An Evaluation of Healthy Dining Matters
A Community Restaurant Program in Harris County, TX
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HCPH & Harris County

About Harris County, TX:
- Third most populous county in the nation with over 4.3 million people
- Spread over about 1,800 square miles (roughly the size of Rhode Island)
- Home to the 4th largest city – Houston
- Geographically, politically, and demographically diverse
- Home to the world’s largest medical center and one of the world’s busiest ports

About HCPH:
- County health department for Harris County
- Jurisdiction is the unincorporated areas of the County and its 33 municipalities (minus Houston metro)
- Workforce of 700+ professionals and an $100M budget

HCPH Priority Public Health Issues for 2013-2018
Selected for the magnitude of the issue and our ability to make progress in Harris County
Goals of Healthy Dining Matters

- Help restaurants make healthier options
- Create a healthy dining environment
- Educate the customers how to eat healthy
$33,000 median household income

Over 35% in poverty

Predominantly Hispanic/Latino communities

Highest rates of Obesity in Harris County
The PROCESS

- Design new menus
- Promote restaurant & menu
- Raise Awareness
- Recruit Restaurants
- Nutrition Analysis
- Monitoring Participation
- New Menu Options! (NEMS-R)

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Methods of Evaluation

- Process Evaluation:
  - Checklists
  - Tracking and documenting each contact

- Interviews with
  - Consumers
  - Staff
  - Owners/Managers

- Surveys of
  - Consumer
  - Staff
  - Owners/Managers

- Cost Evaluation
Key Findings

- Increased knowledge of healthy eating:
  - 100% of Restaurant staff & Owners

- Increase awareness of HDM:
  - 80% of Consumers
  - 100% of Restaurant staff & Owners

- Increase promotion of healthy eating:
  - 40 new healthy adult menu options
  - 10 healthy child menu options
Cost Evaluation

- Staff – only paid staff was Nutrition Consultant
  - Bilingual Nutrition Consultant: $2,592 a year
    - 20% Recruitment
    - 50% Nutrition Analysis
    - 30% Nutrition counseling
- Nutrition Analysis Software: $750 a year
- Travel Costs for Staff:
  - Pasadena: $263 a year
  - East Aldine: $213 a year
- **Average Cost per restaurant: $583.75**
  - Includes: promotional items, software, travel, printing, and awards
- Just under **10% of sales** a week were HDM menu items
Program Adaptability

**Proposed Changes**

- More flexible participation criteria
- Give owners & staff decision power
- Collaborate with local stakeholders

**Barriers**

- Restaurant Closings
- Health inspections
- Buy in
- Non-applicability
- Scheduling
- Work load