

## **Healthy Options Program**

*Your consideration to participate in this program is greatly appreciated. We believe that your willingness to promote healthy alternatives will make a difference in improving the health of Iowans and that you will experience satisfaction in knowing that you've helped achieve it!*



---

**University of Iowa  
Prevention Research Center**

**145 N. Riverside Drive, 100 CPHB  
Iowa City, IA 52242**

**Phone: 319/384-1482  
E-mail: [faryle-nothwehr@uiowa.edu](mailto:faryle-nothwehr@uiowa.edu)**



**You are invited to  
participate in the:**



**Healthy  
Options  
Program**

A Program for  
Owner-Operated  
Restaurants in  
Iowa

## Goals of the Healthy Options Program

Iowa has higher rates of heart disease, cancer and stroke on average than the United States as a whole. Diseases shorten life span and place heavy strains on the sick and their families.

The goals of this program are to:

- help Iowans lead healthier lifestyles through improving their diet
- assist restaurant owners to be a part of the solution by highlighting healthier options to customers.



## How does the Program work?

- Table signs are placed on restaurant tables which encourage customers to make healthy choices *from your usual menu*. For example “meat baked or broiled instead of fried” and “low-fat milk”. You will be able to tailor this list to your restaurant.
- If you wish, a press release template is available to announce your participation to your local newspaper.
- An optional window sign template is also available for additional advertising.
- It is a low-cost program. The only materials needed are the table signs.



## How does the Program Benefit You?

- Potential increase in customer satisfaction. The program offers reminders to those with special diets or who would like to start eating healthier.
- The program may bring attention to your restaurant and satisfy a broader customer base.
- You have the satisfaction of helping others help themselves when it comes to eating healthier.

## What Restaurant Owners are saying who have participated in the Program:

- “Customers appreciated the reminder to eat healthy”.
- “People feel more comfortable asking about these options after seeing the signs”.
- “The Healthy options program created no financial loss”.
- “Table signs were no problem and easy to place”.

## Questions?

Please contact the person who gave you this brochure if you have any questions. This program was originally designed and tested by researchers at the University of Iowa. If you have questions about the research phase of the program you are welcome to call the number listed below.

**University of Iowa  
Prevention Research Center**

**145 N. Riverside Drive, 100 CPHB  
Room N424  
Iowa City, IA 52242  
Phone: 319/384-1482  
E-mail: faryle-nothwehr@uiowa.edu**