

Health Priority Issue #5: Heart Disease & Stroke Committee

<p>Suggested Actions</p> <p><i>What needs to be done?</i></p>	<p>A. Initiative #1: Heart Healthy Menu Items – Memphis Area Restaurants</p> <ul style="list-style-type: none"> <li>• It is important for the restaurants in Shelby County to become involved and active in the health of the people they serve by making available “heart healthy” menu items.</li> <li>• End product: A brochure which highlights participating restaurants and heart healthy menu items signified by “heart emblem.”</li> <li>• Health Department Office of Nutrition to supply menu item and recipe analysis.</li> </ul>
<p>By Whom?</p> <p><i>Who will take the action?</i></p>	<ul style="list-style-type: none"> <li>• George Falls (owner of Paulettes – point person)</li> <li>• Gloria Mercier (Memphis and Shelby County Health Department)</li> <li>• Donna Crawford (American Heart Association)</li> </ul>
<p>By When?</p> <p><i>By what date will the action be completed?</i></p>	<p>This will begin September 1, 1998 First published brochure – January 1, 1999</p>
<p>Resources &amp; Support Needed/Available</p> <p><i>What financial, human, political, &amp; other resources are needed and available?</i></p>	<ul style="list-style-type: none"> <li>• Financial resources, main funding through Restaurant Owners Association.</li> <li>• Cardiac Rehabilitation departments of the three hospitals (Baptist, Methodist, St. Francis).</li> <li>• Utilization of following to highlight participating restaurants: Tri-state Defender Welcome Wagon Downtownner CR departments in hospitals Chamber of Commerce.</li> <li>• Important to get Commercial Appeal Food editor to feature heart healthy restaurant items regularly.</li> </ul>
<p>Potential Barriers or Resistance</p> <p><i>What individuals and organizations might resist? How?</i></p>	<ul style="list-style-type: none"> <li>• No resistance is expected.</li> <li>• It is expected, however, that it will be a progressive program of acceptance by the restaurant owners and chefs.</li> </ul>
<p>How Success Measured?</p> <p><i>What events or data can be used to determine if the problem is being corrected?</i></p>	<ul style="list-style-type: none"> <li>• Check with restaurant owners to determine number of heart healthy items ordered.</li> </ul>