

2010 Santa Clara County Toy Ordinance Legislation:

Preliminary evaluation of fast food restaurant response

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Outline

1. Legislation – description
2. What we wanted to measure
3. How we decided to measure it
4. Alterations, Changes, Additions
5. What the results were
6. Important points

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Santa Clara County Toy Ordinance

- 1) PROHIBITS toys or other giveaways with
- 2) Foods/Beverages EXCEEDING nutritional criteria (allows toys if they meet this criteria)
- 3) At restaurants IN unincorporated areas



Stated Intent of the Ordinance

- To improve the health of children and adolescents in the County by setting healthy nutritional standards.
- To support families seeking healthy eating choices for their children.



Nutritional Criteria: Limits

• Food Item

200 calories	480 mg sodium	35% total calories from fat	10% total calories from saturated fat	0.5g trans fat	10% of calories from added sweeteners
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• Meal

485 calories	600 mg sodium	35% total calories from fat	10% total calories from saturated fat	0.5g trans fat	10% of calories from added sweeteners
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• Beverage

120 calories	35% total calories from fat	10% of calories from added sweeteners	No added non-nutritive sweeteners	No caffeine
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Restaurants Could Respond in a Number of Ways. For example,

- TOYS:
 - Get rid of toys
 - Toys only with meals meeting criteria
 - Offer toys freely
- MENU ITEMS:
 - Reformulate
 - Add healthful menu items



Outline

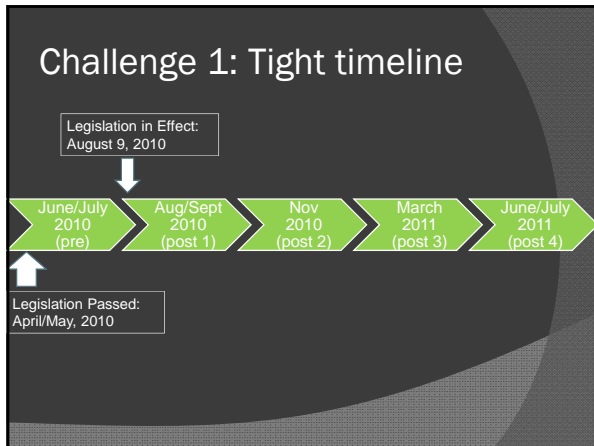
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Research Questions

How would restaurants respond to the legislation?

- Menu items
- Restaurant environment





Challenge 2: Sample Size

- 4 Target locations: national/global fast food chains
- 4 Control locations: same-chain, nearby, similar demographics



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CMA

- Children’s Menu Assessment Tool (CMA)
 - Alterations
- Direct Observation

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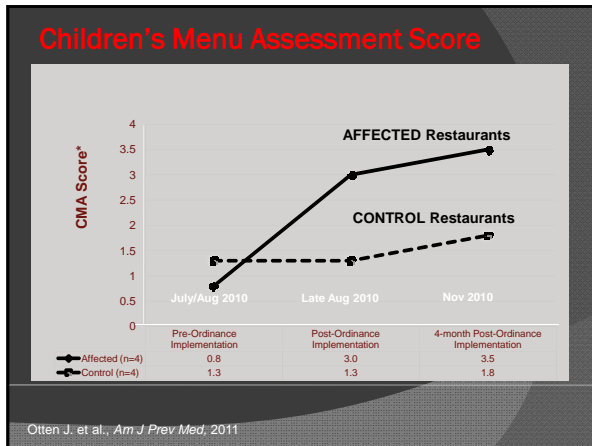
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Category	2005 Dietary Guidelines for Americans (4–8 y)	2010 IOM School Lunch Recommendations (Grades K-5)	USDA National School Lunch Program Standards (Grades K-6)	Toy Ordinance nutritional criteria
Max Food Energy (kcal)	467	550-650	664	485
Total Fat (as a percentage of total calories)	25 -35%	≤ 35%	≤30%	≤ 35%
Saturated Fat (as a percentage of total calories)	< 10%	< 10%	< 10%	< 10%
Trans-fat	<1% of energy intake	0	0	< 0.5 g
Sodium	≤ 633 mg	≤ 640 mg	-	≤ 600 mg
Added Sweeteners	Less than half of discretionary calories	≤ 35% total sugars per portion packaged	-	<10% calories from added sweeteners

d) Can toys be purchased separate from a kids meal for an additional cost (e.g. kids meal from purchase not required to purchase toy)?	<input type="radio"/> yes <input type="radio"/> no Cost per toy: _____
e) Are toys listed as an automatic part of the kids meal or as an addition (e.g. each meal comes with a toy vs. add-on a toy for an additional cost)?	<input type="radio"/> part of meal cost <input type="radio"/> as an add-on
14) Toys	
a) Are toys incentives advertised as collectibles in a series? (e.g. "collect them all" or "collect all six")	<input type="radio"/> yes <input type="radio"/> no Description (how many pieces in the series): _____
b) Are toys gender-specific or age-specific (e.g. for boys or girls; for kids and for toddlers under age 3)?	<input type="radio"/> gender-specific <input type="radio"/> age-specific <input type="radio"/> NA
c) Do the toys/kids meals have online codes or computer games that they encourage?	<input type="radio"/> yes <input type="radio"/> no Description: _____
d) Are toys incentives mentioned, shown, on the menu board?	<input type="radio"/> yes <input type="radio"/> no

- Also, added:
- Location of children's menu: drive thru, menu board
 - Presence/Absence of playground
 - Pricing
 - Signage descriptions (toy focused vs. food focused, location)

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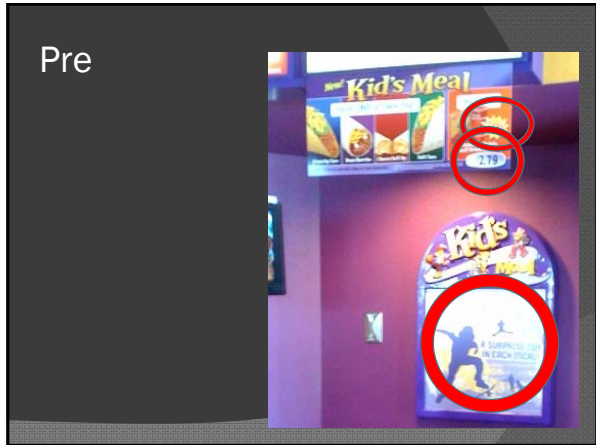


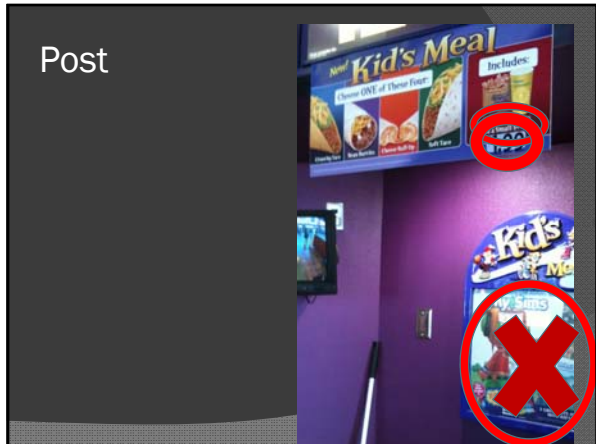
What improved at affected restaurants?

- Nutritional Guidance
- Toy marketing and distribution
 - Removed toys
 - Separated sales
 - Removed toy signage/branding
- Promotion of healthy meals, beverages, side items
 - They identified and more vigorously promoted meals and items meeting nutrition criteria

Pre







Stayed the same at 4 months post?

- No restaurants reformulated
- No restaurants added more healthful menu options



Summary: 4 months post

- No menu additions/reformulations
- Affected restaurants
 - Identified/promoted meals meeting ordinance criteria, removed toy posters and signage, and de-linked toy sales with children's meals.
- Unaffected restaurants
 - Minimal change

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Using the CMA tool

- Made sense of the data in a systematic way
- Allowed for an objective measure and for us to identify where changes took place
- Value of a visual
- Direct observation can augment

Thank you!

- **Co-Investigators:** Matt Buman, Kenya Eddings, Christopher Gardner, Eric Hekler, Lisa Henriksen, Abby King, Brian Saelens, Delia Smith West
- **In the field:** Katherine Dotter, Kirsten Rogers

Questions?
