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        4.3.4 Catering and eating out of home

Deliverable D9.1 Report on new knowledge presenting training concepts and educational materials for the catering sector, aiming at promoting healthy eating out behaviours among European consumers

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1. Introduction

In Europe, nutrition related diseases such as obesity and diabetes continue to rise at an alarming rate. It is urgent to find new strategies to improve the population’s health, as it has been shown that providing nutritional information about possible health risks alone has limited impact on consumer’s choices (Nestle et al., 1998). Current lifestyle, dietary habits, and socio economic developments have lead to an increase in eating out of home in Europe. The frequency and nature of the out-of-home dietary intake may lead to adverse dietary patterns and the development of risk factors nutrition-related disorders and chronic diseases. Such an increase of ‘eating out’ was certainly behind the WHO recognition of the catering sector’s relevant role on the positive changes needed towards healthy eating (WHO, 2005 and 2008) and on their inclusion as an essential partner in EU strategic action plans to improve peoples’ health (EU, 2008).

In about two-thirds of the countries of the European region, the catering sector, specially the public one, has been formally recognised as a stakeholder in national nutrition policies. However, many member states of the WHO European Region do not yet have precise strategies to promote healthy catering. Although poorly developed, the strategies that already exist are related to the labelling of food and prepared meals, the training of health and catering staff as well as advertising. This study concludes that action plans to ensure affordability of healthy out-of-home eating, as well as to enhance accountability of stakeholders are urgently needed. (Lachat C. et al 2008).

In this context, HECTOR aims to establish a new methodological framework that allows the exchange and dissemination of good practices among the members of the catering sector, as well as the enhancement of consumers’ demand for healthy out-of-home foods through public health intervention strategies.

The main aim of the project’s work package 3 was to better understand the practices in twelve European catering-related enterprises including 6 SMEs. It was found that most of the enterprises provided high-energy dense meals (high prevalence of energy from fat in all main dishes) and the quality of these was scarcely related to the promotion of health. Customer’s preferences were the main influencing factor behind
the menus provided, rather than national nutrition policies, which were even unknown by some of the SMEs. (HECTOR D3.2)

As stated in the HECTOR report - *Consumers’ attitudes and behaviour when eating out* – people eat out either to celebrate a special event or because it is convenient and part of their day-to-day lives. It is logical that health aspects become more relevant when the frequency of eating out is greater. Moreover, the promotion of healthy eating must not only focus on health, but also on factors such as: taste, quality of the food and service, price, experience and convenience. (HECTOR D6.3)

The HECTOR report - *The socio-psychological perspective of the eating out occasions* – suggests that if healthy nutrition also incorporated the tasty aspects of healthy food, it would become more appealing to the general public and not merely to the more health conscious people. Another relevant finding mentioned in this report was that it is not just about having certain healthy foods available in canteens, but also making sure that these look appetising and are easily accessible. Moreover, the importance of limiting portion sizes and considering the total energy intake was emphasised. (HECTOR D6.4)

As has been reviewed in HECTOR work package 5, the catering sector serves multiple purposes and functions and varies in different countries and circumstances. It is likely that recommendations transmitted in a clear and concise way and tailored to the different types of caterers and cultures will be more effective. Furthermore, they should be food, not nutrient based and the caterers and staff should be properly educated, supported and given time to comply with the new strategies. Any changes should be introduced gradually and the involvement of the government or other relevant entities will most likely increase the credibility of any promotion campaign. (HECTOR D5.2)

Training of catering workers, who may play a crucial role in persuading people to make healthier options, were addressed in the *Report on food services available in the European catering sector*. Among others, a relevant finding was that, within members of the staff, there is lack of sufficient education level concerning nutrition and a shortage of educational opportunities to acquire such notions. Moreover, even though publications that provide helpful information-instructions for food service operators wishing to act in accordance with nutritional recommendations already
exist, a specific kit for training personalised staff could be an interesting option. (HECTOR D6.2)

Within HECTOR WP6, training concepts and educational materials have been designed and piloted based on the findings mentioned above, with the aim of increasing both the supply and demand for healthy foods when eating out.

2. Objectives
This report aims to present new knowledge provided by the dissemination of these public health tools in the catering sector.

3. Education materials’ description
An insightful description of the process and methods used for the development of the below presented educational materials can be found in HECTOR D6.1. The educational materials were developed with two complementary purposes, namely:

1. to increase the demand for healthy foods by customers
2. to increase the supply of healthy foods by caterers

3.1 Focusing on consumers and aiming to increase their demand of healthy foods as well as to motivate them to adopt better eating habits, a booklet and table cards were created (to be displayed on counters and tables of restaurants or canteens). In the development process of the materials (including two intervention actions for their dissemination and several discussion meetings) it was considered appropriate to use table cards, where the information would be presented as short messages and in an appealing and clear way. However, it was decided that a booklet with supplementary information would still be needed but that it would only be made available for consultation on the HECTOR website.

Booklet
A booklet (annex 1), to be made available online, was prepared in A5 format and contains 8 pages with a brief introduction to the HECTOR project and general nutrition and health advice. As the adequacy of eating out should not be viewed
separately from the total daily food consumption recommendations, the booklet provides information related to the concept of healthy eating as well as practical tips concerning eating out choices linked to:

- The importance of choosing fruit and vegetables and reducing the amount of animal fat and fatty foods;
- The relevance of drinking more water and restricting or avoiding (children, adolescents an breast-feeding women) alcoholic drinks and sugary ones;
- The need to reduce sugar and sugary products intake;
- The importance of not adding extra salt to food and using herbs and spices instead;
- The importance of maintaining a healthy weight.

**Cards**

Small cards were prepared containing various ‘Eating out tips’ to be displayed on the restaurants tables or take-away counters, where the customers can read them while waiting for or having their meal (annex 2). The cards include part of a sentence in larger characters: “…when deciding what to eat” and below, in a smaller print, it contains the rest of the information in different coloured boxes. For instance:

- Include vegetables (…soups, salads, as main or side dishes);
- Go for colour (…make your meal colourful by picking a mix of different kinds of fruit and vegetables);
- Drink plenty of water;
- Which cooking method is best? (go for grilled, baked, stewed or boiled…cut down on fried foods).

The cards also contain the HECTOR logo, a sentence about the project and the website address for further information.
3.2 Aiming **to increase caterers supply of healthy foods**, to advise the staff on how to cook in a healthier way and to provide them with other relevant nutrition related information, a poster to be held in kitchens was developed. Later, this tool was modified and transformed into a **calendar**, where smaller amounts of information are displayed by page.

**Calendar**

A calendar (annex 3) organised in 14 pages to convey the information while attracting the staff's attention. The front page identifies the HECTOR project and is followed by 12 pages - one for each month. An additional page includes a seasonality food table and messages.

The calendar is to be hung on the kitchen wall in order to be read by the staff. Each month, a calendar page provides information about each of the following food groups: “Grains and grain products”, “Potatoes and other starchy roots”, “Fish and products”, “Meat and products”, “Milk, dairy products and eggs”, “Sweets”, “Salt, herbs and spices”, “Beverages”, “Fruit, vegetables and legumes”, “Fats, oils”. Additional pages illustrate how to estimate portion sizes and provide general key actions for healthier catering. Finally, the calendar also includes a brief explanation on the relevance of seasonality and a table of each country’s in season fruit and vegetables.

4. **Education materials’ evaluation**

The materials were tested in two feasibility studies, each one held during approximately 2 weeks. The feedback of the studies sent by staff of the various catering enterprises participating is described below.

4.1 **Partners involved and relevant general comments provided**

A total of 8 SMEs / catering companies took part in the feasibility study: *De Appelier, il mezzogiorno, Três Tempos, Sito, LTC, Galaxy Catering* (SMEs); *Kobatsiaris Bros, Uniself* (larger catering enterprises). The participating catering enterprises cover a wide range of eating out venues and food operators in five European countries. The
main characteristics of each company, summary of their feedback and suggestions to the improve the materials, are provided (annex 4).

4.2 Questionnaire answered by the staff

The staff members answered a questionnaire (annex 5), which included information regarding whether the calendar had been easy to understand and read, accessed straightforward and practical as well as useful. In addition, they were requested to mention aspects that could be improved and other relevant information.

In order to obtain information regarding the table cards, the staff that had been in direct contact with the customers was asked to register any received comments. Besides considering aspects related to the calendar, the questionnaire was used to collect information about the staff.

The answers of each catering enterprise to the questionnaires were brought together into a single SPSS® data sheet. In order to get an overall impression of the impact of the materials in the different catering enterprises, a general analysis was conducted. However, the comments expressed by each enterprise are later on presented separately.

A brief description of the results of the questionnaires filled in by 106 staff members is provided. Nevertheless, it is worth mentioning that the percentage of respondents for each question varied between 67 and 94%, except in question 1 and 9 where no missing values were found.

Most of the inquired staff was from Kobatsiaris (38%) and LTC (31%), followed by participants from Uniself (13%), Sito (6%), De Appelier (5%), Três Tempos (4%) and Galaxy (3%). As their feedback was not delivered, Il Mezzogiorno was not included in the analysis.

The respondents’ roles are shown in figure 1. The category “other” includes 12 canteen assistants and 5 line managers.
Nearly half of the staff members read all the calendar pages (47%) and 39% read most of them. On the contrary, 14% stated that they hadn’t read any of the materials.

Most of the population considered that the calendar had been put in a place where it could be read quietly and while working (figure 2).

**Figure 1.** Staff’s job in the enterprise.

**Figure 2.** Staff’s opinion about the placement of the calendar.
For 66% of the respondents, the calendar was considered easy to understand. An important finding was that 74% of the population considered most or every message of the calendar easy to put into practice. However, there was a relatively large difference between finding the messages easy to apply and in fact doing so, as is illustrated in figure 3.

![Figure 3. Staff's opinions about implementing the calendar's suggestions.](image)

The suggestions that were actually put into practice are presented in table 1 and the obstacles to their implementation are presented in table 2.
Table 1. Suggestions which were put into practice, as informed by participants:

- We cut the potatoes into thick pieces, we try to use lean meats, more spices and herbs and less salt, we offer whole meal bread as an option.

- We dilute the mayonnaise when we use it, we offer whole wheat bread, our side orders are grilled or boiled vegetables, we have a lot of fruit in most of our dishes, we trim fat from meat and we remove skins from poultry.

- Most of our dishes are cooked in the oven.

- We have increased the offer of sweets with whole grain flower.

- We use olive oil, lemon and vinegar a lot and don't fry foods.

- We use yoghurt and olive oil in our dressings and fruit, low fat cream and yoghurt in our sweets.

- There were some good tips that can become in handy in the future.

- I have now started eating more vegetables, fewer fried foods and diversifying more between meat or fish.

- I now use clean oil to fry, make sure to drain the oil off the food as much as possible and to present the food nicely.

- We now offer whole wheat bread as well as white bread.

- We avoid cooking too many fried foods and cook boiled and grilled foods instead.

- We are now offering primarily water (mineral or natural) instead of juices.

- We now combine meat and vegetables in our dishes and offer more variety of soups and more desserts with fruit.
Table 2. Obstacles to putting the suggested measures into practice, as informed by participants:

- Cream cannot be replaced by yoghurt. Light products' texture is like that of water and they have no taste.
- It is not possible to use yoghurt instead of mayonnaise, because the taste won't be good and the texture won't be as expected.
- The sweets don't have the right texture if they are made with olive oil.
- We cannot fry in olive oil! The food ends up too heavy.
- Whole meal pasta is twice the price of the usual one.
- It is impossible not to use butter in sweets.
- It's difficult to grill as there is lack of equipment to do so.
- What was found to be more difficult is to reduce the amount of salt used in cooking.
- I don't know, I could put them in practice at home but not here. We serve too many people here.
- We cannot change the methods and estimates of the older chefs. In order for them to put in practice your recommendations, someone has to monitor their work.
- Furthermore, I think that the kitchen staff might need some sort of training in order to learn how to put your recommendations in practice.
- Difficult when clients are ordering food for special events. When we cater on a daily basis it is easier.
- These are new things and will result in new dishes that might not be acceptable by customers. Thus we will have more leftovers.
- Unavailability of particular groceries on the local market (generally or seasonally).
- We don't always take what we want from the food suppliers. We cannot control them.
- The lean meat is very dry when cooked. Here we need taste and quality, we are neither in the military nor a hospital! Furthermore I don't choose what products they will give me! These things are predefined by the company! For example, the potatoes come to us already cut.
- The company's policy is not to have whole meal products it's not up to us.
- Our time is limited. Furthermore, it's not up to the staff to take initiatives.
- Limited time and quantity.
Most of the respondents found that the messages provided for each food group, in general, were important. Still, “Fruits, vegetables and legumes”, “Fish and fish products”, “Milk, dairy products and eggs” and “Meat and meat products” were the top four most relevant groups (figure 4). Fewer people considered the messages about “Drinks” and “Sweets” to be relevant.

The advice given about “Portion sizes and presentation” and “Seasonality” appears to have been quite successful as well, since around 85% of the population replied that these had been “relevant” or “very relevant”.

Moreover, most people (around 76%) did not think the calendar should include other relevant issues.

Figure 5 illustrates the overall impression that the participants had of the calendar.
4.3 Comments expressed by the members of each enterprise’s staff

When asked to comment on the question “Did you read the calendar?” there were quite varied types of answer. However, Kobatsiaris Bros was the only enterprise, which did not seem to be pleased with the calendar. Generally, it was stated that it was too long, there was a lot of repetition, the seasonality part was confusing and that the suggested healthy measures were difficult to put into practice.

The other catering enterprises participants who provided an answer to this question (LTC, Uniself, Três Tempos, and Galaxy) were more in favour of the calendar. They considered it useful, interesting, fresh, unusual, easy to understand and with good aesthetics. Nevertheless, it was mentioned that the print was too small and that the calendar could be more practical.

There were only few comments to “Was the calendar posted in… a place where you could read it quietly? / …a place where you could read it while working”. A participant suggested that the calendar’s font should be resized as it was difficult to read it at a distance and others mentioned that they didn’t work in the place where the calendar had been placed or that it was too noisy to read it while working.
In general, Kobatsiaris Bros provided most of the comments to how easy it had been to put the calendar into practice. What was pointed out was that the answer would have been “yes”, if there was less workload and if the customer’s habits were healthier to begin with. In addition, more time would be needed for the staff to adapt as well as the kitchen facilities. In LTC, it was stated that some guidelines were hard to put into practice but that this could be done as long as all of the ingredients mentioned in the calendar were offered in the restaurant. In De Appelie it was stated that these suggestions had already been put into practice for years. In addition, it was suggested that more information, for example in a small booklet, should be provided to the staff in order for them to understand the reasons behind the application of these healthy measures.

For the most part, in the various enterprises, the main suggestions put into practice were to: offer whole wheat bread along with white one; use meat together with vegetables in the meals; cut the potatoes to be fried into thick pieces; use lean meats, less salt and more herbs and spices; use fruit which is in season, olive oil, low fat products, lemon, vinegar as well as to fry less and cook in the oven more often. Très Tempos not only increased the availability of soups, vegetables (boiled and raw) and started using ‘in season’ fruits to make deserts, but also created posters aiming to promote the daily consumption of fruit and vegetables.

However, certain obstacles to introducing the recommended measures were identified. For instance, replacing cream with yoghurt would make the texture of the product watery; some products come already prepared (e.g. pre-cut potatoes); normally the choice of the foods is not the staff’s but the manager’s responsibility; many healthier products are more expensive. Many of the participants were concerned that these changes could reduce the quality and taste of the products and therefore not satisfy the customer.

The manager of Galaxy stated that the clients of their enterprise order foods for special events and that this does not make it easy for them to go for healthier options. For such events, being festive occasions it is natural that pleasure, enjoyment, indulgence and flavour become the core of the celebration and that healthy eating is not at these events at the centre of customers’ choices. Therefore
the suggestions on healthy catering may not be adequate for enterprises catering for weddings, birthday parties and other celebrations.

Other relevant issues were suggested to be included in the calendar, for instance: a section regarding food hygiene and safety tips, one explaining about daily energy intake, as well as one about the guidelines concerning canned, pre-cooked, frozen foods and food additives. It was also requested that weekly menus proposed by nutritionists, according to all these recommendations would be implemented and suggested that certain food groups should be split up (e.g. beverages, meat) into different sub-groups. It was emphasised that the calendar needed more details and that it would be better if more pages and a larger print were used.

The overall impressions on the calendar were generally good, favouring its application as a public health tool. Most participants complimented the calendar for its originality, clearness, utility, interest and relevance.

Examples of positive comments about the calendar provided by the staff were:

- **Very nice and pleasant.**
- **It's educational, informative and interesting.**
- **It helps to get important information about the various food groups and food related habits.**
- **It is good that such information is given to students (our clients) now that they are young.**
- **It is useful for all the workers of the enterprise.**
- **This information is very useful for the staff to become conscious that what we eat influences our well being.**

Negative comments were also made about the calendar, such as:

- **Interesting but there was a lot of repetition.**
- **It is not realistic, the theory has nothing to do with practice: Are you from The Food authority?**
• Should have contained recipes and examples on the type of food presented.

• It could never be put into practice.

• Don't think the images were particularly trendy.

• It takes time to read, where are you from? What is HECTOR?

• Some things are irrelevant! How could someone combine meat and legumes?

• The seasonality section confused me, I can find most of the food you have

• In the table for a longer time in the year.

Furthermore, problems that occurred during the feasibility study were identified:

• The pages were never turned!

• I couldn't read everything due to the limited time.

• I usually help in the kitchen but I have never seen this calendar.

• I work in the confectionery room and there was no diary in there.

• I work in the room where we cut vegetables and we didn't have something in there.

• I rarely went past the place where they hung the calendar and I only read some parts.

• It was hard for me to understand the "Fat" section.

When the staff members were requested to mention the comments they might have heard from the customers about the table cards, they stated that most of them had read, complimented these materials and had found them very interesting.

Finally, the customers’ views about the table cards, which were commented with the staff are presented:
From the student customers, most of them just read it. From the university staff (lecturers, doctors, etc) we heard: "Well done to the company for taking part in such an initiative": interesting, where do these cards come from?"

The customers asked about the cards. What they are for, etc.

We need much more educational programs and activities like these.

The clients didn't comment about the cards but I noticed they read them.

Some people laughed. One said: "So do they mean we don't eat healthy enough? What are they going to do, barbecue?"

They didn't even look at them.

4.4 Questionnaire answered by the customers (Norway)

The pilot feasibility study showed that the customer's response rate to evaluation questionnaires was very low since only very few were filled in. As a consequence, in the 2nd feasibility study only the staff (cook, waiters, managers, kitchen staff, etc) was to be inquired.

However, the Norwegian enterprise Sito took the initiative to apply a questionnaire for the customers (annex 6). Such questionnaire contained questions related to their overall impression of the cards, as well as personal information and background. In order to get a higher number of responses, a cup of coffee was offered to those willing to cooperate.

The questionnaire was filled in by 61 customers. The number of respondents for each question varied from 61% to 97%, except for question 7a and question 8, where no missing values were found.

Descriptive data regarding gender, age and highest level of education attained are provided in table 3.
Table 3. Consumer’s gender, age and highest level of education attained (Sito)

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<table>
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<tr>
<th>Highest attained level of education</th>
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</tr>
<tr>
<td>&gt;4 years of University studies</td>
<td>14</td>
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Information regarding the affiliation the customers had with the university, as well as how many people (including the customer himself) live in the household in different age groups was also obtained. A great proportion of the population were students (80%) and there were also customers who were either employed at the University (12%), worked at the hospital (5%) or had another role (3%). The average number of people living in the household (including the customer) belonging in the group of 0-14 years of age was 0.39 and the average number of people in the age group 15-64 was 1.66.

Regarding how often the customers eat out in the canteen, approximately half (51%) of the respondents stated that they do not usually use this service, and 29% and 15% do so 1-3 times a week and 4-5 times a week, respectively.

Most customers (67%) had noticed the table cards and showed a large range of opinions about them (figure 6). The tips cards were mainly seen as “reminders” of knowledge previously acquired and of certain relevance. However, almost all respondents were already familiar with the messages in the tips and only 40% found these to be of interest.
As expected, consumers did not recognise the cards as an influential aspect on their choice of vegetables and fruit, as most people did not consider the tips to be of use (figure 7).

Figure 6. Customer’s opinion about the cards.

Figure 7. Usefulness of the cards for fruit and vegetable choices.
In line with the previously shown opinions, most respondents considered that they would probably not be affected by the cards information when choosing foods in a canteen, a grocery store, the kiosk, the cafe or restaurant (figure 8). Nevertheless, a slightly higher percentage of people (25%) agreed that their food choices would be affected when shopping for groceries.

![Graph showing food choices affected by cards](image)

**Figure 8.** How much the customer considered their food choices to be affected after reading the cards in different occasions.

The design/appearance and the clarity of the language of the cards were positively valued. Also, the utility of its content for the respondents’ day-to-day life was considered to be good or excellent by 60%, which is somewhat contradictory with their perceptions on their usefulness for food choices (figure 9).
It is interesting to note that a substantially large number of customers classified their eating patterns mainly as being very healthy or healthy (84%). This could explain why they did not view the cards as a great influence on their already “healthy” choices. It is known that consumers have a tendency to rate their food habits as healthy when compared to their counterparts. This has been described in EU consumers by Kearney et al (1997) and was considered to constitute a barrier to the uptake of healthier food habits.

5. Conclusion

The public health education materials presented in this report, aiming to increase awareness and knowledge on healthy eating out, have been developed within a research and intervention project actively involving the academia, governmental, non-governmental organizations and the catering sector.

Targeted at the staff and customers of different kinds of enterprises, the concepts and messages provided in the developed materials had to be written in a general, simple and concise way. More efficient materials would definitely have been obtained if their development had been tailored for each country, type of enterprise or target group. However, although these tools are credible, reliable and useful, it is
worth mentioning that the investment on their conception and design was limited to the nature, duration and financial resources of the HECTOR project.

It is believed that each small step increasing the demand and supply for healthy foods is certainly an important contribution for improving people’s health. Without doubt, some gains have been attained but there is still much more to be done.

From the qualitative evaluation assessment performed it is clear that important knowledge resulting from the distribution of the materials in the catering sector has been attained.

From the discussions and comments received some suggestions for further initiatives aiming at **increasing supply of healthy eating out options** were achieved:

- It is important to work with suppliers and manufacturers to improve the nutritional content of products and make sure healthy food items are available in the enterprises’ kitchens so that food can be prepared and cooked in accordance with the advice included in the calendar. Pre-packed products, such as sliced fruits and vegetables, may be an interesting incentive for the use of healthy food items as they increase shelf life and reduce storage and preparation;

- Knowledge on healthy eating and cooking should be made a compulsory requirement for those working in the catering sector by generalising its inclusion in the formal curriculum of Catering Schools and by lifetime training courses on these issues. Healthy cooking courses should be promoted in order to convey more information on how to put recommendations into practice, namely on dietary content and size of healthy portions, as well as to help demonstrate that ‘tasteless’ and ‘healthy’ cooking are not the same. Examples of such initiatives can be retrieved from the website of international professional associations such as the FERCO website. An interesting and original way of motivating the participants is to provide a ‘NCFE Intermediate Certification in Nutrition’ (NCFE is a service in the UK, which provides nationally recognised qualifications and awards) to the catering managers and head chefs who complete the training sessions.

- More information related to food safety and health should be made available;
• National or local campaigns should be promoted to reduce the price of fruit and vegetables; and international policies and agreements such as the Common Agricultural Policy (CAP) of the European Union should be re-considered in light of their impact on the populations’ nutritional choices;

• The formulation of health-oriented menus by experts, which take into account customers’ preferences and nutritional recommendations, may be another positive measure. Nutritional information of the food served could be estimated and made available to the consumers, when required;

• Healthier choices should be enhanced in the menus (by signalizing particular dishes with an identifiable logo). An interesting way of leading to changes may be by emphasizing the importance of “innovation” in any sector as a means of maintaining competiveness. Examples of such initiatives can be retrieved from the website of international professional associations such as the FERCO – European Federation of Contract Catering Organisations - website.

• A network of healthy eating caterers should be created;

• Joint ventures between caterers and the academia should be implemented and encouraged.

To increase consumers’ demand for healthier eating out options other strategies may also be suggested, such as promotional activities on health topics that are supported by posters, leaflets and further information campaigns. Ideally there should be a nutritionist available to provide advice and guidance, for instance in the elaboration of food menus. The information provided should also be made suitable for other forms of communication, like web pages and TV-screens.

1 Note that the referred language and design improvements accomplished within the time frame of the HECTOR project were still modified and that the final calendar and cards are available at the HECTOR website in 10 different languages: Croatian, English, Finnish, Flemish, Greek, Hungarian, Italian, Norwegian, Polish and Portuguese.
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Annex I
HECTOR
Healthy eating out!

Eating out is no longer just for special occasions. It appears that modern living is causing people to eat out more and more. Whether they choose a quick meal taken on the run, lunch from the school canteen, snacks at the bar, picnics or formal restaurant dining, it is clear that food is now readily available in great variety for people to eat beyond their dining rooms.

Therefore recommendations for overall healthy eating habits should be followed in all daily events.

HECTOR is a European Commission funded research project involving 34 partners, including 17 Universities/Research Centres, 5 Consumers’ Associations, Governmental and non-governmental organisations and 12 Catering related enterprises (6 SMEs and 6 catering and catering related enterprises) based in 17 European countries. HECTOR aims to enhance knowledge on eating out in Europe.

Find more about HECTOR at www.nut.uoa.gr/hector.
What is healthy eating?

Eating healthily doesn't mean you have to give up the foods you enjoy. However, you have to be aware that some foods should not be eaten too often or in large amounts. Above all, it's important to enjoy food and to enjoy each and every eating occasion.

The following images represent **food groups**.
(For designers: images need to be next to this text below)
(For designers: INCLUDE PICTURES OF FOODS/FOOD GROUPS)

**Healthy eating** quite simply means…
...**a complete diet** - choosing food items from each food group;
...**a balanced diet** – go for more fruits, vegetables and plant foods in general and less foods of animal origin. Choose vegetable oils instead of fats of animal origin. Choose fish or poultry over red meat;
...**a varied diet** - eating different food items within each group and varying them daily, weekly and seasonally.

Always remember…

...about fruit and vegetables
Fruits and vegetables are rich in different nutrients, mainly vitamins, minerals, fibre, and other naturally occurring compounds which provide health benefits). Mix and maximize…make your meal colorful by picking a mix of different kinds of vegetables and fruit.
Some practical tips:
- Go full steam ahead with vegetables...soups or salads, as main or side dishes
- Mix and Maximise...make your meal colourful by picking a mix of different kinds of vegetables and fruit
- Fresh fruit and vegetables are better

... about fats and fatty foods
Although high fat intake is potentially harmful, it is important to notice that there are different types of fats.

Limit intake: saturated fats (mainly found in high-fat dairy products, fatty fresh and processed meats, lard and the skin and fat of poultry), cholesterol* (mainly found in dairy fats, liver and other organ meats, egg yolks) and trans fatty acids (found in many hard margarines and shortenings, fried foods and many bakery/dessert products).

Instead use: unsaturated fats (mainly found in vegetable oils, namely olive oil, seed oils, soft margarines, most nuts, unsalted olives and fatty fish like salmon, tuna, mackerel, un-salted anchovies and sardines).

Some practical tips:
- Instead of high fat processed meats, bacon, sausages, salami why not try lean meats, poultry or fish

*subject to national guidelines
- Remember to trim the fat and leave behind the skin
- Look for low-fat dairy products
- Instead of fried foods why not try grilled, baked, stewed or boiled
- Go easy on fatty/creamy sauces
- Choose olive oil…or other vegetable oils, low fat sauces and yoghurt for seasoning

... about drinks
Drinking water is best to ease your thirst (about 1.5l a day recommended), however, there are other drinks that don’t have added sugars, alcohol or caffeine and can also help to fulfill the need for liquids. Unsweetened natural juices and herbal teas without caffeine (e.g. camomile and mint), are examples of such drinks.

Coffee, as well as black/green teas and some soft drinks, contain caffeine, which is a stimulating compound for which intake should be in moderation. Caffeine intake should be specifically limited during pregnancy; for children and adolescents caffeine consumption is not recommended.

Adults may consume alcohol in moderation, but drinking in excess is harmful. Children, adolescents, pregnant and breastfeeding women should not drink alcoholic beverages at all.

Some practical tips:
- Drink plenty of water

... about sugars and sugary products
Soft drinks, cakes, cookies, chocolates, jams, lollipops, and other sweets are examples of foods that can be rich in sugars.
Some practical tips:
- How about delicious fruit as a dessert?
- And why not share your dessert…
- Cut back on adding sugar or honey to food and beverages (e.g. milk, tea, yogurt, coffee, …)

… about salt and salty products
Salt (chemically named sodium chloride) intake should not exceed 5g per day.

Always keep in mind that many foods may already contain salt (e.g. breads, cheese). The best way to stay within recommendation is to moderate not only the consumption of salted products such as cured and processed meat, canned foods, salad dressings and sauces, chips but also to moderate the use of salt in cooking and at the table.

The use of herbs (e.g. celery, rosemary, basil, coriander, tarragon, mint, laurel, oregano, parsley) and spices (e.g. saffron, vanilla, cinnamon, curry, paprika,…) in seasoning foods is a good way of adding flavour and highlighting the colour of the foods; it will help with gradually reducing the amount of salt intake.

Some practical tips:
- Taste it first…try not to automatically add table salt
- Scale down your salt…cut back on salty snack foods (e.g. crisps, salted nuts…)

… to maintain a healthy weight
Following healthy eating recommendations, choosing small portions and engaging in moderate and regular physical activity is the best way to maintain/achieve a healthy body weight.
So why don’t you go for a walk after a meal? (Brisk walking for at least 30 minutes a day is a good example of moderate physical activity.) Or why don’t you go dancing after your meal out?
ANNEX II

Healthy eating out can be easy and the choice is up to you... here are a few helpful tips to give you food for thought

- Go full steam ahead with vegetables...soups or salads, as main or side dishes
- Mix and Maximise...make your meal colourful by picking a mix of different kinds of vegetables and fruit
- Fresh fruit and vegetables are better

...for meat

- Instead of high fat processed meats, bacon, sausages, salami why not try lean meats, poultry or fish
- Remember to trim the fat and leave behind the skin

....for dairy products

- Look for low-fat dairy products

...something sweet...nice doesn’t have to be naughty

- How about delicious fruit?
- And why not share your dessert...

EAT OUT, EAT HEALTHY

Be wise and check which cooking method is being used...

- Instead of fried foods why not try grilled, baked, stewed or boiled
- Go easy on fatty/creamy sauces

Taste it first....

- Try not to automatically add table salt
- Cut back on adding sugar or honey to food and beverages (e.g. milk, tea, yogurt, coffee, ...)
- Choose olive oil...or other vegetable oils, low fat sauces and yoghurt for seasoning

What about a snack?

- Scale down your salt...cut back on salty snack foods (e.g. crisps, salted nuts...)

Drink anyone?

- Drink plenty of water

HECTOR is a European Community funded project designed to enhance knowledge on eating out in Europe.

Want to learn more? www.nut.uoa.gr/hector

(Logos HECTOR, EU, FP6)
ANNEX III

1) Grains and Grain Products

*Examples include grains such as wheat, rye, oat, barley, buckwheat and millet and grain products such as all types of breads, flour, pasta and noodles, rice, breakfast cereals, bulghur, couscous, trahana etc.*

- It is a good idea to include grains wherever possible; especially whole grains and their products like wholemeal bread, wild or brown rice, or wholemeal pasta and noodles.
- Bread comes in many varieties so why not offer a wide range and include wholemeal.
- If you are serving breakfast cereals, offer a variety and keep in mind low sugar, low salt and high fibre options.

2) Potatoes and other starchy roots such as sweet potatoes, yams and manioc

- Instead of fried potatoes why not offer them baked, roasted or boiled or even provide other non-fried alternatives like vegetables, rice or pasta.
- If you must fry then cut the potatoes (or starchy roots) into thick pieces as the bigger the piece the less fat it absorbs.
- If you are going to fry then try to use unsaturated types of oil. Keep in mind that you need to change the oil regularly. It is also important to check the frying temperature is correct.

3) Fish and Fish Products

*Examples include white fish such as cod, haddock, halibut, flounder; oily fish such as sardines, herring, salmon, mackerel; crustaceans, molluscs and other seafood and fish products.*

- Encourage the use of oily fish such as, sardines, herring, salmon, mackerel and anchovies.
- Smoked or canned oily fish and salad can make a tasty sandwich filling.
- Fish can also go with vegetables, beans, lentils, chickpeas, rice or pasta.
- Poach, roast, grill or bake rather than frying.
- If you are going to fry then try to use unsaturated types of oil. Keep in mind that you need to change the oil regularly. It is also important to check the frying temperature is correct.
4) Meat and Meat Products

Examples include red meat and poultry as well as ham, bacon, salami, sausages and meat pate.

- Aim at providing lean cuts of meat and trim off all the visible fat before cooking.
- It is better to remove any poultry skin before you cook or even buy skinless portions.
- If you plan to use sausages, ham, or salami make an effort to chose low fat options.
- Try altering the balance of a meat heavy dish by adding vegetables, beans, lentils, chickpeas, rice, or pasta.
- Poach, roast, grill or bake rather than frying.
- If you are going to fry then try to use unsaturated types of oil. Keep in mind that you need to change the oil regularly. It is also important to check the frying temperature is correct.

5) Milk, Dairy Products and Eggs

Examples include milk, cheese, yoghurt, other milk products and eggs.

- Always have a supply of low fat or skimmed milk to offer as an alternative to full fat.
- Make an effort to also cook with low fat milk.
- If you are serving cheese, why not provide lower fat varieties or reduced fat options.
- If you are using cheese as an ingredient, then try to use reduced fat or low fat varieties.
- Encourage having low fat milk or drinks made with low fat milk and fruit, as an alternative to sugar sweetened beverages.
- Instead of cream, sour cream and mayonnaise why not replace them with yoghurt.
- Low fat varieties of yoghurt can always make a great dessert.
- How do you like your eggs?... Give boiled, poached or scrambled eggs a try.

6) Sweets

Just some examples are pastries, biscuits, cakes, desserts, chocolate and candy.
• Take some time to review your recipes and try substituting with olive oil, or other vegetable oils, using fruit as a sweetener or add yoghurt and milk instead of cream.
• Try to use wholemeal flour in cakes, biscuits and pastries.
• Try to make smaller portions available.

7) Salt, herbs and spices
Examples include salt, herbs (such as parsley, dill, thyme, rosemary, basil, coriander, tarragon, mint, laurel, oregano) and spices (such as saffron, vanilla, cinnamon, curry, paprika, etc).
• Scale down the use of salt in cooking.
• When you are cooking, instead of salt why not use herbs, spices, lemon juice or vinegar; this is a good way to add flavour, highlighting the colours and importantly helping to gradually reduce the amount of added salt.
• Adding herbs and spices can be made easy if they are kept readily available, maybe next to the salt and pepper.

8) Drinks
Examples include water, juices, soft drinks, coffee, tea and similar infusions, as well as wine, beer and other alcoholic drinks.
• When providing table service why not offer water to customers for their first drink.
• Suggest choosing alternatives to soft drinks such as fresh juices, low fat milk, or beverages made with low fat milk and fruit.
• Why not make various types of tea and infusions a feature on your menu.

9) Fruit, Vegetables and Legumes
Examples include fresh, frozen, dried and fresh-juiced fruit and vegetables, as well as beans and other pulses.
• By including vegetables and legumes in the majority of your dishes (all courses and for all types of meals) know that you are helping to increase the chances of people consuming them!
• Vegetable dishes make excellent main courses, so make sure to include them in your menu.
• There is always room for innovation so enrich your recipes with fruit and vegetables e.g. pork with plums or pears; chicken with orange; various
vegetables on pizzas or in soups and casseroles or try fruit cakes, fruit based
desserts, etc.

- Go full steam ahead with vegetables and legumes as side dishes.
- Let the customer make the choice by offering a range of different undressed
salads and dressings and let them create their own combinations.
- Try to have a number of dressings on offer such as olive oil, vinaigrette
sauce, yoghurt based dressings or low fat mayonnaise.
- When offering sandwich filings don't forget to have a good range of salads on
offer.
- It is a good idea to provide fresh fruit as well as fresh unsweetened fruit juice.
- Encourage the choice of fruit based desserts such as fresh fruit salads,
summer puddings, fruit cakes or fruit yogurt.
- Make fresh fruit and vegetables more accessible to your customers by placing
these choices front and centre to grab attention.
- Cut and cook… it is best to cook your vegetables as soon as possible after
you cut them.
- Cook and serve…don't let vegetables sit too long; aim to serve them straight
away.
- Steam, roast, grill or bake rather than frying.

10) Fats, Oils
Examples include oils (olive oil, corn oil, sunflower oil, etc) butter and margarine. It is
important to note that there are different types of fats: saturated fats (mainly found in
high-fat dairy products, fatty fresh and processed meats, lard, butter and in the skin
and fat of poultry), cholesterol (mainly found in dairy fats, liver and other organ
meats, egg yolks) trans fatty acids (found in some hard margarines, fried foods and
in the dough of many bakery/dessert products) and unsaturated fats (mainly found in
vegetable oils, namely olive oil, seed oils, most nuts, olives and fatty fishes like
sardines, salmon, tuna, mackerel).

- Make amends… swap all those products providing saturated or trans fatty
acids for those that provide unsaturated fats instead.
- Try using vegetable oils and preferably olive oil rather than butter and
margarine.
- Olive oil is a great seasoning so make it available to your customer e.g. put it
on the table with the other condiments.
- Bake, steam, grill and roast foods rather than frying.
• If you are going to fry then try to use unsaturated types of oil. Keep in mind that you need to change the oil regularly. It is also important to check the temperature is correct.
• If you are not already, why not try using olive oil in your recipes.
• Let the customer make the right choice by allowing them to add their own dressing to dishes.
• If you are making sandwiches always ask before you add extra spreads.
• In case you offer butter or margarine spreads and dips to your customers why not try alternatives such as olive oil, vegetable paste or dip, fish paste or, olive pate.

11) Keys to Healthier Catering

*Whenever possible try to:*

- Include plenty of vegetables and pulses in your dishes.
- Include wholemeal bread, rice, wholemeal pasta, and potatoes (boiled or baked) in most meals.
- Offer a variety of fruit and incorporate it into your dishes.
- Offer fibre-rich varieties of bread and cereals.
- Use lower fat cooking methods and ingredients.
- Alter the types of fat used in food preparation and favour vegetable oils rather than fats of animal origin.
- Use salt and salty foods in moderation.
- Use added sugar in moderation.

12) Portion Sizes and Presentation

*Your hands can be very useful when estimating appropriate portion sizes for meal planning. The correct portion size can be estimated for:*

- Rice, pasta, bread and potatoes: choose an amount the size of 2 fists put together.
- Meat/fish and products/Pulses: choose an amount the size of the palm of your hand and the thickness of your little finger.
- Vegetables: choose as much as you can hold in both hands.
- The idea is to present your food in a way that looks attractive to your customer.
- Keep in mind that smell, shape and colour combination are just as important as flavour to your customers.
13) Seasonality

Today’s global marketplace allows us to buy foods grown virtually anywhere in the world all year round. These options may, however, limit the ability of an ecosystem to maintain its processes, functions and biodiversity and may put the food production chain, particularly the local one, in jeopardy.

There are a number of benefits to considering seasonality and where foods are grown when you are deciding what to prepare. They include:

- Seasonal varieties of fruit, vegetables, fish and other seafood, cheeses, etc. are at their most affordable when purchased in season.
- Local varieties that are grown closer to the consumer are more likely to be fresher and tastier than those that have been stored and/or transported.
- With the use of seasonal products, you play a part in eliminating the environmental damage caused by transportation of foods from miles away.
- By buying locally, you support local producers and food manufacturers, contributing to sustainable economy in your community.

Try to consult the following table when preparing menus and recipes.

*Include each country Food Seasonality Table and add its reference on the Sources list below.*
Sources:
Annex 4 - Comments provided by each participant

**DE APPELIER – BELGIUM**

Particularities:
- Small and medium size enterprise
- A vegetarian restaurant in the city of Ghent

Comments/Suggestions:
- People who eat at *De Appelier* are already involved with the consumption of healthy food. They consider themselves not to be the target group for the Hector project.

  **Table cards:**

  - The use of too many colours and figures makes the materials look confusing.
  - The headlines of the coloured framework are very commanding - sentences should be formulated in a more friendly way.

  **Calendar:**

  - Both sides of the paper should be used.
  - A picture of strawberries shouldn't be shown in February since they are not in season at that time of year.
  - More explanations on why certain advice is given should be provided.
  - The system to hang the calendar should be changed into a better one.
  - The font used should be larger.
**IL MEZZOGIORNO – BELGIUM**

**Particularities:**
- Small and medium size enterprise
- An Italian restaurant in the city of Ghent.

**Comments/Suggestions:**
- The calendar, i.e. the photos should be more relevant to the seasonality of the food groups.
- It must be noticed that the customers who went to this restaurant were not easily influenced. This could be because they have already made a choice on the type of food they wish to eat, by choosing to come to this particular restaurant.
- Knowledge on healthy eating and cooking could be a compulsory requirement for those working in the catering sector.

**LTC - CROATIA**

**Particularities:**
- A catering enterprise that provides private companies’ canteens
- Intervention carried out in three outlets:
  - Canteen in PBZ Business building (administrative workers)
  - Canteen in Croatia National Theatre (actors, the opera singers, ballet dancers)
  - Grill Restaurant Breza (various structures of consumers)

**Comments/Suggestions:**
- Some particular groceries are unavailable in the local market (generally or seasonally).
- The calendar should include more practical information and the font used should be larger.
- The calendar should include other relevant information:
- related to physical activity and harmful components in food.
- that alerts for the freshness of food (because of nutritive characteristics).
- that recommends the consumption of regionally cultivated food.
- on data about energy values of particular groceries.
- on hygiene in food handling.
- on data about energy content of healthy portions.

**SITO - NORWAY**

Particularities:

- A catering enterprise that provides university canteens
- One University canteen was involved

Comments/Suggestions:

- There should be a large poster with information when entering the cafeteria and more information suitable for web pages and on campus TV-screens.
- Future interventions should include a campaign for cheaper fruit, salads or a healthy "Hector sandwich".
- The information was already known, so the intervention could have focused on how to commit to a healthier lifestyle.
- The calendar was difficult to use, mostly because our seasonal fruits and vegetables being different.

**KOBATSIARIS – GREECE**

Particularities:

- A catering enterprise that provides university canteens and hospitals.
- Case study in 5 restaurants:
  - NKUA (National & Kapodistrian University of Athens – 2500 meals per day)
  - POLYTECHNIC UNIVERSITY OF ATHENS: Self Service Restaurant For Students (1300 meal/day) & A-la carte Restaurant for the employees (100 meals/day)
  - A-la-carte Restaurant (NKUA Teachers and Administration).
- TECHNOLOGICAL INSTITUTE OF ATHENS (Self Service Restaurant for Students and Employees - 2500 meals per day)

Comments/Suggestions:
- In the Menu the healthier choices should be enhanced using special figures (e.g. a star or Hector logo).
- The appearance of the card should be changed.
- The messages should be made more clear, using fewer words.
- Information related to Safe and Healthy Preparation of food should be added to the calendar.

GALAXY - GREECE

Particularities:
- A catering enterprise for special occasions and events: weddings, christening, birthdays, business and cooperate events, dinner parties and private occasions.
- Due to the nature of the enterprise, besides the calendar and the table cards, a Healthy Menu was compiled and included in the list of options presented to clients.

Comments/Suggestions:
- The fat section is hard to understand.
- The calendar should be easier to read from a distance.
- There should be more items in the seasonality table.

TRÊS TEMPOS- PORTUGAL

Particularities:
- A take-away service of traditional Portuguese food in the city of Porto.

Comments/Suggestions:
• Besides using the calendar and table cards, this enterprise took the opportunity to organise additional health promotion initiatives. In particular, posters to promote the consumption of soup and vegetables as side dishes were held up in places where the customers could read them.

• Create a network of healthy eating caterers

• Joint ventures between caterers and academia

**UNISELF – PORTUGAL**

**Particularities:**

- A catering enterprise that provides schools, hospitals and private companies’ canteens.

- The tools were tested in two places:
  - *Axa Portugal* (60 consumers/day) – an insurance company
  - *Hospital da Póvoa de Varzim* (120 consumers/day) - the hospital restaurant, which does not serve patients.

**Comments/Suggestions:**

- Create leaflets that provide the same information shown on the calendar, so that the staff can also have access to the information at home.

- Inform the consumers not only about general recommendations but also about practical quantities of foods.

- Create a questionnaire for the consumers in order to understand if there have been changes in their food choices.
ANNEX V
HECTOR WP6 – 2nd Intervention

Evaluation questionnaire: to be filled in by each member of staff (cook, waiters, managers, kitchen staff, etc) working in the HECTOR participating restaurant/catering enterprise during the intervention period.

Please answer the below questions about the HECTOR Calendar that was shown in your work place:

Q1. Did you read the Calendar?

All the pages |___| Some pages |___| None |___|

Comments: ____________________________________________
_____________________________________________________

Q2. Was the Calendar posted…

…in a place where you could read it quietly? Yes |___| No |___|
…in a place where you could read it while working? Yes |___| No |___|

Comments: ____________________________________________
_____________________________________________________

Q3. Is it easy to understand?

Yes, every item |___| Yes, most items |___| Some items |___| A few items |___| No |___|

Comments: ____________________________________________
_____________________________________________________

Q4. Is it easy to put into practice?

Yes, every item |___| Yes, most items |___| Some items |___| A few items |___| No |___|

Comments: ____________________________________________
_____________________________________________________

Q5. Have you put into practice the suggested measures?

Yes, every item |___| Yes, most items |___| Some items |___| A few items |___| No |___|
Please specify which suggestions were put into practices and identify the main obstacles (if any):
________________________________________________________________________
________________________________________________________________________

If no suggestions were put into practice, please identify the reasons and also the main obstacles to it:
________________________________________________________________________
________________________________________________________________________

Q6. What messages did you find more important/relevant for you and your work (please classify each item from 1 – less relevant to 5 – most relevant)?

<table>
<thead>
<tr>
<th></th>
<th>1) Grains and grain products</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2) Potatoes and other starchy roots</td>
</tr>
<tr>
<td></td>
<td>3) Fish and products</td>
</tr>
<tr>
<td></td>
<td>4) Meat and products</td>
</tr>
<tr>
<td></td>
<td>5) Milk, dairy products and eggs</td>
</tr>
<tr>
<td></td>
<td>6) Sweets</td>
</tr>
<tr>
<td></td>
<td>7) Salt, herbs and spices</td>
</tr>
<tr>
<td></td>
<td>8) Beverages</td>
</tr>
<tr>
<td></td>
<td>9) Fruits, vegetables and legumes</td>
</tr>
<tr>
<td></td>
<td>10) Fats, oils</td>
</tr>
<tr>
<td></td>
<td>11) KEY ACTIONS TO HEALTHIER CATERING</td>
</tr>
<tr>
<td></td>
<td>12) PORTION SIZES AND PRESENTATION</td>
</tr>
<tr>
<td></td>
<td>13) SEASONALITY</td>
</tr>
</tbody>
</table>

Q7. Do you think the Calendar should include other relevant issues?

Yes [  ] No [  ]

If yes, please specify:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Q8. What is your overall impression about the Calendar?

Very good [  ] Good [  ] Satisfactory [  ] Bad [  ] Very bad [  ]

Comments: __________________________________________________________________
Q9. Name of the business where you work:

________________________________________________________________________________

Q10. Please identify your role:

Cook [ ]  Manager [ ]  Waiter [ ]  Kitchen staff [ ]

Cleaning staff [ ]  Cashier [ ]  Other _______________________

Q11. If in your work you are in direct contact with customers please register any comments you may have heard from them about the HECTOR Cards available to customers.

________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
ANNEX VI

1. Have you noticed the tips cards? Yes □ No □
If no, go straight to question 6.

2. Using a 5 points scale, where 1 means “totally disagrees” and 5 means “totally agrees”, please indicate your agreement with each of the following sentences by circling the number corresponding to your choice:

   a) The tips taught me something new ........................................ 1–2–3–4–5
   b) The tips reminded me of things I already knew .............................. 1–2–3–4–5
   c) The tips were relevant .................................................................. 1–2–3–4–5
   d) The tips were interesting ................................................................ 1–2–3–4–5

3. The tips helped me to:
   a) eat more vegetables ................................................................. 1–2–3–4–5
   b) chose fruits more often when I want something sweet ........................................... 1–2–3–4–5

4. Having read the tips will affect my food choices:
   a) The next time I eat in the canteen .............................................. 1–2–3–4–5
   b) The next time I do the groceries .................................................. 1–2–3–4–5
   c) The next time I go to the kiosk ...................................................... 1–2–3–4–5
   d) The next time I go to a café .......................................................... 1–2–3–4–5
   e) The next time I eat at a restaurant ................................................ 1–2–3–4–5

5. Using a 5 points scale, where 1 means “poor” and 5 “excellent”, how do you evaluate the quality of this leaflet?
   a) in what concerns design/appearance ......................................... 1–2–3–4–5
   b) in what concerns language clarity ............................................... 1–2–3–4–5
   c) in what concerns the utility of its content for everyday life .......... 1–2–3–4–5

6. Using a 5 points scale, where 1 is “not at all healthy” and 5 “very healthy”, how would you classify your current eating patterns?
   1 2 3 4 5

7. How often do you eat in the canteen?
   a) Hot dishes: 4-5 days/week □ 1-3 days/week □ More infrequent □
   b) Other: 4-5 days/week □ 1-3 days/week □ More infrequent □

8. Socio-demographic characterization:
   a) Are you a woman or a man?       W □ M □
   b) What is your affiliation with the University?
      Student □ Employee □ Works at the hospital □ Other □
   c) What is your highest attained education level?
      Primary/secondary school □
      University/college 1-3 years (bachelor) □
      University/college 4-5 years (master) □ PhD □
   d) In what age range do you belong?
      <20 years old □ 21-30 years old □ 31-40 years old □
      41-50 years old □ 51-64 years old □ ≥65 years old □
   e) How many people, including yourself, live in your household in each of the following age groups:
      aged from 0 to 14 years  __________
      from 15 to 64 years  __________
      65 or more years  __________

To finalise, please answer some questions that will allow your characterization. We remind you that this questionnaire is anonymous and that your answers will be kept confidential.
Once again, MANY THANKS FOR YOUR ASSISTANCE!

Dear client,

Studentkafeene are participating in the Hector project, which in Norway is coordinated by the Department for Community Medicine at the University of Tromsø.

This projects’ main objective is to improve the quality of food eaten outside the home both by increasing the supply (by the catering-related enterprises) and the demand for healthy foods (by consumers).

The Hector project has developed a card with tips on healthy eating for those who make use of restaurants, canteens, snack-bars, take-away, etc., both for work-related and leisure purposes.

The tips were developed in order to help consumers to choose a healthier food pattern. Therefore we would appreciate your contribution by spending a few minutes of your precious time answering this short questionnaire about the tips. The questionnaire is anonymous; its information is confidential and it is intended to ascertain if the tips reached its objectives.

Many thanks for your assistance.

The Hector researchers,
Guri Skeie, Maria Daniel Vaz de Almeida and Sara Rodrigues

Tromsø, October 2009