



DMA Ohio “E” Newsletter

Ohio DMA Fall Workshop: Our big fall event is getting close! October 7th, 8th and 9th we meet at the Holiday Inn French Quarter located just off I-75 in Perrysburg, Ohio. Get a copy of the registration form on the Ohio DMA web (<http://dmaonline.org/OH/index.html>) home page where it can be downloaded and printed. Mail completed registration form with payment to:

Marsha Dixon
6248 Valley Stream
Toledo, OH 43615

The Holiday Inn French quarter is a great location easy to find just off I-75 in Perrysburg, Ohio. We have great seminars and a vendor show ready for your enjoyment and a whopping 12 CEU credits! Bring your administrator or other staff to get trained on our business also.

We are looking forward to a **special appearance by Kim DeMoulin** (KDeMoulin@dmaonline.org) the Chapter Relations Coordinator from National DMA. Ask her questions about all the great volunteer and educational experiences available with your national membership.

Legislative Resource Kit: Use the newly added *Legislative Resource Kit* available on the Ohio DMA web home page. Congressional bill 1636 which supports the use of CDMs in healthcare facilities as managers is well worth our active support and the kit gives you tools to help and *make a difference*.

Bylaws: Take a look at the proposed revision of the Ohio DMA bylaws posted on the FAQ page of the Ohio DMA web. We need your input to make changes for moving the organization forward. Email your feedback to Tim Bauman Ohio DMA president at baumant@woodcountyhospital.org.

Menu Labeling is Changing Dining Habits

By Timothy L Bauman Ohio DMA Ohio President

As menu labeling initiatives pick up steam across the country, a new survey indicates that New York City's calorie disclosure law is changing what people there order. I recently traveled there for brother's day out with my brother Greg and noticed a few menus already listing the nutrition. It seems reasonable that healthcare patients and customers will expect this sooner or later.



According to a study released last January by Technomic Inc., 82 percent of New York City residents surveyed Jan. 30 to Feb. 3 say the posted calorie information is affecting what they order, and 60 percent say it is affecting what restaurants they visit. Ninety percent of the respondents said the calorie counts were higher than they expected them to be.

"They really find it helps them make better choices," said Kathy Gaynor, a study director and senior manager at Chicago-based Technomic.

Consumers are likely to become accustomed to having nutrition information readily available and will look to "all levels of government" to push for more regulation for restaurant menus. I supply this information in my facility with a program dubbed "Meal Maps and Menu Markers." The perceived need and value hit home one day when I forgot to put the information in the Café and boy did I hear about it!

Consumers see the government as having the leverage to force this issue into the forefront. New York and California are out front and in the food industry many trends start in these places eventually reaching the rest of the country.

New York City's law, which requires local branches of chain restaurants with at least 15 units to post calorie counts on their menus and menu boards, went into effect last summer. Since then, a number of local governments have passed menu-labeling rules, including cities like Philadelphia and such counties as King County in Washington and Westchester County in New York.

Last fall California became the first state to pass a menu-labeling bill. Other states, including Indiana, New York and Massachusetts, have moved in that direction in recent weeks, and West Virginia lawmakers could introduce a nutrition disclosure bill soon. Nations restaurant news is publishing a lot of material following this which I have been tracking and saving as support for my own effort here at the hospital.

The National Restaurant Association is supporting a federal bill that would provide uniform standards for nutrition disclosure. Local menu-labeling bills across the country have varied in how much information must be disclosed, how it must be displayed and which restaurants must comply. The topic came up with my local health department and of course the question of who enforces the rules got debated.

From a business perspective, if you know what you have to provide you can do that much more clearly if the rules are the same everywhere. From the consumer standpoint, it's much easier to use that information if it's the same everywhere. The National Restaurant Association is out front supporting the effort and looking to assure it gets implemented in a way to maximize benefit and minimize hardship on the food people. As healthcare operators our customers will expect us to follow suit or we lose face as healthcare providers.

The bill the NRA is supporting, called the Labeling Education and Nutrition, or LEAN, Act, would require restaurant chains with 20 or more stores nationwide to post calorie counts and offer additional nutrition data at the point of sale. This will give the dietetics professionals a boost. Changing menus will be harder with more effort in the menu cost and set up time. I guess in perspective, the obesity epidemic behooves us to do what we can. We are healthcare people and we want people to be healthy.