hospitality Expo 2011 Presentation Outline.docx

Hi Nora

Pls find attached my bio, photo and presentation outline...I'm hoping to have BCRFA co-present with me, and have put out a request to Sharron and Ian, so we may have to modify my current draft...let me know if this meets your needs, as I can modify as necessary (wasn't sure the length, etc)...

Cheers, Lorrie

Lorrie Cramb, MEd., RD

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Join the Healthy Families BC community...



From: Nora Cumming [<mailto:n.cumming@chemistryconsulting.ca>]
Sent: Thursday, September 15, 2011 11:56 AM
To: Cramb, Lorrie HLTH:EX
Subject: BC Hospitality Industry Conference & Expo

Hi Lorrie,

Just a reminder, that I will need a short description of the session for the conference and confirmation of the speaker (s) – I think that is you! Also, a short bio and a photo for the website!

Cheers,

Nora.

Nora Cumming, CMC, MBA - Senior Consultant/Event Manager

T: 250.382.3303 ext 204
F: 250.383.4142
E: n.cumming@chemistryconsulting.ca
W: www.chemistryconsulting.ca

400, 1207 Douglas Street, Victoria, BC V8W 2E7

Page 46
HTH-2014-00014

BC's New Nutrition Information Program- Informed Dining!

Nutrition and healthy choices make the top 10 food service trends. To level the playing field with nutrition labelling of packaged foods, and to help restaurant guests make informed menu choices, the Province of BC, in collaboration with the Canadian and BC Restaurant and Foodservices Associations and the Heart and Stroke Foundation of Canada, recently announced the Informed Dining Program (www.healthyfamiliesBC.ca/informed-dining.php). The Program is a component of the Province's Healthy Families BC campaign to reduce obesity and prevent chronic disease. Participating restaurants are required to provide nutrition information, with a focus on calories and sodium, to customers at or before the point of ordering for all standard menu items in the restaurant. In addition, restaurants will display the program logo and a statement on their menus or menu boards advising guests that nutrition information is available upon request. As an incentive to participate in this voluntary program, the Province is planning a high profile, public awareness and education campaign to profile participating restaurants and to get customers to "stop guessing and start asking"! Join the Ministry of Health and BCRFA in learning more about this exciting new opportunity and planned supports and resources available to BC restaurants.

Biography-Lorrie Cramb

September 2011

Lorrie is the Senior Manager of Public Health Nutrition with the Ministry of Health in Victoria, BC. Lorrie is a Registered Dietitian with a Masters degree in Adult Education. She has been overseeing the development and design of the BC Informed Dining Program, in collaboration with the BC Foodservice Association, Canadian Foodservices Association and the Heart and Stroke Foundation of Canada. Lorrie has also led the Province's sodium reduction campaign and the implementation of the BC Trans Fat Regulation. Lorrie represents the Province on the Federal/Provincial/Territorial Task Group on Provision of Nutrition Information in Restaurants and Foodservices. Prior to her role with the Ministry, Lorrie worked as a Registered Dietitian and Practice Consultant in a variety of settings. Lorrie is married with two boys and currently lives in Victoria, BC.

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, August 10, 2011 4:43 PM
To: XT:Tostenson, Ian LCLB:IN; New York Style Pizza
Cc: Laframboise, Natalie HLTH:EX; Cramb, Lorrie HLTH:EX
Subject: RE: BC Informed Dining Program Update
Attachments: Guide to Nutrient Analysis-Final.pdf

Hi Ian

We have developed a Guide to Nutrient Analysis which is available on our website (www.healthyfamiliesBC.ca/informed-dining.php) . This resource outlines the various methods of nutrient analysis and names of consultants, companies that have this expertise...I have attached for your reference.

Thanks, Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 * Fax: (250) 952-1570

Join the Healthy Families BC community...



From: ian tostenson [<mailto:itostenson@bcrfa.com>]
Sent: Wednesday, August 10, 2011 4:34 PM
To: New York Style Pizza
Subject: BC Informed Dining Program Update

Thanks Pete-leave that with me. It is one of the details we are going to work out with government.....

Best
ian

President/ CEO
British Columbia Restaurant and Foodservices Association
Mobile S22
www.bcrfa.com

From: pete S22
Date: Wed, 10 Aug 2011 16:25:53 -0700
To: ian tostenson <itostenson@bcrfa.com>
Subject: RE: BC Informed Dining Program Update

All this is okay, but no one is telling us where to get a program for the menu analysis or what is the cost of the program software.

Pete



Informed Dining

B.C. Informed Dining Program

GUIDE TO NUTRIENT ANALYSIS



PROGRAM SUMMARY

The Informed Dining program is a voluntary nutrition information program developed by the Province of British Columbia with the Canadian Restaurant and Foodservices Association (CRFA), the BC Restaurant and Foodservices Association (BCRFA) and the Heart and Stroke Foundation of BC and Yukon. The program aims to make nutrition information, with a focus on calories and sodium, available to the public upon request before or at the point of ordering in a restaurant to help customers make informed menu choices.

This guide is designed to assist restaurant operators to better understand what nutrient analysis is and their role in completing nutrient analysis of standard menu items. The resources listed in this document are neither exclusive nor endorsed by the Province of British Columbia.

Contacts:

For more information:

Visit: www.healthyfamiliesbc.ca/informed-dining.php

Email: informed dining@gov.bc.ca

Call: Dietitian Services at HealthLink BC: Dial 8-1-1 or (604) 732-9191 outside of BC

Acknowledgements:

We wish to thank Dietitian Services at HealthLink BC and the Heart and Stroke Foundation's Health Check BC Dining Program staff for their expertise and input in the development of the Guide to Nutrient Analysis.

ABOUT NUTRIENT ANALYSIS

Restaurants may determine calorie and nutrient content of standard menu items using any reliable and verifiable nutrient analysis. It is the restaurant's responsibility to ensure that the nutrient values presented are accurate. There are different ways to generate these values including the use of validated analytical methods by in-house or accredited laboratories or calculation by using credible databases or software. Lab analysis is generally the most accurate method of determining the nutritional profile of a given food, however, calculation may also be used if the restaurant is confident that the results are accurate. The restaurant must take into account various factors when choosing how to determine the nutrition values including the nature of the food, possible processing losses, seasonal variations, geographical variations, variable formulations, and so forth. The restaurant should choose the risk management strategy best suited to the menu items to be analyzed. (Source: Adapted from the Canadian Food Inspection Agency (CFIA).

<http://www.inspection.gc.ca/english/fssa/labeti/quest/tablee.shtml>

REQUIREMENTS FOR NUTRIENT ANALYSIS

1. Recipes must be standardized. Standard recipes ensure that each serving of a specific menu item will contain approximately the same amount of calories and nutrients. A standard recipe is defined as a recipe or formula intended to be used, with or without minor variations, to prepare a standard menu item.
2. Portion sizes must be standardized and consistently used.
3. Ingredients must be consistent. The same ingredients must be used in the product sold as the product that was analyzed.

The program requires nutrient analysis of calories and the 13 core nutrients found on a Canadian Nutrition Facts table. The 13 core nutrients and their units of measure include:

- Total Fat (g)
- Saturated Fat (g)
- Trans Fat (g)
- Cholesterol (mg)
- Sodium (mg)
- Carbohydrate (g)
- Dietary Fibre (g)
- Sugars (g)
- Protein (g)
- Vitamin A (%DV)
- Vitamin C (%DV)

- Calcium (%DV)
- Iron (% DV)

FREQUENCY OF NUTRIENT ANALYSIS

After the initial program approval by the Ministry of Health, restaurant participants will be required to submit nutrition information annually. At the time of renewal, participating restaurants will submit new or changed menu items accompanied by the nutrient analysis information to maintain their status within the program.

Between annual renewal dates, participants will perform nutrient analysis for new or modified menu items as menu items are added or changed and they will update program information for customers.

METHODS OF NUTRIENT ANALYSIS OF STANDARD MENU ITEMS

Health Canada has developed a *Guide to Developing Accurate Nutrient Values* (2007) for packaged foods which provides a thorough overview of the different approaches to nutrient analysis and factors that restaurants should consider before choosing an approach. A brief overview of different approaches is outlined below.

Laboratory Analysis

Laboratory analysis of food items is accurate to the specific menu item because it measures actual levels of nutrients in the prepared food. It accounts for nutrient changes resulting from cooking and processing. During the cooking process calories may increase or decrease depending on the cooking method. For example, during the frying process, added fats can increase calorie content or during grilling, fat can drip off the food item decreasing calorie content. Additionally, unmeasured salt may be added to the dish for flavour during preparation. This increases the sodium content of the final menu item.

Approximate cost: Cost varies depending on the number and type of nutrients analyzed, but generally ranges from ~\$700.00 to \$900.00 per menu item sample for a full Nutrition Facts table.

Considerations: Laboratory analysis requires specialized expertise to plan food item sampling, conduct the analysis and interpret the results. Considerations when contracting a laboratory to do nutrient analysis of menu items include:

- What nutrients are the laboratory accredited to analyze? Be sure they use an AOAC-approved (<http://www.aoac.org/>), CFIA-recommended method for analysis of each nutrient and that they will provide details of the methods to you.

- Who is responsible for the sample design, sampling and sample transportation? Ask for design justification. Be sure the samples will be transported in a manner to retain integrity.
- What is the price for analysis?
- Will the laboratory include all of the raw data in their report?

The following list of resources is neither extensive nor endorsed by the Province of British Columbia.

Nutrient Analysis Laboratories in BC		
SILLIKER JR Laboratories http://www.silliker.com/canada/english/html/labservices/foodnutrition.php #12-3871 North Fraser Way Burnaby, B.C. V5J 5G6 Tel: (604) 432-9311 info@silliker.com	SGS Canada Inc. www.ca.sgs.com http://www.foodsafety.sgs.com/nutritional-testing-and-vitamins.htm 50-655 W Kent Avenue North Vancouver, BC V6P 6T7 (604) 324-1166 Ext 5340 ron.kuriyedath@sgs.com	Maxxam http://maxxam.ca/services/food-sciences/nutritional-labelling 4606 Canada Way Burnaby, BC Canada V5G 1K5 Tel: (604) 734-7276 Toll free: (800) 665-8566 food@maxxamanalytics.com

Consulting Companies

Contracting trained professionals, such as Registered Dietitians, to conduct nutrient analysis of menu items helps ensure the nutrient analysis is as accurate as possible. The consultants use databases or nutrient analysis software to estimate the nutrients in menu items. The quality of the nutrient analysis depends on accurate and standardized recipes and is limited by the selection of ingredients contained in the food item database. It can be difficult to accurately account for the effects of cooking and processing. Consultants are experienced in accounting for these effects and are trained to produce accurate results.

Approximate cost: Costs vary by consultant and generally range from \$50.00 to \$85.00 per menu item. Some consultants charge based on the time required to perform the analysis.

Considerations: It may be beneficial to have some menu items tested in the laboratory to assure the quality of nutrient analysis. Recommended menu items include: fried or deep fat fried foods, stir-fried foods, and foods that unmeasured sauces or salt are added to.

Considerations when hiring a consultant to perform nutrient analysis include:

- How many years has the company/consultant been in operation? How much experience do the consultants have?
- Is the company familiar with the BC Informed Dining program?
- Are reputable commercially developed databases/software programs being used?

The following list of resources is neither extensive nor endorsed by the Province of British Columbia.

Nutrient Analysis Consulting Services in BC	
FTC International Consulting www.ftcinternational.com 19021 Mitchell Road Pitt Meadows, BC V3Y 1Y1 (604)288-2719 contact@ftcinternational.com	Food Connect Inc. http://support.foodconnect.com PO BOX 2847 Station Terminal, Vancouver, BC V6B 3X2 (604) 248-4481 nutritionals@foodconnect.com
Viva Health Education and Research http://www.vivahealthed.com/ Karen Davison(MSc, RD, CDE, CHES) 33696 Veres Terrace Mission, BC V2V 7C5 (604) 300-0331 E-mail: info@vivahealthed.com <i>Note: Consulting Registered Dietitian</i>	At the Table Nutrition Inc. http://www.atthetablenutrition.com/ Colleen McGuire, RD Vancouver, BC Phone: 604.880.4520 Toll Free: 1.877.898.4520 Email: info@atthetablenutrition.com <i>Note: Consulting Registered Dietitian</i>
Nutrition Solutions Susan Hostetler Miller, RD, MEd Mount Seymour Clinic 333 Seymour Blvd. North Vancouver, BC V7J 2J4 cell: 604-506-6432 semiller@shaw.ca <i>Note: Consulting Registered Dietitian</i>	Nutripro – Nutrition & Promotion Consulting Services Kathy Romses, RD, MA 1865 Appin Rd. North Vancouver, BC V7J 2T8 604.866.8224 kromses@shaw.ca <i>Note: Consulting Registered Dietitian</i>
NutriSpeak Vesanto Melina, MS, RD http://www.nutrispeak.com/industrygovernment.htm 20543 96 th Ave, #34 Langley, BC V1M 3W3 (604) 882-6782 (cell) 604.614.5372 vesanto@nutrispeak.com <i>Note: Consulting Registered Dietitian</i>	Elietha Bocskei Nutrition Consulting Elietha Bocskei, RD Victoria, BC 250.881.0428 Ebocskei@uvic.ca <i>Note: Consulting Registered Dietitian</i>

Nutrition Analysis Software

Nutrition analysis software helps the user to estimate the nutrient content of food items. The quality of the nutrient analysis depends on accurate and standardized recipes and is limited by the selection of ingredients contained in the food item database. The uncertainty in the nutrient values accumulates as the recipe is calculated. Additionally, it can be difficult to accurately account for the effects of cooking and processing. It is important for the user to select appropriately cooked forms of the ingredients in the database or apply nutrient retention factors to cooked foods. These factors may limit the usefulness of

the final results. It is advised that a person with food preparation and nutrition knowledge perform the analysis. Software programs typically yield information for calories and the 13 core nutrients

Approximate cost: Single user licences range from USD \$200.00 to \$800.00 for the initial purchase. Most professional software programs have additional annual fees for product support. Once the software is purchased, users can analyse an unlimited number of foods.

Considerations: It may be beneficial to have some menu items tested in the laboratory to assure the quality of nutrient analysis. Recommended menu items include: fried or deep fat fried foods, stir-fried foods, and foods that unmeasured sauces or salt are added to.

Considerations when purchasing a software program to support nutrient analysis of menu items include:

- Is the original source of the nutrient data contained in the database defined? Is the source reputable and recent? Do knowledgeable personnel regularly review the data in the database?
- Can users add foods to the database and/or build entirely separate databases?
- Does the program contain all mandatory nutrients?
- Can users select how nutrients are expressed? Can data be easily exported to a spreadsheet?
- Can users duplicate an existing recipe and save it with a new name?
- Are ingredient name fields large enough to permit meaningful descriptions?
- Does the program allow documentation of data sources within the database? Can users insert notes in product calculations?
- Be sure the nutrient data in the database has not been rounded.

To help maximize the quality of nutrient analysis using software, follow these tips:

1. Use standardized recipes to ensure that menu items are nutritionally consistent.
2. Use correct serving sizes and units. Pay special attention to units of measure. Weights should be used for dry ingredients.
3. Be sure the recipe data is correctly entered into software programs. It is important to select the most appropriate food item from the database, or preferably to enter custom ingredient information based on supplier data.
4. Adjust the raw ingredient nutrient data for the effects of cooking.
5. Review the final nutrient data for the recipe and verify that values are within expected ranges. Calculated results can be validated with laboratory analysis.

The following list of resources are neither extensive nor endorsed by the Province of British Columbia.

Software Options for Nutrition Analysis			
Software	Company	Target Audience	Description
Nutritionist Pro – Diet Analysis Module http://www.nutritionistpro.com/	Axxya Systems	Nutrition & Health Professionals	These are full-featured nutrient analysis software programs that draw from a number of different nutrient databases for generic, brand name, and chain restaurant foods enabling nutrient analysis of recipes. Users can also enter customized nutrient information based on supplier nutrient data for specific foods.
Food Processor SQL http://www.esha.com/foodprosql	ESHA Research		
FoodWorks http://www.nutritionco.com/	The Nutrition Company		
Genesis R&D http://www.esha.com/genesissql	ESHA Research	Food Processing Industry	These programs enable the food processing industry to produce a range of Nutrition Facts tables for food labelling purposes. They draw from a range of generic and manufacturer nutrient databases to provide a calculated nutrient analysis of recipes for food products.
Nutritionist Pro – Food Labelling Module http://www.nutritionistpro.com/	Axxya Systems		

CONTACTS

For more information:

Visit: www.healthyfamiliesBC.ca/informed-dining.php

Email: informedining@gov.bc.ca

Call: Dietitian Services at HealthLink BC: Dial 8-1-1 within BC or (604)-732-9191 outside of BC

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, August 10, 2011 2:31 PM
To: Cramb, Lorrie HLTH:EX; 'Kelly Gordon'; 'Sam White'; XT: von Schellwitz, Mark CRFA LCLB:IN; XT: Tostenson, Ian LCLB:IN; XT: Tulk, Sharon LCLB:IN; 'Cathy Tostenson'; 'Warren Erhart'; 'Kerri Sumner'; 'Prasanthi Vasanthakumar'; 'smejkal_leslie@timhortons.com'; 'jorge_andy@timhortons.com'; 'MacLauchlan Sherry'; Lambertson, Erik GCPE:EX
Cc: Laframboise, Natalie HLTH:EX; Forster-Coull, Lisa HLTH:EX; Thistle-Walker, Carlene GCPE:EX; Herman, Matt HLTH:EX
Subject: RE: BC Informed Dining Program Update



2011HLTH0054-00
0982.pdf

Here is the news release!

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health * 1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Join the Healthy Families BC community...



From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, August 10, 2011 12:00 PM
To: 'Kelly Gordon'; 'Sam White'; XT: von Schellwitz, Mark CRFA LCLB:IN; XT: Tostenson, Ian LCLB:IN; XT: Tulk, Sharon LCLB:IN; 'Cathy Tostenson'; 'Warren Erhart'; 'Kerri Sumner'; 'Prasanthi Vasanthakumar'; 'smejkal_leslie@timhortons.com'; 'jorge_andy@timhortons.com'; 'MacLauchlan Sherry'; Lambertson, Erik GCPE:EX
Cc: Laframboise, Natalie HLTH:EX; Forster-Coull, Lisa HLTH:EX; Cramb, Lorrie HLTH:EX; Thistle-Walker, Carlene GCPE:EX; Herman, Matt HLTH:EX
Subject: BC Informed Dining Program Update

Please find enclosed meeting notes from our July 21st teleconference, along with the final Expression of Interest form, Technical Guide and Guide to Nutrient Analysis for the Informed Dining Program. These resources will be available to restaurants from our website later today: www.healthyfamiliesBC.ca/informed-dining.php.

<< File: ID Technical Guide Final.pdf >> << File: Guide to Nutrient Analysis-Final.pdf >> << File: Informed Dining Expression of Interest Form.pdf >> << File: Meeting Notes July 21 2011.docx >>

We are thrilled that the Informed Dining Program will be announced this afternoon by our Minister via a press release. This announcement would not have been possible without your critical input, expertise and patience!!

S13

We will be moving forward with the hard work of recruiting and working with restaurants to participate in the program over the next several weeks/months. We look forward to continuing to work with you in a variety of ways, including through participation on a Provincial Advisory Committee. A formal invite for the Provincial Advisory Committee will be sent shortly.

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HTH-2014-00014

I have also attached an updated public Q&A document for your information.

<< File: Public QA -- Informed Dining Program.docx >>

Sincerely,

Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Join the Healthy Families BC community...

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<< OLE Object: Picture (Device Independent Bitmap) >> << OLE Object: Picture (Device Independent Bitmap) >>

NEWS RELEASE

For Immediate Release
2011HLTH0054-000982
Aug. 10, 2011

Ministry of Health

B.C. restaurants help families make informed choices

VANCOUVER – Enjoying a meal out at a restaurant can be a fun and enjoyable way for families to spend time together.

Now the B.C. restaurant industry is partnering with the Province to provide restaurant customers with the information they need to make the healthy choice the easy choice.

The \$1.9-million Healthy Families BC – Informed Dining program will give customers the information they need to make healthier choices when eating out. Participating restaurants will add the Informed Dining program logo and a statement on their menu or menu board, letting customers know that nutrition information for all standard menu items is available upon request. Restaurants will provide nutrition information (similar to what is currently found on packaged foods) before or at the point of ordering in the restaurant. Information may be provided on a brochure, a menu insert or poster.

Calorie and sodium content will be highlighted, and restaurants must also include information on daily sodium and calorie requirements. Customers will then be able to make informed choices when choosing meals for themselves or their children.

It is estimated that Canadians currently purchase one in ten meals or snacks from a restaurant. By providing nutrition information in restaurants, customers can make decisions that will help to promote healthy weights and prevent high blood pressure and chronic illnesses such as cardiovascular disease, diabetes and cancer.

The Informed Dining program is a component of the Province's Healthy Families BC (www.HealthyFamiliesBC.ca) campaign to reduce obesity and prevent chronic disease. It has been developed in collaboration with the Canadian Restaurant and Food Services Association, the BC Restaurant and Food Services Association, the Heart and Stroke Foundation of BC and Yukon, chain and independent restaurant leaders and public health partners. Although voluntary for private retail food services, the program will be mandated in food service establishments in health-care facilities.

The Province has been working with the restaurant industry for several years to help protect the health of British Columbians. In 2009, B.C. was the first jurisdiction in Canada to regulate the use of trans fat in restaurants and food service establishments.

Quotes:

Minister of Health Michael de Jong –

"Knowledge is power. By providing nutrition information – especially calorie and sodium information – in restaurants, we are able to help make the healthy choice the easy choice for British Columbians and their families."

Ian Tostenson, CEO and president, BC Restaurant and Food Services Association –

"We all have a responsibility to contribute to the health of the next generation. I am very pleased that we are able to work with the Province to promote good health and provide options and information for our customers."

Mark von Schellwitz, vice-president, Canadian Restaurant and Foodservices Association, Western Canada –

"We want to be part of the solution in making healthy choices easy choices in B.C. Our priority is a national nutrition disclosure framework and B.C.'s Informed Dining program is an important first step. This program has the potential to help restaurant patrons become more conscious about what they are eating. It also shines a light on those establishments already providing menu nutrition content while encouraging other restaurants to follow suit."

Diego Marchese, CEO of the Heart and Stroke Foundation of BC & Yukon –

"Healthy eating is a critical element in living a long and healthy life and avoiding cardiovascular disease. The Province's Informed Dining program takes a positive step forward in providing people with information they can use in making informed choices while dining out. The program acts to level the playing field by revealing important nutrient information in dining establishments that is currently only available on packaged foods. This is definitely a step in the right direction for furthering the health of British Columbians."

Quick Facts:

- According to the BCRFA, there are about 12,000 restaurants in British Columbia.
- Nutrition labelling of pre-packaged food is already regulated by the Canadian Food Inspection Agency.
- Cardiovascular disease, diabetes and cancer are estimated to cost our health-care system between \$730 million and \$830 million per year.
- Reducing sodium intake could prevent up to 23,500 cardiovascular events such as heart attack and stroke per year, and could generate direct savings of \$1.38 billion annually.
- The Canadian Council of Food and Nutrition reported that in 2006, of all the money spent on food in Canada, 40 per cent is spent in food service outlets.
- People who eat more sodium than needed are at greater risk from high blood pressure, which is a major risk factor for stroke, heart disease and kidney disease.
- British Columbians consume more than double the amount of sodium considered adequate to promote good health in B.C., as recommended by Health Canada.

- Nutrition information disclosure in restaurants and food services is one of the key recommendations from the Sodium Working Group report, Sodium Reduction Strategy for Canada, and the Public Health Agency of Canada report, Curbing Childhood Obesity: A Federal, Provincial and Territorial Framework for Action to Promote Healthy Weights.

A backgrounder follows.

Contact: Ministry of Health
250 952-1889 (media line)

Connect with the Province of B.C. at: www.gov.bc.ca/connect

BACKGROUND

For Immediate Release
2011HLTH0054-000982
Aug. 10, 2011

Ministry of Health

Healthy Families BC – Informed Dining



The Healthy Families BC—Informed Dining program is designed to promote restaurants that have committed to provide customers with nutrition information for all of its standard menu items. It has been created in collaboration with the restaurant and food service industry and public health stakeholders.

All restaurants in B.C. are eligible to participate in the voluntary program. The program will be mandatory for food service establishments in health-care facilities. The Province encourages restaurant owners and managers to join in the fight to prevent obesity and chronic diseases by providing this important nutritional information to their customers.

To participate in the program, restaurants must meet the following criteria:

- Restaurants must disclose nutrition information for all standard menu items. Calorie and sodium content must be highlighted.
- Restaurants must include the Informed Dining logo and directional statement that is prominently displayed on the menu or menu board indicating that nutrition information is available.
For example: (Name of restaurant) proudly offers nutrition information to help guests make informed choices. Please see our menu insert for more information.
- Restaurants must include information regarding daily calorie and sodium requirements.

Participating restaurants will display the Informed Dining program name and logo on their menus and marketing materials to promote their participation in the program and to encourage customers to ask for nutritional information.

Provincial environmental health officers will be monitoring for compliance in restaurants as part of their regular food safety inspections.

The Province will provide support to participating restaurants with marketing and promotional efforts through the Healthy Families BC website and other media opportunities.

Contact: Ministry of Health
250 952-1889 (media line)

Connect with the Province of B.C. at: www.gov.bc.ca/connect

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Monday, May 16, 2011 9:33 AM
To: Cramb, Lorrie HLTH:EX; XT: von Schellwitz, Mark CRFA LCLB:IN; 'ssenecal@aw.ca'
Subject: RE: Provincial Restaurant Recognition Program - Template.docx

Hi Mark and Susan - just confirming that you received the NDA and that you have faxed it to our office?
Thanks, Lorrie

Lorrie Cramb, R.D., M.Ed.

Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

From: Cramb, Lorrie HLTH:EX
Sent: Friday, May 13, 2011 11:14 AM
To: XT: von Schellwitz, Mark CRFA LCLB:IN; 'ssenecal@aw.ca'
Cc: Cramb, Lorrie HLTH:EX; Watkins, Emily HLTH:EX
Subject: Provincial Restaurant Recognition Program - Template.docx
Importance: High

<< File: Provincial Restaurant Recognition Program - Template.docx >> HI Susan

In discussion with Mark von Schellwitz this morning, he has asked that I send you a Non Disclosure Agreement with respect to the Provincial Restaurant Program, S13

S13 We have asked all participants in our working groups to sign these confidentiality agreements because there has been no official, public announcement by the Province yet. If you could please sign the NDA and fax to our office today at 250-952-1570, attention Emily Watkins, that would be greatly appreciated. I am looking forward to catching up with you re: A&W's interest and potential participation in this voluntary program.

Sincerely,
Lorrie

Lorrie Cramb, R.D., M.Ed.

Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Pages 65 through 66 redacted for the following reasons:

S13, S17

Andrews, Miranda HLTH:EX

From: Forster-Coull, Lisa HLTH:EX
Sent: Thursday, June 9, 2011 3:03 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN; Cramb, Lorrie HLTH:EX
Cc: 'Natalie Laframboise'
Subject: RE: Restaurant Program Website

Mark. I'm ok with that – now it is over to government communications.

S13

S13 We have come so far on this program. Lisa

Lisa Forster-Coull
Provincial Nutritionist
Population and Public Health
Ministry of Health Services
1515 Blanshard Street, 4th floor
Victoria, BC
V8W 3C8

phone 250-952-1124
fax 250-952-1570

From: Mark von Schellwitz [mailto:mark@crfa.ca]
Sent: Thursday, June 9, 2011 2:59 PM
To: Cramb, Lorrie HLTH:EX
Cc: Forster-Coull, Lisa HLTH:EX; 'Natalie Laframboise'
Subject: RE: Restaurant Program Website
Importance: High

Sorry for the delay in getting back to you. I was in a couple of meetings. I ran proposed quote by my head office and they were OK with revised quote with one revision adding "we hope" in front of BC's S13 program and "will be" instead of "is" ... so the sentence would read *"Our priority is a national nutrition disclosure framework and we hope BC's S13 program will be an important first step."*

Again reason being future tense and the fact that final program details have yet to be worked out.

Cheers, Mark

Mark von Schellwitz
Vice President, Western Canada
Canadian Restaurant & Foodservices Association
#2410 - 555 West Hastings Street
P.O. Box 12125
Vancouver, B.C.
V6B 4N6

Phone 604-685-9655
Toll Free 1-866-300-7675
e-mail mark@crfa.ca
Web Site www.crfa.ca

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From: Cramb, Lorrie HLTH:EX [mailto:Lorrie.Cramb@gov.bc.ca]
Sent: June-09-11 1:11 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN
Cc: Forster-Coull, Lisa HLTH:EX; 'Natalie Laframboise'
Subject: FW: Restaurant Program Website
Importance: High

Mark- for purposes of the website content, are you okay with the following shortened version of your quote (with Lisa's suggestion)?

"We want to be part of the solution in making healthy choices easy choices in B.C.," says Mark von Schellwitz, CRFA Western Canada Vice-President. Our priority is a national nutrition disclosure framework and BC's S13 program is an important first step. This program has the potential to help restaurant patrons become more conscious about what they are eating - it also shines a light on those establishments already providing menu nutrition content while encouraging other restaurants to follow suit."

Can you please confirm asap?
Thanks so much,
Lorrie

Lorrie Cramb, R.D., M.Ed.
Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

From: Forster-Coull, Lisa HLTH:EX
Sent: Thursday, June 9, 2011 11:28 AM
To: Cramb, Lorrie HLTH:EX; 'mvonschellwitz@crfa.ca'
Subject: FW: Restaurant Program Website
Importance: High

How's this? I am in the office all day today and tomorrow if you want me to talk to you and Joyce. Lisa

Lisa Forster-Coull
Provincial Nutritionist
Population and Public Health
Ministry of Health Services
1515 Blanshard Street, 4th floor
Victoria, BC
V8W 3C8

phone 250-952-1124
fax 250-952-1570

S13

From: Laframboise, Natalie HLTH:EX [mailto:Natalie.Laframboise@gov.bc.ca]
Sent: June-08-11 1:10 PM
To: XT:von Schellwitz, Mark CRFA LCLB:IN
Subject: RE: Restaurant Program Website

Hi Mark,

The logo's worked fine.

Many thanks

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health

Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

From: Mark von Schellwitz [<mailto:mark@crfa.ca>]
Sent: Tuesday, June 7, 2011 12:14 PM
To: Laframboise, Natalie HLTH:EX
Subject: RE: Restaurant Program Website

Natalie,

Attached are horizontal and vertical versions of eps logo. Please confirm you can open the attachments and choose the most appropriate one that fits with other logos.

Cheers, Mark

Mark von Schellwitz
Vice President, Western Canada
Canadian Restaurant & Foodservices Association
#2410 - 555 West Hastings Street
P.O. Box 12125
Vancouver, B.C.
V6B 4N6

Phone 604-685-9655
Toll Free 1-866-300-7675
e-mail mark@crfa.ca
Web Site www.crfa.ca

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From: Laframboise, Natalie HLTH:EX [<mailto:Natalie.Laframboise@gov.bc.ca>]
Sent: June-07-11 11:57 AM
To: XT: von Schellwitz, Mark CRFA LCLB:IN
Subject: Restaurant Program Website
Importance: High

Hi Mark,

We are gearing up for the launch of the restaurant program and the website. Thank you so much for providing some wonderful testimonials which we will definitely use on the website. We would also like to acknowledge CRFA as an official partner by putting the logo on our website.

Can you provide me with an eps (encapsulated post script) file of the logo? Or put me in touch with the person that would have this. We are working on some pretty tight timelines so the sooner the better would be great.

Thanks Mark

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8
Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

Page 71 redacted for the following reason:

S13, S17

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, April 20, 2011 3:45 PM
To: Forster-Coull, Lisa HLTH:EX; warrene@whitespot.ca; 'Kelly Gordon'; XT: von Schellwitz, Mark CRFA LCLB:IN; XT:Tostenson, Ian LCLB:IN
Cc: Laframboise, Natalie HLTH:EX; Cramb, Lorrie HLTH:EX
Subject: Restaurant Partnership Program Meeting April 14, 2011.docx



Restaurant
Partnership Program

Hi everyone- please find attached meeting notes from our discussion on April 14th. S13

S13

Cheers, Lorrie

Restaurant Partnership Program (RPP) Update-MEETING NOTES
Ministry of Health, CRFA, BCRFA, Boathouse and Whitespot
The Boathouse Restaurant, 1305 Arbutus St, Vancouver, BC

Participants:

Mark von Schellwitz	Warren Erhart
Ian Tostenson	Lisa Forster Coull
Kelly Gordon	Lorrie Cramb

1. Ministry Update

- We are working with a new Deputy Minister (Graham Whitmarsh) and Minister of Health (Honourable Mike de Jong). S13

-

S13

2. CRFA/BCRFA/Boathouse/Whitespot Updates

- CRFA
 - Would like to see a national approach
 - Committed through the CRFA Healthy Living Strategy
 - Would like to see a QSR like McDonalds and/or Tim Hortons on board

- BCRFA

-

S13

-

- Need to include all sectors, including independents and QSRs

- Whitespot

- New menu being launched in July; gluten free; vegan choices; omega 3 eggs; whole grain options; reduced sodium buns

-

S13

- Boathouse

- Will be launching four West Coast Lifestyle Items on their menu
 - Nutrition analysis completed for all menu items;

S13

S13

3. Health Canada “Think Tank” meeting

- Warren and Lorrie attended; good representation from all stakeholders, including industry, academia, research, government and non-governmental agencies.
- Highlighted research gaps, particularly around lack of evidence of effectiveness

4. Program Design

- Consumer Focus Test Preliminary Results
 - Focus groups held April 6-7th in Vancouver; 4 groups (9 participants each; 19-24 yr olds, no kids; parents with children under 12 yrs of age; parents of children 13-17 yrs old; and older adults)
 - Knowledge of calories and sodium very poor
 - Contextual statements: liked reference to “healthy” adults and children and preferred range for sodium (1500-2300 mg sodium per day); preference for a chart or infographic versus statements.
 - Directional statements: liked to include name of restaurant; need to allow various modes of directing consumers to more information, including the use of a QR code, as most younger adults would not ask for the information in a social context.
 - Formats for nutrition disclosure: variety of formats suggested; prefer to have healthy eating commitments on the menu
 - Application Process
 - Lorrie reviewed the process for restaurants to express their interest in the program; this would be available on line through the program website; restaurants would be sent a package of information, including a technical guide, fact sheet, etc. and Ministry staff would meet with the restaurant owners/chefs one to one.
 - The Ministry is currently working on the technical guide that will outline the details of the program; expect to have draft available by end of April and will share with group for feedback.
 -
- S13
- Once restaurants are approved by the Ministry, they would be required to sign a formal agreement with the Ministry that would outline expectations for both the restaurant and the Ministry.
 - Restaurants would be monitored by Environmental Health Officers and possibly mystery diners to ensure quality assurance and to help inform the effectiveness of the program

- Alcohol Option
 - The Ministry would like to include nutrition information for alcoholic beverages as part of the program, as they contribute significant calories in some cases. Currently, alcohol is exempt from the proposed USFDA menu labelling law.
 -

S13

5. Program Promotions and Launch

- Lisa reviewed timelines and plans for program promotions being developed by Government Communications.
- Promotions include print media in community magazines and newspapers; a Global TV partnership; on line ads; social and earned media opportunities.
- The fact that government is working with restaurants will be mentioned in the Prevention Strategy launch at the end of April. Once announced, the Ministry will be able to do a much more comprehensive consultation with restaurants.

S13

6. Next Steps

- The Ministry will provide feedback re: program launch and timelines back to PAB for further consideration.

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Tuesday, May 10, 2011 8:00 AM
To: XT: von Schellwitz, Mark CRFA LCLB:IN; XT: Tostenson, Ian LCLB:IN; 'warrene@whitespot.ca'; 'Kelly Gordon'
Cc: Forster-Coull, Lisa HLTH:EX; Laframboise, Natalie HLTH:EX; Cramb, Lorrie HLTH:EX
Subject: Restaurant Program Follow Up

Hi all

Lisa and I are wondering if we can meet in person next Thursday, May 19th in Vancouver? We would like to provide an update re: the program design, branding, timelines and attendance at the CCFCC conference. Can you let me know if you are available and what times would work for you? I believe Lisa and I are busy from 11:30-1:30pm. So, morning or early afternoon would work well. If that date does not work, please provide some alternatives.

Thanks so much!!

Lorrie Cramb, R.D., M.Ed.

Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*

Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8

Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Tuesday, May 31, 2011 4:45 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN; XT:Tostenson, Ian LCLB:IN; 'Warren Erhart'; 'Kelly Gordon'
Cc: Cramb, Lorrie HLTH:EX; Forster-Coull, Lisa HLTH:EX; Laframboise, Natalie HLTH:EX; 'Shawna Cadieux'; Porter, Rodney GCPE:EX; Neufeld, Laura R GCPE:EX
Subject: Restaurant Program Launch- S13
Importance: High

Hi everyone

S13

To prepare for the event, I have a few requests that I would greatly appreciate your help with:

1. Endorsements/Testimonials- we would like to have quotes from each of you that speaks to your support of the program, importance of nutrition information for consumers and the collaborative process we have undertaken. I will need to pass your name and contact information to Shawna Cadieux (cc'd on this email) who will be coordinating this work for the website.
2. Name and contact info of the chefs that will be featured with the Minister for the cooking demo. The chefs will be contacted by government communications to work out the details of their involvement.
3. Names and contact info of guests you would like to see at the event.

We hope to have the program name and branding guidelines/logo use determined by Monday!! Thanks for your feedback!

Cheers, Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLS:EX
Sent: Monday, April 4, 2011 12:00 PM
To: XT: von Schellwitz, Mark CRFA LCLB:IN; 'Kelly Gordon'; XT: Tostenson, Ian LCLB:IN; 'warrene@whitespot.ca'
Cc: Cramb, Lorrie HLS:EX
Subject: Restaurant Program Meeting

Hi all- it looks like this week will not work to meet. Can you pls provide me with dates/times for next week that would work for an in person meeting in Vancouver? Tues/Wed or Thurs work well for me.

S13

Cheers, Lorrie

Lorrie Cramb, R.D., M.Ed.

Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*

Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8

Telephone: (250) 952-1956 * BB: S17 * Fax: (250) 952-1570

Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, May 25, 2011 3:52 PM
To: XT:von Schellwitz, Mark CRFA LCLB:IN; XT:Tostenson, Ian LCLB:IN; 'Tyler Janzen'; Simmons, Dean HLBC:EX; 'Kelly Gordon'; 'Warren Erhart'
Cc: Laframboise, Natalie HLTH:EX; Cramb, Lorrie HLTH:EX
Subject: Restaurant Program Name

Hi all...We met with our Government Communications folks this morning and they have agreed to focus test some names for the Restaurant Program.

S13

S13

Cheers, Lorrie

Lorrie Cramb, R.D., M.Ed.

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health *1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 * Fax: (250) 952-1570

Andrews, Miranda HLTH:EX

From: Laframboise, Natalie HLTH:EX
Sent: Friday, July 29, 2011 10:22 AM
To: XT: von Schellwitz, Mark CRFA LCLB:IN
Cc: Cramb, Lorrie HLTH:EX
Subject: Revised Quote

Hi Mark,

We recently consulted with our mental health professionals on our web content and they recommended we not use the word "conscious"

Would you mind if we slightly changed your quote to read:

*"This program has the potential to help restaurant patrons become more **informed (versus conscious)** about what they are eating - it also shines a light on those establishments already providing menu nutrition content while encouraging other restaurants to follow suit."*

Please let me know.

Thanks!

Natalie Laframboise, B.A.Sc. (AHN)
Policy Analyst - Public Health Nutrition
Ministry of Health
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8
Telephone: 250 952-2187
Email: natalie.laframboise@gov.bc.ca

Join the Healthy Families BC community...



Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, December 7, 2011 4:32 PM
To: Forster-Coull, Lisa HLTH:EX
Subject: FW: Informed Dining Program Update

fyi

From: Cramb, Lorrie HLTH:EX
Sent: Wednesday, December 7, 2011 4:30 PM
To: 'Brenda Kent'; 'Carolyn Bateman'; 'Claudia Prusak'; 'Connie Abram'; 'Dr. Kathleen Cadenhead'; 'Edgar Rahal'; 'Greg Thibeault'; 'Jennifer Bradbuery'; 'Julie Lau'; 'Kelly Gordon'; 'Kristen Yarker'; 'Lance Hill'; 'Leslie Smjekal'; Leslie, Barbara HLBC:EX; 'Richard Taki'; 'Sharon Storoschuk'; 'Sherry MacLauchlan'; Simmons, Dean HLBC:EX; 'Warren Erhart'; XT:HLTH Drasic, Lydia; XT:Tostenson, Ian LCLB:IN; XT:von Schellwitz, Mark CRFA LCLB:IN
Cc: Cramb, Lorrie HLTH:EX; Laframboise, Natalie HLTH:EX; Porter, Rodney GCPE:EX; Smith, Shannon M HLTH:EX
Subject: Informed Dining Program Update

Hi everyone

I wanted to take this opportunity to provide an update re: the Informed Dining Program, as well as try to secure dates for our next advisory committee meeting in the new year.

New/Updated Resources

- Restaurant Participation Guide (previously called the "Technical Guide")



Restaurant
Participation Guide.

- Guide to Nutrient Analysis



Guide to Nutrient
Analysis-Nov...

- Informed Dining Rack Card for restaurants



ID-RackCard_not
gs.pdf

Promotions Plan

We have outlined various promotions and media support that restaurants will be eligible for as part of the program in the attached powerpoint presentation. We are encouraging restaurants to commit to participation in the program by end of December to take part of the official launch in early 2012.



Ministry of Health
Informed Di...

Small Business Support

In partnership with the Heart and Stroke Foundation and BCRFA, we have secured an Informed Dining Program Advisor, Kelsey Klassen, to raise awareness and assist in recruiting small business operators into the program. Small businesses with fewer than 5 outlets in Canada and fewer than 50 employees per location are eligible to

receive a suite of services including free nutrient analysis and recipe reformulation through our Dietitians at HealthLink BC, graphic design support for brochures and other program material, as well as a printing grant of \$300.00 to cover additional costs of printing menus or menu boards.

Environmental Health Officers

EHOs have been provided with an orientation to the program and are currently distributing rack cards to various restaurant operators throughout the Province as part of their routine food safety inspections to raise awareness about the program. Initial discussions have also begun to determine the EHOs role and process of monitoring and quality assurance, which likely won't begin until the new fiscal year.

Recruitment

In addition to our EHOs and BCRFA Informed Dining Advisor raising awareness of the program with restaurants, our Minister of Health sent a letter to the top 50 chain restaurants in BC to encourage participation and take part of the promotional opportunities that are planned. We are also planning on attending the BC Food Expo on January 29-30th in Vancouver to profile participating restaurants and raise awareness of the program to both industry and consumers.

Participating Restaurants

There is increasing momentum in the restaurant sector as more restaurants hear about the program. We are currently working with 19 restaurants in the Province, both smaller independents as well as a few larger chain restaurants.

Next Advisory Meeting

Please email Shannon Smith (shannon.smith@gov.bc.ca) with your preferred dates. Teleconferencing will be available.

Options:

Tuesday, January 31st, 9:30-11:30 am or 1:30-3:30pm

Tuesday, Feb. 7th, 9:30-11:30am or 1:30-3:30pm

Wednesday, Feb. 8th, 9:30-11:30am or 1:30-3:30pm

Please let me know if you have any questions or concerns,
Regards, Lorrie

Lorrie Cramb, MEd., RD

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health * 1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Join the Healthy Families BC community...



Informed Dining



BC Informed Dining Program

RESTAURANT PARTICIPATION GUIDE



HealthyFamiliesBC 

PROGRAM SUMMARY

The Informed Dining program is a voluntary nutrition information program developed by the Province of British Columbia (the Province) for restaurants in BC. Participating restaurants provide their guests with nutrition information (with a focus on calorie and sodium content) for all standard menu items upon request before or at the point of ordering in the restaurant.

Requirements at a Glance:

1. Display the program logo and directional statement on the menu or menu board advising guests that nutrition information is available.
2. Provide nutrition information for all standard menu items upon request before or at the point of ordering. Calorie and sodium content of standard menu items must be highlighted.
3. Provide information regarding daily calorie and sodium requirements.

Contacts:

For more information:

Visit: InformedDining.ca

Email: informeddining@gov.bc.ca

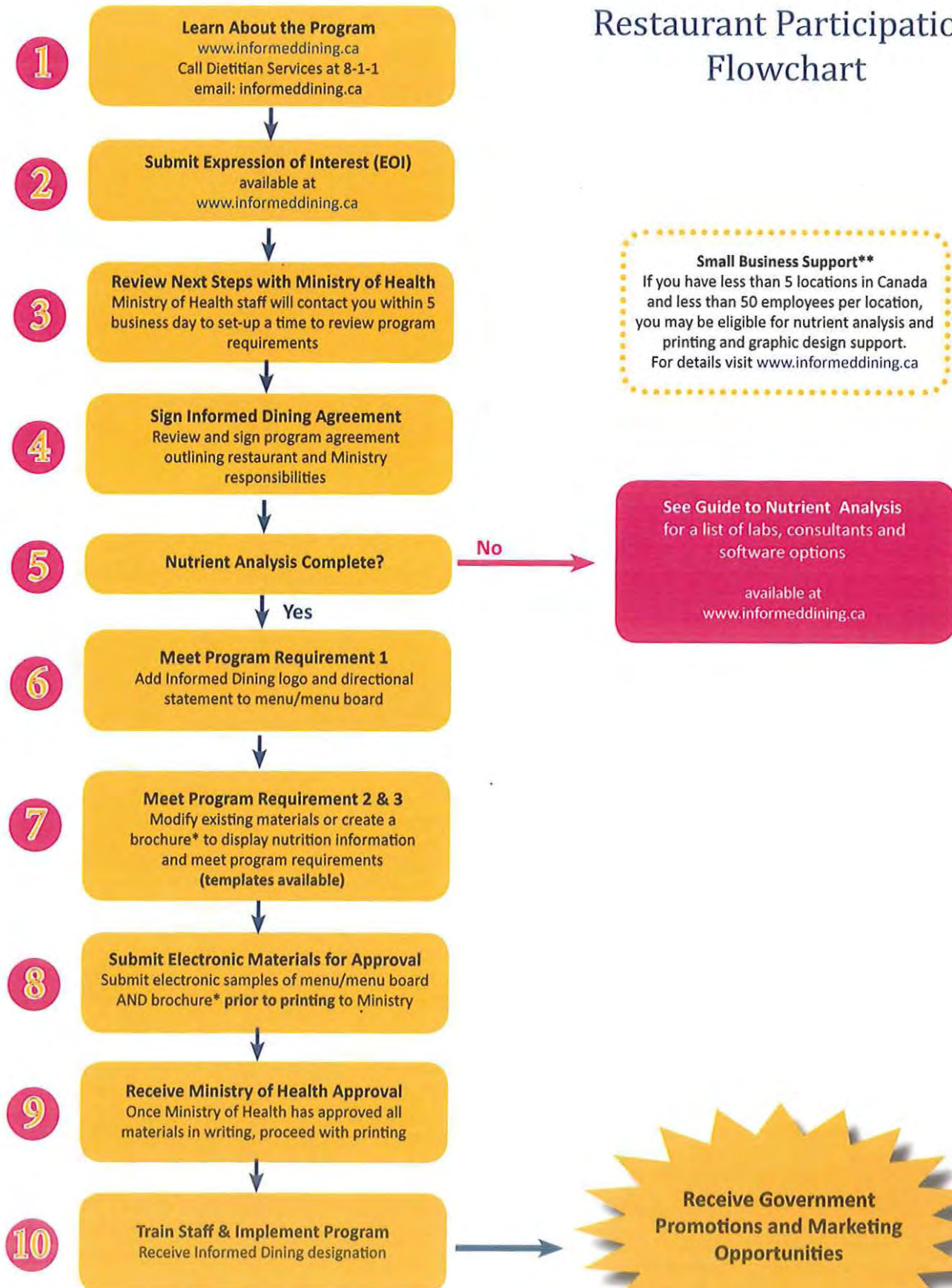
Call: Dietitian Services at HealthLink BC: Dial 8-1-1 or (604) 732-9191 outside of BC

Acknowledgements:

The Informed Dining program was developed in collaboration with the Canadian Restaurant and Foodservices Association, the BC Restaurant and Foodservices Association and the Heart and Stroke Foundation of Canada.

Last Updated: November 29, 2011

Restaurant Participation Flowchart



*the example of a brochure has been used for the purposes of this flowchart.
See the Restaurant Participation Guide for a list of other approved formats available at
www.informedining.ca

**subject to the availability of funds

WHO CAN APPLY?

The Informed Dining program is available to all restaurants with a permit to operate a food service establishment in the Province of British Columbia. For example, quick service, full service/table service, chains or franchises, and independently owned and operated establishments.

REQUIREMENTS

To participate in the Informed Dining program, restaurants are required to meet the following criteria:

1. Display the program logo and a directional statement on the menu or menu board advising guests that nutrition information is available.
2. Provide nutrition information for all **standard menu items** upon request **before or at the point of ordering** in the restaurant. Calorie and sodium content of standard menu items must be highlighted.
3. Provide information regarding daily requirements for calories and sodium.

PROGRAM LOGO AND DIRECTIONAL STATEMENT

Program Logo

The Informed Dining program logo must be displayed on menus and menu boards either in full colour (for menus/menu boards printed in colour) or grayscale (for menus/menu boards printed in black and white). Please see Informed Dining program logo graphic standards in Appendix A.

Informed Dining 

Informed Dining 

Restaurants using Menus

Restaurants using menus must include the designated program logo and directional statement that is prominently displayed on the first page of the menu or a location that guests would typically refer to for additional menu information indicating that nutrition information is available (in accordance with approved graphic standards set out by the Province). Restaurants are also required to display the program icon on every spread of the menu where standard menu items are listed either in full colour (for menus printed in colour) or grayscale (for menus printed in black and white).



The purpose of the directional statement is to provide guidance to guests to know where they can find nutrition information. The directional statement has two parts:

Part 1 of the directional statement is mandatory.

Restaurants must use the following phrase: "(Name of restaurant) proudly offers nutrition information to help (guests or customers) make informed choices".

Part 2 of the directional statement is flexible.

Restaurants need to direct guests/customers where to find/get the nutrition information (e.g. "Ask for our nutrition brochure"; "Refer to our nutrition menu insert").

For example:

- (1) **Informed Dining**  *"Breese Restaurant proudly offers nutrition information to help guests/customers make informed choices. Ask for our nutrition brochure".*
- (2) **Informed Dining**  *"Breese Restaurant proudly offers nutrition information to help guests/customers make informed choices. Refer to our nutrition menu insert".*

Graphic Standards: The directional statement must be displayed in the same font, size and typeface as the name of the menu items.

See Appendix B for a sample menu with the Informed Dining program logo and directional statement.

Restaurants using Menu Boards

Restaurants using menu boards must include the designated program logo and directional statement that is prominently displayed on the menu board, adjacent to the menu board on a sign or banner, or in another format/location approved by the Ministry of Health indicating that nutrition information is available in accordance with approved graphic standards. The logo and directional statement must be clearly visible to the guests before or at the point of ordering in the restaurant. The directional statement has two parts:

Part 1 of the directional statement is mandatory.

Restaurants must use the following phrase: "(Name of restaurant) proudly offers nutrition information to help (guests or customers) make informed choices".

Part 2 of the directional statement is flexible.

Restaurants need to direct guests/customers where to find/get the nutrition information (e.g. "Ask for our nutrition brochure"; "Visit the electronic kiosk").

For example:

- (1) **Informed Dining**  *"Breese Restaurant proudly offers nutrition information to help guests/customers make informed choices. Ask for our nutrition brochure".*
- (2) **Informed Dining**  *"Breese Restaurant proudly offers nutrition information to help guests/customers make informed choices. Visit the electronic kiosk".*

Graphic Standards: The directional statement must be displayed in the same font, size and typeface as the name of the menu items.

PROVIDING PROGRAM INFORMATION TO GUESTS

Formats

Restaurants may choose at least one of the following formats to provide the program information:

- menu insert/appendix*
- supplemental nutrition menu*
- nutrition brochure or pamphlet*
- Quick Response (QR) code/Nutrition calculator /Electronic Kiosk (These options must be combined with one of the other formats)
- or other format approved by the Ministry of Health (MOH)

*A standardized template for inserting program information will be available to participating restaurants for these formats.

Graphic Standards: Program information must be displayed in a font size no less than nine-point unless otherwise stated in this document.

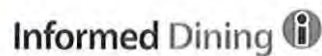
Program Information

Restaurants are required to provide their guests with the following program information on the chosen format upon request before or at the point of ordering in the restaurant:

1. Informed Dining program logo
2. Healthy Families BC logo
3. Program description
4. Nutrition information for all standard menu items (calorie and sodium content to be highlighted)
5. Daily calorie and sodium requirements
6. B.C. Government Disclaimer Statement

1. Informed Dining Program Logo

The Informed Dining program logo must be included on the chosen format either in full colour or grayscale. Please see Informed Dining program logo graphic standards in Appendix A.



2. Healthy Families BC Logo

The Healthy Families BC logo must be included on the chosen format either in full colour or grayscale. Please see Healthy Families BC logo graphic standards in Appendix C.



3. Program Description

The following program description must be included on the chosen format:

The Informed Dining program is a voluntary nutrition information program developed by the Province of British Columbia. For more information, please visit www.InformedDining.ca or call Dietitian Services at HealthLink BC by dialing 8-1-1.

4. Nutrition Information

Restaurants are required to provide nutrition information for stated serving sizes of all standard menu items. The **stated serving size** is the portion size ordinarily served to the guest. The net quantity must be declared in metric units (g for grams or ml for millilitres). Nutrition information consists of calories (kcal) and the 13 core nutrients found on a Canadian Nutrition Facts table. The 13 core nutrients and their units of measure include:

- Total Fat (g)
- Saturated Fat (g)
- Trans Fat (g)
- Cholesterol (mg)
- Sodium (mg)
- Carbohydrate (g)
- Dietary Fibre (g)
- Sugars (g)
- Protein (g)
- Vitamin A (%DV)
- Vitamin C (%DV)
- Calcium (%DV)
- Iron (% DV)

Nutrient values above one should be rounded off to the nearest whole number (191.5 = 192).

Nutrient values below one should be rounded off to one decimal point (0.191 = 0.2).

A **standard menu item** is a food or beverage item, or meal that is offered for sale for more than 60 days per calendar year. This does not include daily chef specials or items in an originally sealed package with a Canadian Nutrition Facts table offered directly to the guest. For promotional items that are offered for more than 60 days, but are not part of the regular menu, restaurants are still required to provide nutrition information. Restaurants may use an additional insert to display nutrition information for promotional items only.

Before or at the point of ordering means that the information is visible and legible to guests while they make menu decisions in the restaurant. It does not mean information that is only available electronically (on a website; at an electronic kiosk), tray liner, or food packaging.

A table listing all of the standard menu items presented in the same order as the regular menu/menu board, their stated serving size in metric units (g for grams or ml for millilitres), and calorie (Kcal) and the 13 core nutrients must be displayed in accordance to graphic standards. Stated serving sizes must be the portion size ordinarily served to the guest. Please see a sample table in Appendix D.

Calorie and sodium content of standard menu items must be highlighted in accordance to graphic standards set out in this document so that guests can relate the calorie and sodium information of

the menu item to daily requirements for calories and sodium which will be listed separately. Please see a sample Appendix D.

Graphic Standards: For colour versions, the columns displaying calorie and sodium content must be highlighted in 75% of "Corporate Gold." Please see Appendix B for Pantone, CMYK or RGB colour values. For black and white versions, the columns displaying calorie and sodium content must be highlighted in Grey (CMYK 0.0.0.30 or RGB 188.190.192).

5. Daily Calorie and Sodium Requirements

Information regarding daily calorie and sodium requirements must be displayed in accordance with approved graphic standards set out in this document. Please see a sample in Appendix D.

Restaurants can choose from one of the following formats:

Option 1:

Healthy adults should aim for 1,500 to 2,300 milligrams of sodium per day. Children and seniors need less. Healthy adults should aim for 2,000 to 2,400 calories per day. Individual needs vary depending on age, activity level and gender. (Source: Health Canada)

Option 2:

Daily Calorie and Sodium Requirements

	Calories	Sodium	
		Recommended	No more than
Adult (71+ years)	1,750 to 2,200 kcal	1,200 mg	2,300 mg
Adult (51-70 years)	1,850 to 2,350 kcal	1,300 mg	2,300 mg
Adult (19-50 years)	2,000 to 2,700 kcal	1,500 mg	2,300 mg
Children (14-18 years)	2,100 to 2,900 kcal	1,500 mg	2,300 mg
Children (9-13 years)	1,600 to 2,250 kcal	1,500 mg	2,200 mg
Children (4-8 years)	1,350 to 1,750 kcal	1,200 mg	1,900 mg
Children (2-3 years)	1,250 to 1,350 kcal	1,000 mg	1,500 mg

(Source: Health Canada)

Graphic Standards: For colour versions, options 1 and 2 must be highlighted in 75% of "Corporate Gold." Please see Appendix A for Pantone, CMYK or RGB colour values. For grayscale versions, options 1 and 2 must be highlighted in Grey (CMYK 0.0.0.30 or RGB 188.190.192).

6. **B.C. Government Disclaimer Statement**

Restaurants must include one of the following disclaimer statements in accordance with approved graphic standards set out in this document:

Restaurants that obtain their own nutrient analysis

The nutrition information provided has been supplied by the restaurant itself. Such nutrition information has not been independently researched, written or verified by the Province of British Columbia. The Province of British Columbia assumes no responsibility or liability arising from any errors or omission of information, or from the use of any information contained within the nutrition information supplied by the restaurant.

Restaurants that meet eligibility criteria and obtain nutrient analysis through the Province

The nutrition information provided has been obtained through analysis using nutritional analysis software, on behalf of the Province of British Columbia, using information supplied by the restaurant, and is based on standard nutrient databases and product formulations. Variations in nutrition information obtained through analysis may occur for reasons including differences in suppliers, ingredient substitutions, recipe revisions, and/or season of the year.

Graphic Standards: The disclaimer statement must be displayed in a font size no less than 7-point.

DETERMINING NUTRIENT ANALYSIS

Restaurants may determine calorie and nutrient content of standard menu items using any reliable and verifiable nutrient analysis. It is the restaurant's responsibility to ensure that the nutrient values presented are accurate. There are different ways to generate these values including the use of validated analytical methods by in-house or accredited laboratories or calculation by using credible databases or software. Lab analysis is generally the most accurate method of determining the nutritional profile of a given food, however, calculation may also be used if the restaurant is confident that the results are accurate. The restaurant must take into account various factors when choosing how to determine the nutrition values including the nature of the food, possible processing losses, seasonal variations, geographical variations, variable formulations, and so forth. The restaurant should choose the risk

management strategy best suited to the menu items to be analyzed.

(Source: Adapted from CFIA <http://www.inspection.gc.ca/english/fssa/labeti/quest/tablee.shtml>)

Nutrient analysis is only required once per standard menu item provided that portion size is reasonably consistent and the restaurant follows a standard recipe and trains to a consistent method of preparation.

Restaurants are encouraged to use specialized expertise and experienced staff or consultants to ensure accurate nutrition information for standard menu items so that information provided to guests is meaningful and not misleading. Please visit www.InformedDining.ca for a Guide to Nutrient Analysis for those restaurants needing assistance. In addition, technical assistance is available from Dietitian Services at HealthLink BC (dial 8-1-1) to answer your questions about resources and nutrient analysis.

OTHER SPECIFIC ISSUES

Alcoholic Beverages

- Nutrition information for alcoholic beverages is optional.

Buffets, Salad Bars and Self Service Items

- Nutrition information for self service foods such as a salad bar or buffet is being developed.

Combo Meals/Size Variations

- Nutrition information for combination meals is not required. However, nutrition information for individual components of combination meals must be provided if those components are standard menu items.
- Nutrition information for different sizes of the same menu item must be displayed individually. An example of a size variation would be a small, medium or large beverage.

Flavours and Varieties

- Nutrition information for standard menu items that are offered in different flavours and varieties can be displayed as the median value if values for all covered flavours and varieties are within 20% of the median. An example of a flavour variety would be chocolate, strawberry and vanilla ice cream flavours.
- If not within 20% of the median then the range for all flavours and varieties of that menu item shall be listed from the lowest to the highest value.

Multiple Ordering Points within the Restaurant

- Restaurants with both menu and menu boards within the restaurant must ensure program requirements are met under each section.

Drive Throughs

- Restaurants with drive through menu boards will be required to display the program logo and directional statement advising guests that nutrition information is available upon request in accordance with approved graphic standards set out for menu boards.

MONITORING AND QUALITY ASSURANCE

Restaurants will be required to comply with standards for nutrition disclosure as outlined in this guide. For monitoring purposes, guests will be encouraged to file any complaints or concerns regarding restaurants which may not be meeting program standards with Dietitian Services at HealthLink BC by calling 8-1-1 or emailing informedining@gov.bc.ca. Environmental Health Officers will verify that program requirements are being met as part of their regular food safety inspections. Restaurants will be required to re-submit program information annually to maintain program status.

INFORMED DINING PROGRAM AGREEMENT

Once participating restaurants have been selected into the program they will enter into an agreement with the Province of British Columbia. This agreement will outline responsibilities and expectations of both parties. Examples of expectations to be outlined for restaurants include participation in program evaluation, promotions and staff training. Examples of expectations to be outlined for the Province of British Columbia include provision of implementation supports and resources, and promotion and marketing of participating restaurants. Consequences of non-compliance to program standards are also outlined.

SUPPORTS

There are a variety of implementation supports to assist the restaurant industry in understanding and implementing the Informed Dining program:

- **Website** - a designated Informed Dining website (www.InformedDining.ca) will include various resources including an expression of interest form, application process, a restaurant participation guide, nutrient analysis guide, promotional information and will highlight participating restaurants.
- **Dietitian Services at HealthLink BC**- dedicated Registered Dietitians to assist restaurant owners, chefs and staff in understanding the program requirements and achieving program status through phone, email and internet services.
- **Staff Training Resources** - posters/resources for food service staff to understand the program and to assist guests in knowing where to get more information.

CONTACTS

For more information:

Visit: www.InformedDining.ca

Email: informeddining@gov.bc.ca

Call: Dietitian Services at HealthLink BC: Dial 8-1-1 within BC or (604)-732-9191 outside of BC

Informed Dining

This mark falls under the umbrella of the HealthyFamiliesBC word mark.

Graphic Standards

Colours

Corporate Gold



Pantone 130C, or 129U
CMYK 0 . 30 . 100 . 0
RGB 227 . 168 . 43
HEX #e3a82b

Corporate Blue



Pantone 288C
CMYK 100 . 67 . 0 . 23
RGB 35 . 64 . 117
HEX #234075

Corporate Blue (Reverse)



Pantone 70% of 288C, or 7462C
CMYK 70 . 47 . 0 . 16
RGB 101 . 121 . 158
HEX #65799e

Pink



Pantone 213C
CMYK 0 . 95 . 27 . 0
RGB 198 . 30 . 104
HEX #c61e68

Pink (Reverse)



Pantone 80% of 213C
CMYK 0 . 76 . 21 . 0
RGB 209 . 76 . 134
HEX #d24c87

Minimum Size

The mark must never be reproduced smaller than the minimum size. (For example: restaurants using menus would use this mark.)

Informed Dining  0.2"

 0.2"

PLEASE NOTE: For restaurants using menu boards, the minimum size of the Informed Dining logo must be no smaller than 1" (in height).

Fullcolour, Positive

Informed Dining 

Fullcolour, Reverse

Informed Dining 

Grayscale, Positive

Informed Dining 

Grayscale, Reverse

Informed Dining 

Solid Black, To be used for special applications only

Informed Dining 

Solid White, To be used for special applications only

Informed Dining 

Please Note:

Whenever using this mark, always be sure to include the HealthyFamiliesBC parent mark. For Example: If you were creating a pamphlet, booklet or poster, you would ensure that the "Informed Dining" mark would sit in the top section while the "HealthyFamiliesBC" mark would be located along the bottom section of the document.

BREESE

family restaurant

café menu

Garden Salad \$6.25

A fresh medley of leafy green lettuce, tomatoes, cucumber, cabbage and carrots. Choice of vinaigrette.

Caesar Salad \$6.85

Crisp romaine lettuce tossed with creamy Caesar dressing, croutons and freshly grated Parmesan cheese.

Vietnamese Spring Rolls \$6.85

Hand-rolled with pork, grated carrot and sweet red bell peppers. Served with a tangy ginger sauce.

Veggie Burger \$11.50

Chick pea based patty chargrilled and served on a toasted Kaiser with lettuce, red onion, tomato and pickle slices. Served with fresh cut fries and coleslaw.

Bacon Cheeseburger \$12.25

Angus beef patty chargrilled on a toasted Kaiser with lettuce, red onion, tomato and pickle slices. Served with fresh cut fries and coleslaw.

Roast Chicken Dinner \$13.75

Rotisserie chicken served with creamy garlic mashed potatoes and a choice of steamed vegetables or garden salad.

Seafood Pasta \$15.85

Lobster, crab and scallops tossed in a creamy white sauce and served on a bed of fusilli.

Informed Dining

Breese Family Restaurant proudly offers nutrition information to help guests make informed choices. See our nutrition menu.



HealthyFamiliesBC

Primary Logo – Horizontal Format
(not stacked)

Graphic Standards

Colours

Corporate Gold



Pantone 130C, or 129U
CMYK 0 . 30 . 100 . 0
RGB 227 . 168 . 43
HEX #e3a82b

Corporate Blue



Pantone 288C
CMYK 100 . 67 . 0 . 23
RGB 35 . 64 . 117
HEX #234075

Corporate Blue (Reverse)



Pantone 70% of 288C, or 7462C
CMYK 70 . 47 . 0 . 16
RGB 101 . 121 . 158
HEX #65799e

Pink



Pantone 213C
CMYK 0 . 95 . 27 . 0
RGB 198 . 30 . 104
HEX #c61e68

Pink (Reverse)



Pantone 80% of 213C
CMYK 0 . 76 . 21 . 0
RGB 209 . 76 . 134
HEX #d24c87

Minimum Size

The mark must never be reproduced smaller than the minimum size.



HealthyFamiliesBC



0.3"

Fullcolour, Positive



Fullcolour, Reverse



Grayscale, Positive



Grayscale, Reverse



Solid Black, To be used for special applications only
(Please note: the sun must always appear lighter than the background colour.)



Solid White, To be used for special applications only
(Please note: the sun must always appear lighter than the background colour.)



BREESE

family restaurant

Informed Dining

The Informed Dining program is a voluntary nutrition information program developed by the Province of British Columbia. For more information, please visit www.InformedDining.ca or call Dietitian Services at HealthLink BC by dialing 8-1-1.

Nutrition Information

Menu Items	*Serving Size	Calories (kcal)	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbohydrate (g)	Dietary Fibre (g)	Sugars (g)	Protein (g)	Vitamin A (%DV)	Vitamin C (%DV)	Calcium (%DV)	Iron (%DV)
Garden Salad	230 g	70	0	0	0	0	200	17	5	8	2	30	40	10	10
Caesar Salad	104 g	90	3	0.5	0	5	220	13	3	5	2	25	35	6	10
Vietnamese Spring Rolls	80 g	400	17	3	0.3	80	425	46	1	3	18	20	10	2	6
Veggie Burger (with bun)	113 g	335	12	2.5	0	0	1050	52	8	0	23	4	10	10	30
Bacon Cheeseburger (with bun)	289 g	890	54	24	1.5	170	2240	46	2	3	56	6	0	20	50
Roast Chicken Dinner	70 g	660	49	9	0.1	435	920	5	5	0	82	6	0	4	20
Seafood Pasta	415 g	1240	79	8	0.5	55	1230	108	10	6	23	10	25	8	20

*portion size ordinarily served to the guest.

Daily Calorie and Sodium Requirements

Healthy adults should aim for 1,500 to 2,300 milligrams of sodium per day. Children and seniors need less. Healthy adults should aim for 2,000 to 2,400 calories per day. Individual needs vary depending on age, activity level and gender. (Source: Health Canada)



HealthyFamiliesBC 

The nutrition information provided has been supplied by the restaurant itself. Such nutrition information has not been independently researched, written or verified by the Government of British Columbia. The Government of British Columbia assumes no responsibility or liability arising from any errors or omission of information, or from the use of any information contained within the nutrition information supplied by the restaurant.

Informed Dining

INFORMATION FOR RESTAURANTS

"I like the idea that the restaurant cares enough to offer this information."

– Consumer Poll, April 2011



SIGN UP NOW TO RECEIVE

- ✓ Nutrient analysis*
- ✓ Recipe reformulation support*
- ✓ Government promotions
- ✓ Marketing opportunities

*subject to eligibility criteria



HealthyFamiliesBC 

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HTN-2014-00014

The Informed Dining program is a voluntary nutrition information program developed by the Province of British Columbia.

PROGRAM REQUIREMENTS

- 1) Display the Informed Dining logo and directional statement on the menu or menu board advising guests that nutrition information is available.
- 2) Provide nutrition information for all standard menu items upon request before or at the point of ordering. Calorie and sodium content of standard menu items must be highlighted.
- 3) Provide information regarding daily calorie and sodium requirements.

WHAT THE INDUSTRY IS SAYING

"Once again, the top menu trends are showing an increasing focus on nutrition..."

– Garth Whyte, CRFA President and CEO

"Small business operators will appreciate the value this program brings to their customers."

– Ian Tostenson, BCRFA President and CEO

LEARN MORE

 Visit: InformedDining.ca

 Dial 8-1-1 to speak to a HealthLink BC Dietitian

 Email: informeddining@gov.bc.ca

ENDORSED BY



Andrews, Miranda HLTH:EX

From: Cramb, Lorrie HLTH:EX
Sent: Tuesday, September 20, 2011 10:02 AM
To: Forster-Coull, Lisa HLTH:EX; McConnell, Shellene GCPE:EX; Hansen, Regan HLTH:EX
Subject: FW: Informed Dining Provincial Advisory Meeting - Agenda
Attachments: Advisory Committee Terms of Reference.docx; Informed Dining AC Agenda September 26-2011.docx

Lorrie Cramb, MEd., RD

Senior Manager-Public Health Nutrition * Chronic Disease/Injury Prevention and Built Environment*
Population and Public Health * Ministry of Health * 1515 Blanshard St., 4-2 * Victoria, B.C. V8W 3C8
Telephone: (250) 952-1956 * BB: S17 Fax: (250) 952-1570

Join the Healthy Families BC community...



From: Brenda Kent [<mailto:BKent@hsf.bc.ca>]

Sent: Tuesday, September 20, 2011 9:02 AM

To: Leslie, Barbara HLBC:EX; Carolyn.Bateman@inspection.gc.ca; Claudia.Prusak@vch.ca; connie.abram@diabetes.ca; Simmons, Dean HLBC:EX; drkcadenhead@shawbiz.ca; XT:HLTH Thibault, Greg; XT:Tostenson, Ian LCLB:IN; Jennifer@childhoodobesityfoundation.ca; Julie Lau; S22
kristen.yarker@dietitians.ca; Lance_Hill@hc-sc.gc.ca; Forster-Coull, Lisa HLTH:EX; XT:von Schellwitz, Mark CRFA LCLB:IN; Laframboise, Natalie HLTH:EX; president@bcchefs.com; Richard.Taki@vch.ca; sherry.maclauchlan@ca.mcd.com; smejkal_leslie@timhortons.com; sstoroschuk@bc.cancer.ca; WarrenE@whitespot.ca

Cc: Forster-Coull, Lisa HLTH:EX; Laframboise, Natalie HLTH:EX; Cramb, Lorrie HLTH:EX; Tyler Janzen; Irichardson@contextresearch.ca

Subject: Informed Dining Provincial Advisory Meeting - Agenda

We are looking forward to the first meeting of the Informed Dining Program Provincial Advisory Committee being held on Monday September 26th, 2011. Please find the attached agenda for this meeting and the Terms of Reference for the committee.

Location: Heart and Stroke Foundation's provincial office in Vancouver (Boardroom, Suite #230, 1212 West Broadway)

Teleconference details: Dial In Information: S15, S17

Lunch will be provided.

If you have not already done so, please contact Natalie Laframboise at 250 952-2187 or natalie.laframboise@gov.bc.ca to confirm your participation on the Provincial Advisory Committee. Thank you – we look forward to a wide and diverse participation to support the Informed Dining Program.

Sincerely,

Brenda Kent

Brenda Kent, MPH
Manager, Health Promotion

Heart and Stroke Foundation of Canada

1212 West Broadway, Vancouver, BC V6H 3V2

Ph: 604.737.3408 | Fax: 604-736-8732 | E-Mail: bkent@hsf2014.00014

Happy 15th Anniversary HeartSmart Kids™! Celebrate 15 years of teaching kids healthy lifestyle choices – ask your children’s teachers to join over 8,000 HeartSmart Kids™ certified educators in BC and complete the *free* [Online Workshop](#) today!



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Informed Dining Program Provincial Advisory Committee Terms of Reference

Purpose:

The Informed Dining Program Provincial Advisory Committee will provide advice to the BC Ministry of Health and the Heart and Stroke Foundation of Canada on the implementation of the Informed Dining program. The goal of the Informed Dining program is to improve the health of British Columbians by helping the public make informed food choices when dining out, thereby contributing to reducing obesity and the risk of chronic diseases.

Management:

Advisory Committee meetings will be coordinated by the Program Manager, responsible for implementing the Informed Dining program. Meetings will be hosted by the Heart and Stroke Foundation of Canada. An agenda and any relevant background information will be sent to the Advisory Committee at least one week in advance of the meeting. The Program Manager will chair the meetings and will provide meeting notes to the Advisory Committee members.

Membership:

The Advisory Committee will have representation from government and non-government organizations, food service associations and restaurants.

Members are expected to attend each meeting in person or, alternatively, send an alternate to the meeting.

Commitment:

The Advisory Committee will meet approximately three times between September 2011 and March 2012. In addition, consultation via teleconferences and e-mail may be requested at times. Meetings will last approximately 2 – 2.5 hours.

Mandate of the Advisory Committee:

- Provide information and feedback on aspects of the Informed Dining program (i.e. implementation, launch, materials, and communication/promotion to industry/consumers).
- Identify potential issues and challenges that need to be considered, and may require adjustments to the implementation of the Informed Dining program.
- Seek partnerships to inform industry.
- Identify potential restaurants to participate in the Informed Dining program.
- Obtain support for, and participate in, the launch event.
- Review progress reports and participate in process evaluation (as required).



HEART &™
STROKE
FOUNDATION
OF CANADA

**Informed Dining Program
Advisory Committee Meeting
September 26, 2011
9:30 a.m. – 11:30 a.m. (+ lunch)
Heart & Stroke Foundation of Canada
2nd Floor Boardroom
1212 West Broadway, Vancouver**

Meeting Objectives:

- To provide an overview of the development and design of the Informed Dining program
- To obtain your feedback on draft Terms of Reference, promotions and program implementation supports.
- To provide an update on activities moving forward

Time	Item	Leader
9:30 – 9:45	Welcome & introductions	Brenda Kent, HSF
9:45 – 9:55	Overview of meeting	Lorrie Cramb, MOH
9:55 – 10:10	Review and adopt terms of reference	Lorrie Cramb, MOH
10:10 - 10:40	Overview of the Informed Dining Program - Program Development/Design - Program Supports/Resources - Evaluation	Lorrie Cramb, MOH
10:40 – 11:00	Promotions /Timelines	Shellene McConnell/ Lorrie Cramb, MOH
11:00 – 11:15	Support for Small Businesses	Lorrie Cramb, MOH
11:15 - 11:30	Restaurant Recruitment	John Forsdick, Context Research
11:30-11:45	Wrap Up/Next Steps	Brenda Kent, HSF
11:45 – 12:30	Lunch provided	

***Dial In Information:**

S15, S17