

Project Narrative

I. Introduction

With obesity prevalence on the rise, many prevention programs have sprouted all over the country. Many studies link the obesity epidemic with consumers' dietary behaviors not only at home but at dine-out facilities as well. Nationwide, many state and local governments are taking steps to implement ordinances to regulate the nutrient content of foods served in restaurants and other dining venues. Metro Health of San Antonio, the San Antonio Restaurant Association and San Antonio Dietetics Association joined forces to initiate the Healthy Restaurant Coalition (HRC). The HRC created the Por Vida program to help combat obesity in San Antonio. Por Vida is a restaurant recognition program that identifies healthy menu choices based on stringent nutritional criteria. Por Vida helps adults and children make healthier food choices by identifying those menu items that meet nutritional guidelines. Healthy menu criteria are based on the Dietary Guidelines for Americans, which suggests a balanced diet consisting of fruits, vegetables, whole grains, low-fat dairy, and lean protein. Following is the Por Vida criteria for an entire meal including an entrée & two sides:

- ≤ 700 Calories
- ≤ 23g Total Fat
- ≤ 8g Saturated Fat
- ≤ 0.5g Trans-Fat
- ≤ 750mg Sodium

LifeCare Hospital is an acute care facility that treats patients that need hospital care for extended periods of time. In June 2011, LifeCare Hospital became the first hospital in San Antonio to initiate the Por Vida program for its patients and cafeteria customers. To fully instigate the Por Vida program multiple approaches are required. Por Vida Revamp Project is a comprehensive program, utilizing marketing strategies and staff development, to reactivate the Por Vida program at LifeCare Hospital.

II. Program Overview

The Por Vida Revamp Project is formulated to help LifeCare Hospital's food service director and staff make small and practical changes to create a healthier dining environment by providing nutritional choices for internal and external customers.

The project is designed to provide the food service director and staff material, marketing tools and training relating to preparation, display and serving of nutritious meal choices in the hospital cafeteria. The Por Vida Revamp Project is divided into two components; Marketing and Promotion and Staff Development and Training.

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III. Project Objectives

The mission of Por Vida Revamp Project is to promote nutritious food and a healthier environment among LifeCare Hospital cafeteria staff, internal and external customers so they can make nutritious food choices. The main goal of the program is:

1. To help the community undergo small and practical changes towards a healthy lifestyle by making healthier choices when choosing Por Vida items at the LifeCare hospital cafeteria.

IV. Methodology

The Por Vida Revamp Project consists of, but is not limited to, some of the following activities:

Por Vida Marketing Strategies / Design Development

- 1) Por Vida Facilities Visit: Visit UTSA Road Runner Café and University Hospital's cafeteria to observe their marketing displays and important features/products.
- 2) Napkin Holder Inserts Design: Spruce up the napkin holders inserts with Por Vida information. Design colorful inserts for each table based on the key ingredient in Por Vida recipes served in the cafeteria.
- 3) Counter Top Displays: "Serving Today, Por Vida Lunch Menu Options", logo/signage for daily countertop displays.
- 4) Daily Por Vida plate display
- 5) Staff wearing Por Vida badges

Food Service Staff Development and Training (Time permitting)

- (1) In-Service Project Briefing for Food Service Staff
 - Introduce Por Vida
 - Obesity and related health complications (CVD, DM, HTN)..... need to provide better dietary alternatives to ourselves and people around us so they make better choices towards a healthier lifestyle
 - Health promotion and disease prevention
 - The role of food service staff in promoting Por Vida
 - Future tentative plan
 - POR Vida displays
 - Napkin holders inserts
 - Counter top signage
 - Por Vida badges
 - Plate designing/decorating
 - Plate photography for display
 - Favorite recipe submission by staff

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- Positive communication is key in Por Vida implementation and marketing
- Food Service Staff Survey

(2) Food Service Staff Survey

Design and administer a survey to assess the level of readiness among food service staff in regards to Por Vida.

(3) Research and test recipes, meeting the Por Vida criteria, to include in the menu.

(4) Conduct a recipe test contest, “Por Vida Fest Culinary Challenge” to create enthusiasm among food service staff serving Por Vida items

Staff Driven Marketing and Promotion Strategies

- 1) Decorate/Design daily Por Vida plates
- 2) Decorate/Design Por Vida area in the cafeteria
- 3) Suggestions by food service staff:
 - Display the daily plate on a table near the entrance
 - Advertise Por Vida on bulletin boards in the cafeteria
 - Wear Por Vida badges
 - Test the recipes
 - Inform others about Por Vida
 - Counter top displays

V. Cost Analysis:

The project budget comprises of possible purchase of prizes, printing and copying of the material.

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Project Timeline

Time	Activity	Status
(March)	Meeting with Dion Tuner and Kasey Pape	✓
	Visit Por Vida facilities (UTSA Road Runner Café, interview with assistant food service manager, and University Hospital's cafeteria)	✓
	Design Napkin holder insert with Por Vida	✓
	Por Vida briefing for food service staff	✓
	Por Vida recipe research	✓
(April)	Por Vida recipe test	✓
	Food Service Staff Readiness Survey	✓
	Staff Development/ Training Session/ Por Vida Introduction	✓
	Design Napkin holder insert with Por Vida	✓
(May)	Design Por Vida counter top display sample	✓
	In-service briefing regarding Por Vida implementation	✓
	Design Napkin holder insert with Por Vida	✓
	"Por Vida Fest Culinary Challenge" recipe test food service staff contest	✓
	Por Vida implementation	✓