

How to Participate

Restaurant owners and managers are invited to contact MetroWest Moves to obtain a Healthy Restaurant Initiative application. Restaurants need to complete the application, attach copies of their menu and return the completed packet to MetroWest Moves. It is simple to do, and there is no charge to apply.

Your application, menus and compliance history will be reviewed within 30 days of receipt. If approved, restaurants will be endorsed as a "MetroWest Moves Approved Restaurant"—they will be provided with a window decal to display at the establishment and will receive media attention.

We look forward to receiving your application and your participation in this exciting initiative!



MetroWest Moves— A Tri-Community Mass in Motion initiative to facilitate opportunities for Framingham, Hudson, and Marlborough residents to engage in healthy eating and active living.

For more information, contact:

www.metrowestmoves.org

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<http://www.facebook.com/MetroWestMoves>



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MetroWest Moves Healthy Restaurant Initiative



Framingham • Hudson • Marlborough
MetroWest Moves

It's Time for Change

Many U.S. families frequently eat meals outside of the home, and more and more they are requesting healthier meal options. Increasingly, restaurant managers/owners are responding to the request for healthier, lighter food options so that their patrons can make well informed decisions and enjoy healthier lives. In Framingham, Hudson and Marlborough, restaurateurs have begun to make positive changes to increase access to healthy foods for residents.

Our Goal

MetroWest Moves Healthy Restaurant Initiative is a voluntary program in which food establishments can participate by offering healthy meal options. Our goal is to promote better nutrition among the people of Framingham, Hudson, and Marlborough.

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To Qualify

To qualify for the Healthy Restaurant Initiative, restaurants *must*: have no unresolved health code violations, maintain an appropriate food health license, enforce no-smoking laws within the establishment, including outdoor dining areas, follow guidelines for food allergen regulations, and enforce alcohol serving laws, training staff as appropriate.

Why Participate?

More diners are asking for and expecting healthier options on restaurant menus.

Participating restaurants will:

- Work with a dietician to create or modify a menu item that meets our criteria
- Receive an “Approved Restaurant” window decal to display at the establishment
- Be featured on the MetroWest Moves Facebook page, website, print and other online materials
- Be listed in Massachusetts Department of Public Health’s statewide Mass in Motion Restaurant Database
- Attract patrons from other MetroWest communities
- Be included on a future preferred caterers’ list
- Receive promotion at community events and at local hotels
- Be included in future walking/biking maps
- Participate in MetroWest Restaurant Week



“The healthy offerings on our menu are popular because more and more people are opting for lighter fare.”

—Restaurant Owner, Northborough

“People are definitely taking notice. The healthy menu item is super-popular.”

—Restaurant Staff, Northborough

“We chose to become a Healthy Dining restaurant because it was a good opportunity...we have seen increased sales and customer inquiries.”

—Restaurant Manager, Fall River

“Health-conscious people are the trend of the future—so it’s a good [practice] for restaurants to follow.”

—Restaurant Manager, Somerville