

Jeb Bush
Governor



M. Rony François, M.D., M.S.P.H., Ph.D.
Secretary, Department of Health

PINELLAS COUNTY HEALTH DEPARTMENT

Dear Restaurant Manager/Owner:

Please help us address a growing problem. Overweight and obesity has become an epidemic in our county costing us millions of dollars in healthcare costs. In Pinellas County alone, nearly 58% of us are overweight or obese, including over one quarter of our high school students!

Become a **“Healthy Choices Restaurant”** and lead the way to a healthier future for Pinellas County families. With only a few healthy revisions or additions to your existing menu, your restaurant can be among those who are Stepping Up to the Plate and leading the effort to make a difference in the health of their community.

We would like to ask Pinellas County restaurants to join hands with the Pinellas County Health Department in providing sensible solutions to our ever-increasing waistlines. In response to your customers' needs and desires, please consider two or more of the following ideas for adult entrees:

- **Heart Healthy** (Low or Reduced Fat)
- **Healthy Half** (Plate sharing)
- **Low Calorie Selection**
- **Low Carbohydrate Selections**

If you offer a child's menu, 25% of the menu items must be healthy options. Consider the following for your children's menu:

- **Offering grilled or broiled entrées**
- **Offering vegetables, fruit, salad or rice instead of French fries,**
- **Offering smaller portion size of your adult menu entrees**

Doing all of the above will put you on an elite list of area businesses in our community showing that you care about your customer's needs and wishes as well as their health.

In return for your cooperation in this area, we will feature you on www.PinellasWellness.com, the Pinellas County Health Department's website for healthy behaviors. We will be actively promoting this project with media through press releases and recognition of the participating restaurants as well as commercials on local media outlets. There is nothing to buy. We have nothing to gain but the collective good health of our community.

Step Up to the Plate – and join us as we help the people of Pinellas County live better, healthier, and longer lives.

Sincerely,

Claude M. Dharamraj, M.D., M.P.H., F.A.A.P.
Director