



EatSmart Restaurants: Create Health When People Eat Out

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- A Special Administrative Region
- Southern part of China
- 1100 km² populated by 7 million people
- half of them lunch out every day



Unhealthy Diet is a major risk factor

35 million
People Died From Chronic Disease
In 2005

TOTAL DEATHS 2005
58 million

60% of all deaths are due to chronic diseases

http://www.who.int/chp/chronic_disease_report/en/index.html

Customers' perception of food provided in Hong Kong restaurants

Perception	Percentage
Too sweet	27
Too oily	40
Not enough vegetables	53
Too salty	58
Not enough fibre	84

WHO's Global Strategy on Diet, Physical Activity and Health ...

Making Healthy Choices Easier

3少之選

蔬果之選

有營食肆

EatSmart Restaurant

代表烹調
Meal sug

代表或拔
Meal sole
least pre




Restaurants



Behavioural Goals

1. Provide more healthy dishes
2. Label them for easy recognition

Market Segmentation

- Any food premise

Customers




Behavioural Goals

1. Informed of these choices
2. Attracted to buy them


Market Segmentation

- Working population, office ladies in particular

Insight and Exchange for Restaurants

COSTS	BENEFITS
<ol style="list-style-type: none"> 1. Staff training 2. Change in practice <ul style="list-style-type: none"> - Provide ≥ 5 healthy options - Explore new recipes/methods - Label healthy dishes - Facilitate customer feedback 3. Staff supervision & management 	<ol style="list-style-type: none"> 1. Free publicity 2. Corporate image 3. New business



Insight and Exchange for Customers



COSTS	BENEFITS
1. Lack of convenience	1. Nutritious food
2. Limited variety	2. Better health
3. Less tasty ?	3. Discounts & other privileges
4. May be more expensive	



Competition

Healthy v heavy meals

Non-ESR >> ESR

Non-ES dishes >> ES dishes

Health promotion theories

Customers – stage of change model

Restaurants – social-cognitive theory





Method Mix

1. Create branding





Method Mix

2. Generate demand




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Method Mix

3. Increase supply



HP 衛生防護中心
Centre for Health Protection

2010 有營廚藝大比拼
立即參加

CookSmart 營廚

\$10,000

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Progress

- Pilot run in 2007 showed positive results
- 900+ personnel trained
- 590 participating restaurants
- Post-TV sitcom survey in March 2009
 - 32.6% increased concern about healthy eating, more likely to patronize ESR or choose healthier food



