NEMS-R Project

Healthy Dining in Cerro Gordo County

Cerro Gordo County
Department of Public Health
Principle:

- High levels of food marketing, convenience, and quantity create a “toxic environment” which may be at the root of the obesity epidemic.

- Excess body weight (and therefore chronic diseases) results from a number of factors:
  - Genes
  - Metabolism
  - Behavior
  - Environment
  - Culture
  - Socioeconomic status

- In particular, **behavior** and **environment** are the factors that play the greatest role in the battle against the bulge. Consequently, these are the primary factors targeted for prevention and treatment actions.

The NEMS Tools are observational measures of community and consumer nutrition environments in food outlets, specifically stores and restaurants. The measures focus on availability of healthful choices, prices and quality.

NEMS – R : Restaurants
NEMS – S : Stores
NEMS – V : Vending Machines
Cerro Gordo County Health Dept. Action Plan:

STEP 1:

Assess County Restaurants using NEMS-R tools

March – December 2012:

Cerro Gordo County Staff and Interns conduct NEMS-R assessments

Restaurant Database provided by County Food Inspections Program
Cerro Gordo County Health Dept. Action Plan:

STEP 2:

Educate Restaurant Managers on NEMS-R Score & Strategies to Improve Nutrition Environment

November 2012 - February 2013:

Distribute NEMS-R Scores and Strategies Booklet to Restaurant Managers

Provide restaurants the opportunity to improve NEMS-R score through environment changes
Cerro Gordo County Health Dept. Action Plan:

STEP 3:
Create Smart-Phone Application to assist local residents and visitors select local restaurants based upon the nutrition environment

August 2012 – February 2013:
- Partner with Web Wise Websites, Inc. to create Smart Phone Application
- Launch application to the public – use to find healthy and local restaurant choices
Cerro Gordo County Health Dept. Action Plan:

STEP 4:

Update Application and NEMS-R Scores as needed

Spring 2013 and beyond...

The restaurant NEMS-R scores and data content are easily managed through WebWise’s internet site. (no need for users to re-download the App when changes occur!)

The application will be expandable for additional uses…(trails, health department activities, etc.!!!)
NEMS-R App

Cerro Gordo County Department of Public Health
Restaurants Around Us

Cerro Gordo Department of Health

Around Us

Limited Few Multiple

Subway

Info! Directions

Google

Clear Lake

West Park

Mason City

5th St SW

6th St SE

S Forest Ave
Additional App Categories:
GOAL:
Create an environment supporting healthy eating habits and community well-being.
References


- www.med.upenn.edu/nems


- http://www.idph.state.ia.us/CTG/Default.aspx

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