



POSITION PAPER
-
EMPLOYEES / RESTAURANTS

ITALY

Deliverable n°16

FOOD

Fighting Obesity through Offer and Demand

POSITION PAPER 1

—

RECOMMENDATIONS TOWARDS EMPLOYEES

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Introduction – objective of the position papers

Thanks to the results of the first 6 months (the research, the literature, the best practices, etc.) and the 3 deliverables, partners in each country will be able to jointly write down one position paper per target group.

The recommendations in the position papers aim at providing as much information as needed in order to create the communication tools during the summer. There will be specific national tools as well as common European tools.

The recommendations must describe what should (or could) be done to promote healthy nutrition in the workplace and in the restaurants during lunch time. The recommendations will refer to the national dietary guidelines that already exist.

The recommendations will take into account diversity and will demonstrate that the pleasure of lunching in a restaurant is compatible with a balanced nutrition in the framework of professional life.



ACCOR
Services



I. National context

According to your analysis of the deliverables and your expertise, what are the:

- Needs: Action in this field (information, sensitisation, ...) and possible links with other life styles and safety
- Expectations: An increase of active stakeholders
- Problems, hurdles:
 - Changing habits is a long and laborious work → long term initiatives, money
 - Necessary participation and involvement of companies to reach the largest number of employees
- Any other useful information:
 - A lot of programs from public bodies (Local Health Units - ASL)
 - Absence of program developed by large companies in the inventory: Barilla, COOP, Mc Donald's, Unilever, Kellog's and Sodexo (target employees)
 - Few programs which target Restaurants
 - Few initiatives based on personal and practical experience

According to your analysis of the deliverables and your expertise, what are the main lines of actions and points of interest?

- Visibility: ??
- Type of messages: Simple
- Individual approach Vs general approach: Organizational first, second individual
- Evaluation: Shared assessment benchmarks, on process keys success factors to define upstream precisely (participation rate, consumption evolution, number of companies which have implemented or publicized the program, ...)
- Different actors who should be involved: Employees, families of employees, the community, employers
- Use of current programmes/synergies with identified strength:
 - Programme
 - In Italy, in this moment, do not have National programmes, on this or any other. Before starting such activity in an area it is necessary to make a local analysis (map) trying to answer to questions like:
 - Is there any association active or would be active, which programmes are going on?
 - Are there programmes active? Who is promoting them?
 - Are there schools doing special programmes on this issue?
 - Tools
 - Throw out the years there are several documents, leaflet, etc.... produced for several reasons. This also needs to be documented. Most are free to use, because produced by public bodies or with public money. So before losing time and money to produce something – look.
 - Ideas
 - Give priority to a practical, sensorial, tasting or knowledge-based experience (tasting, meeting with producers or chefs, food calendar): leverage to reinforce the message delivered and change eating habits

II. National recommendations

List of the key messages, national recommendations (golden rules)

- Not only quality and calorie intake of a dish, but diversity and appropriate portions of the different nutrients (proteins, carbohydrates, lipids) → give a precise definition of a balanced diet to avoid confusion
- General information about the right portions to consume, the caloric need depending on the type of job or activity done → define one standard with a single analysis criteria for comparison
- Unhealthy habits (small breakfast or no breakfast, aperitivo, ...) or received ideas (Question 14)

Recommendations for the employees as a whole and or according to a typical employee's day

Example

- Breakfast
 - A must, but balanced. A coffee and "cornetto" is not a correct breakfast → definition and composition of a correct breakfast
- Snacks
 - A fruit
- Going out for lunch time = restaurants
 - Take your time / pick the restaurant that offers local products (OKm)
- Bringing food from home
 - For how works in a restaurant – this is not an issue!
 - For the others it depends on the workplace, in any case this represents a very small number of workplaces.
 - For those it would be necessary that the employers gives an area to eat and save what they bring from home and oven – microwave to worm

III. National communication tools

➤ communication tools that were included in the budget

Tools foreseen in the budget: leaflets, guides (on-line version only), posters, meal vouchers add, etc...

- Written communication through pedagogical aids to keeps a record of advice, recommendations and key messages: leaflets, posters, web site, intranet, comic strips
- Workshops, website (which, however, requires proactive targets)
- Information sessions also available on the Intranet
- Tasting sessions during the Roadshow
- Activities to organize with a partner in companies headquarters (one hour information sessions, during lunch time; tasting sessions;...)
- Cooking book with recommendations on diet, available on Intranet: a practical approach with an aid to keep, which is a good way to ensure continuity of aids

Budget for communication tools:

N.N.

➤ **Results of the deliverables**

Shared assessment benchmarks, on process keys success factors to define upstream precisely (participation rate, consumption evolution, number of companies which have implemented or publicized the program, ...)

List of the tools stressed out by the deliverables:

N.N.

List of the tools that might be effective for the project:

N.N.

➤ **According to the SWOT analysis (minutes of the national workshop), national recommendations on effective tools**

Tool 1 – the DVD – NOT USEFULL FOR EMPLOYEES

✓ ID

Support: DVD and film on the website

Targets: Only the consumers

Objective: Show how to cook in a healthy way, it could be played in the restaurants in continuum to show how they cook. In fact the scenery could be to restaurant kitchen

Style: Practical

✓ In practice

The message itself: *please write down with bullet point the main points and ideas – See above*

Tool 2 – informative material

✓ ID

Support: *guide, leaflet, intranet info (email in companies)*

Targets: *workers / customers /*

Objective: *Information, advices, fighting received ideas*

Style: *simple, humoristic style*

✓ In practice

The message itself: *please write down with bullet point the main points and ideas*

- Not only quality and calorie intake of a dish, but diversity and appropriate portions of the different nutrients (proteins, carbohydrates, lipids) → give a precise definition of a balanced diet to avoid confusion
- General information about the right portions to consume, the caloric need depending on the type of job or activity done → define one standard with a single analysis criteria for comparison
- Unhealthy habits (small breakfast or no breakfast, aperitivo, ...) or received ideas (Question 14)
 - See Paragraph II

Tool 3 – training workshop

✓ ID

Support: *kitchen*

Targets: *workers*

Objective: *trainings, etc*

Style: *simple, scientific, humoristic, yes/no style, etc*

✓ In practice

The message itself: *please write down with bullet point the main points and ideas*

Show that healthy cooking than be tasty

➤ According to the SWOT analysis, general recommendations

General recommendations:

- To give priority to a practical, sensorial, tasting or knowledge-based experience (tasting, meeting with producers or chefs, food calendar): leverage to reinforce the message delivered and change eating habits
- Targeting the main unhealthy eating habits
 - Have only a coffee for breakfast
 - The "aperitivo" (kind of happy hour), largely widespread in Italy, which replace the dinner by appetizers or cocktail snacks (chips, sausages, mozzarella, pasta or potatoes salads, ...).
- Improved link between information and practical activities for employees (hand-on experiences, tough-by-tough) : free educational training based on experience
- Active participation of the target (employees more than employers)
- ILO → consciousness raising of employers on the importance of the lunch time duration (impossible to have an healthy and balanced lunch in half an hour)
- Favouring external communication instead of an internal campaign based on companies actions towards employees
- Setting up a step by step approach

IV. Focus on other tools

➤ **The Website**

The website is the institutional interface of the project. It must be a useful, comprehensive and living tool. Please give all your advices, ideas and concrete data in your mother tongue and English.

i.e.: tips, recipes, games, conquests, quiz, etc.

Details are expected!

➤ **The software**

➤ **Guide for occupational health**

POSITION PAPER 2

RECOMMENDATIONS TOWARDS RESTAURANTS

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The recommendations must describe what should (or could) be done to promote healthy nutrition in the workplace and in the restaurants during lunch time. The recommendations will refer to the national dietary guidelines that already exist.

The recommendations will take into account diversity and will demonstrate that the pleasure of lunching in a restaurant is compatible with a balanced nutrition in the framework of professional life.



I. National context

According to your analysis of the deliverables and your expertise, what are the:

- Needs: Information on trends and balanced food
- Expectations:
- Problems, hurdles: Few responses so it's difficult to generalize
- Any other useful information:
 - Few programs which target Restaurants
 - Difficulty: few chain restaurants in Italy, so it is necessary to identify an effective media for reaching the entire restaurant community and increase the responsibility of restaurateurs
 - There is an open - mindedness of respondents to change their habits

According to your analysis of the deliverables and your expertise, what are the main lines of actions and points of interest?

- Visibility: YES
- Type of messages:
 - Use the economic argument for hanging restaurants: key to change behaviours and which can be associated to the offer of seasonal meals, the argument of km zero, ...
- Individual approach Vs general approach:
- Evaluation: N. of restaurants that under sign a declaration in with they will become a “healthy workplace”
- Different actors who should be involved:
 - Participation of professionals is less supportive to change the restaurant offers than a concrete study on consumers diet habits and expectations (pursuit of healthier dishes, more balanced menu)
- Other:
 - Organisation of events like thematic day or week (on a kind of fruit or vegetable, local food, ...) in response to the wishes of consumers and our aim of promoting an healthy and balanced diet

II. National recommendations

List of the key messages, national recommendations (golden rules)

Recommendations for the restaurant as a whole and / or recommendation according to the proposed meal

Examples :

- Quantity
- Seasonal products
- Ways of cooking
- Use of salt, use of fat
- Vegetables and fruits

II. National communication tools

➤ communication tools that were included in the budget

Tools foreseen in the budget: leaflets, guides (on-line version only), placemats, menu holders, etc...

Budget for communication tools: N.N.

➤ Results of the deliverables

List of the tools stressed out by the deliverables:

N.N.

List of the tools that might be effective for the project

N.N.

➤ According to the SWOT analysis (minutes of the national workshop), national recommendations on effective tools

Tool 1 – the DVD

not useful for this target

✓ **ID**

Tool 2 - workshops

✓ **ID**

Support: *guide, leaflet, intranet info (email in companies), etc*

Targets: *employers*

Objective: *Information, advices, proves, etc*

Style: *Scientific, but simple messages, linked with the economic results*

✓ **In practice**

The message itself: *please write down with bullet point the main points and ideas*

- Full participation of the restaurants associations
- Full participation of consumers associations
- Presentation of studies that demonstrate that if the restaurants change they will also gain for this change – even economically
- Presentation of model of good practice – by the models them self
- Practical tasting, practical experiences
- Organisation of events to promote an healthy diet : thematic day or week (eg Apple day or of any kind of fruit or vegetable, local food, ...)

