

e) How many total kid's sides are available?	<u> </u> Total from Table 3
f) How many healthy kid's sides are offered (fruit without added sugar, non-fried vegetable, reduced-fat dairy product)?	<u> </u> Total from Table 3
9) Desserts on the children's menu	
a) How many desserts are available on the children's menu?	<u> </u> Total from Table 4
b) How many healthy desserts are available on the children's menu?	<u> </u> Total from Table 4
c) Is an unhealthy dessert automatically included in a kid's meal?	<input type="radio"/> yes <input type="radio"/> no/can't tell
10) General information	
a) If salads are on the children's menu, is reduced-fat, light or reduced-calorie salad dressing available (on the children's menu or on the general menu)?	<input type="radio"/> yes <input type="radio"/> no/can't tell <input type="radio"/> NA
b) Is branded marketing used to promote children's menu items or meals? (e.g. "Kraft" mac and cheese, "minute maid", "hersheys", "twilight series")	<input type="radio"/> yes <input type="radio"/> no Describe: _____
c) Are toys used to promote children's menu items or meals?	<input type="radio"/> yes <input type="radio"/> no
d) is a playground or play area present? (e.g. "kid zone")	<input type="radio"/> yes <input type="radio"/> no
11) Facilitators & Supports (site visit)	
a) do menu notations encourage healthy requests (ask us about our 100% fruit juice for kids)?	<input type="radio"/> yes <input type="radio"/> no
b) are reduced-size portions offered for children? (only if it is clearly listed/described as such) (e.g. kid size fries)	<input type="radio"/> yes <input type="radio"/> no <input type="radio"/> standard
12) Barriers (aimed at kids)	
a) Large portion sizes encouraged? (e.g. "your kids need mighty kids meals to grow and be strong!")	<input type="radio"/> yes <input type="radio"/> no
b) Menu notations that discourage special requests? (e.g. "no substitutions" or extra charges for substitutions, no reduced portion sizes)	<input type="radio"/> yes <input type="radio"/> no

c) Is child menu listed on inside menu board? Drive thru? Other?	<input type="radio"/> menu board <input type="radio"/> drive thru <input type="radio"/> NO drive thru available
d) Are there self-service soft drink machines?	<input type="radio"/> yes <input type="radio"/> no
13) Pricing	
a) Lowest priced adult combo that is similar to lowest priced kid combo (i.e. Find the lowest priced kids combo. If burger/fries/soda is lowest priced kids meal, find similar adult combo; if no similar combo, find lowest-priced adult combo, record price and list contents.)	\$_____
b) Lowest priced single adult items (i.e. kid hamburger compared to adult hamburger off the dollar or value menu etc....OR if could build similar kid combo using dollar menu items on adult menu, please do this and list content and price one-by-one. So, if kid combo is burger/fries/drink but no adult combo exists but you could build adult combo using items from dollar menu and side item menu, list those.)	
c) Is it extra for healthier items? (i.e. if a child chooses apples or yogurt instead of chips or fries, is this extra? What about milk? Please give price additions.)	<input type="radio"/> yes <input type="radio"/> no \$_____
d) Can toys be purchased separate from a kids meal for an additional cost (e.g. kid meal/item purchase not required to purchase toy)?	<input type="radio"/> yes <input type="radio"/> no Cost per toy: _____
e) Are toys listed as an automatic part of the kids meal or as an addition (e.g. each meal comes with a toy vs. add-on a toy for an additional cost)?	<input type="radio"/> part of meal cost <input type="radio"/> as an add-on
14) Toys	
a) Are toys/incentives advertised as collectibles in a series? (e.g. "collect them all!" or "collect all six!")	<input type="radio"/> yes <input type="radio"/> no Description (how many pieces in the series?):_____
b) Are toys gender-specific or age-specific (e.g. for boys or girls; for kids and for toddlers under age 3)?	<input type="radio"/> gender-specific <input type="radio"/> age-specific <input type="radio"/> NA
c) Do the toys/kids meals have online codes or computer games that they encourage?	<input type="radio"/> yes <input type="radio"/> no

	Description: _____
d) Are toys/incentives mentioned/shown on the menu board?	<input type="radio"/> yes <input type="radio"/> no

Table 1: Children’s meals Assessment

	Children’s meals (list entrée, side, drink); this will be the default or baseline of things offered. For example, if a burger, fries, soft drink is the default but they can substitute apples for fries for \$0.49 or LF milk for soft drink for additional cost, you would only count the hamburger/fries/soda combo as the default. Any “extra work” a parent would have to do to substitute would not be considered the default. On the other hand, if these various packages were listed as available to be ordered, regardless of cost, they would be considered “default”.	Does it meet ordinance criteria?	Is the entrée a salad?	Price
1		Y N	Y N	\$
2		Y N	Y N	\$
3		Y N	Y N	\$
4		Y N	Y N	\$
5		Y N	Y N	\$
6		Y N	Y N	\$
7		Y N	Y N	\$
8		Y N	Y N	\$
9		Y N	Y N	\$
10		Y N	Y N	\$
11		Y N	Y N	\$
12		Y N	Y N	\$
13		Y N	Y N	\$
14		Y N	Y N	\$
15		Y N	Y N	\$
16		Y N	Y N	\$
17		Y N	Y N	\$
18		Y N	Y N	\$
19		Y N	Y N	\$
20		Y N	Y N	\$
21		Y N	Y N	\$
22		Y N	Y N	\$
23		Y N	Y N	\$

24		Y N	Y N	\$
	Total number:	<input type="text"/>		
	Transfer total to Question 6a	Transfer total Y's to Question 6b		

Table 2: Grain Availability

Y N	Whole grain/wheat bread	Y N	White bread
Y N	Brown/wild rice	Y N	White rice
Y N	Whole grain/wheat roll	Y N	White roll
Y N	Whole grain/wheat tortilla	Y N	White tortilla
Y N	Whole grain/wheat bun	Y N	White bun
Y N	Whole grain/wheat pasta	Y N	White pasta
Y N	Whole grain/wheat pizza crust	Y N	White pizza crust
Total Y's:	Total Y's:		
	Transfer total Y's to Question 6d		Transfer total Y's to Question 6e

Sides Assessment

	Sides- Table 3	Healthy Side?
1		Y N
2		Y N
3		Y N
4		Y N
5		Y N
6		Y N
7		Y N
8		Y N
	Total number of sides:	
	Transfer total to Question 8e	Transfer total number of healthy sides to Question 8f

<i>Dessert Assessment</i>		
	Desserts- Table 4	Healthy Dessert?
1		Y N
2		Y N
3		Y N
4		Y N
5		Y N
6		Y N
7		Y N
8		Y N
9		Y N
10		Y N
	Total number of desserts: <input type="text"/>	
	Transfer total to Question 9a	Transfer total number of healthy dessert Y's to Question 9b

<i>Table 5: Record Size of Menu Board</i>			
Estimate the relative size of each menu section below, as a percentage of the total menu board (rounded to the nearest 5%)		Record the percentage	
		Inside	Drive-Thru
1	Combo meal		
2	Value meal		
3	Healthy menu		
4	Kid's meal		

Table 6: Signage/Promotion (signs, table tents, displays etc...)

List the child-focused signs in/around the restaurant (signs that are clearly targeted to children via the food, toy/incentive, or other promotion).

Describe location (or take pic if easier)	Message (briefly describe the message of the signage)	
		Is this sign..... <input type="radio"/> toy or incentive focused <input type="radio"/> food-focused Does it..... <input type="radio"/> encourage healthy eating? <input type="radio"/> discourage healthy eating? <input type="radio"/> highlight healthy menu options <input type="radio"/> encourage overeating
		Is this sign..... <input type="radio"/> toy or incentive focused <input type="radio"/> food-focused Does it..... <input type="radio"/> encourage healthy eating? <input type="radio"/> discourage healthy eating? <input type="radio"/> highlight healthy menu options <input type="radio"/> encourage overeating
		Is this sign..... <input type="radio"/> toy or incentive focused <input type="radio"/> food-focused Does it..... <input type="radio"/> encourage healthy eating? <input type="radio"/> discourage healthy eating? <input type="radio"/> highlight healthy menu options <input type="radio"/> encourage overeating
		Is this sign..... <input type="radio"/> toy or incentive focused <input type="radio"/> food-focused Does it..... <input type="radio"/> encourage healthy eating? <input type="radio"/> discourage healthy eating? <input type="radio"/> highlight healthy menu options <input type="radio"/> encourage overeating
		Is this sign..... <input type="radio"/> toy or incentive focused <input type="radio"/> food-focused Does it.....

		<input type="radio"/> encourage healthy eating? <input type="radio"/> discourage healthy eating? <input type="radio"/> highlight healthy menu options <input type="radio"/> encourage overeating
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Please note that signage can be inside or outside of the restaurant.

Definitions for Table 6:

Toys or incentives could include candy free with kids meals, free reusable kids bag with kids meal, toy with every meal, BK kid crowns freely available and placed.

Highlight healthy menu options: such as fresh apple slices, carrots, low-fat or fat-free milk.

Encourage healthy eating: BK positive steps or signage encouraging veggies or fruit.

Encourage unhealthy eating: (e.g. visuals of kids meals show only the unhealthy sides, drinks etc). Examples: “try our cheesecake: rich and creamy” or promotional signs or posters pushing combo discounts or making these more prominent.

Encourage overeating: (e.g. Mighty Kids meals, jumbo, grande, supreme).

Children's Menu Assessment (CMA) Completion Instructions:

Menu selection: If a restaurant serves dinner, the rater should only rate the dinner menu. If the restaurant serves only lunch, the rater should rate the lunch menu.

Definitions:

1. Restaurant type:

- ❖ **Full service** - food is served to patrons, such as in family and fine-dining restaurants (ex. Chili's)
- ❖ **Fast casual** - patrons order and pay at the register for menu items that are more upscale and wider in variety than in fast food restaurants (ex. Chipotle Grill)
- ❖ **Buffet**—patrons pay one price for their choice of numerous items
 - a. **Complete the possible items on the measure, and then discontinue**
- ❖ **Fast food** - patrons order and pay at a register or drive through (ex. Chick-fil-A)

2. Children's Menu: a children's menu is defined as a menu that specifically targets individuals who are under the age of 18.

- ❖ Promotions that do not include specific menu items for children do not meet the criteria of being a children's menu (ex. Children under 4 eat free at a buffet with a paying adult)

3. Lunch/Dinner Meals and Entrees:

- a. In assessing all of the meal/entrée items, only examine those on the children's menu.
- b. To count an item as a separate entrée/meal, it must be distinctly different, either in ingredients, proportion of ingredients, or preparation method and differ in ways other than size or quantity.
- c. If the same entrée is prepared with different sauces, count them as different entrées.
- d. If breakfast items are offered all day, count them as entrees.
- e. Soup is counted as an entrée if it is priced similarly to other entrees.
- f. As an example of distinct entrees, a cheeseburger and a double cheeseburger have proportionately different ingredients, making one higher in percent fat than the other. Proportionally, a double cheeseburger is higher in percent fat than a cheeseburger, because it has a smaller percentage of bread, lettuce and tomato (lower fat ingredients) than meat and cheese (higher fat and saturated fat ingredients). Thus, each of these would be counted as two separate entrees. Similarly, separate listings of cheese pizza and pepperoni pizza can be considered two separate entrees, given the difference in ingredients and fat.
- g. If the entrée is offered in different sizes, count it only once.

- i. Example: Baby Back Ribs (*Count as one entrée*)
½ Rack Baby Back Ribs
- h. If the entrée is listed with an option of “chicken or beef” or similar choices, count each item as a separate entrée.
- i. If entrees are listed together in a section, but are distinctly different, count each one as an entrée.
 - i. Example: (*Count as 5 entrees, not 1*)
Blimpies Hot Subs—Grilled
6 In: \$3.99 6 In: Stacker: \$5.19 12 In: \$6.29
Buffalo Chicken
Ultimate Club
Beef, Turkey & Cheddar
Pastrami Special
Reuben
- j. If various preparation options, e.g., broiled, fried, or grilled, are available, count each preparation option as an entrée. Example: Farm-raised Catfish, grilled or breaded and pan-fried (*Count as 2 entrées, not 1*)
- k. Count “build your own” as one item. Example: Build your own pizza (*Count as 1 entrée*) or an entrée vegetable plate (e.g., the customer can select a set number of vegetables from a list of possibilities—count as an entrée if priced similar to other entrées on the menu).

4. Healthy Entrée/M meal: The burden of proof must be on the kid’s menu to identify that an entrée is healthy or prepared in a more healthy way. Use the following guidelines:

- l. Healthy preparations such as “grilled”, “baked” or “broiled” generally are considered a healthy choice (e.g., grilled chicken), with the exception of “grilled” sandwiches (e.g., grilled cheese).
- m. Preparations such as “fried” are not considered healthy. Unless otherwise noted, fish and chicken entrees should be considered fried (e.g., chicken fingers or chicken wings).
- n. Anything with “cheese”, “butter” or a cream sauce as a significant ingredient (e.g., mac ‘n cheese, cheese ravioli, pasta with butter) is generally not considered healthy.
- o. Anything with red meat is **not** considered healthy (e.g., hamburger, taco, hotdog), unless it is specified that the meat is lower-fat or calories.
- p. Only rate a peanut butter and jelly sandwich as healthy, if it is “modified” to be made with whole wheat bread or all fruit preserves (lower sugar).
- q. Only rate a pasta dish as healthy, if there is not a sauce or filling that is butter, cheese or otherwise “creamy”.

5. Healthy Entree Salad: An entree salad is of sufficient size to be the central part of a kids’ meal (or a meal in itself) and typically contains at least one protein source as an integral ingredient.

- r. Do not count salads that are indicated for sharing, as is typical in an Italian restaurant.
- s. If in doubt, and the price is similar to other main dishes on the menu, count it as a entrée salad.
- t. Do not count pasta, Caesar or House salads as a main dish, unless they have a high-protein ingredient (tofu, chicken or turkey (poultry), fish or seafood, beef or pork (do not count bacon as a protein source), vegetarian chili, pinto beans, soybeans, chickpeas (or hummus) or other legumes, egg (unless used only as a garnish)).
- u. A salad is not considered a healthy entrée salad if it has fried meat on it.
- v. If the restaurant specifically promotes the salad bar for children (e.g., a lower price for children to choose this option) and the price for this option is similar to other main dishes on the menu, count it as a healthy entrée salad, as the children are likely to have the option of choosing healthy components for their salad.
- w. A vegetable plate can be counted as a healthy entrée salad if it is possible for the child to select all healthier items for this plate (i.e., healthier items include non-fried vegetables, fruits without added sugar, low-fat dairy products (as outlined below in section 7), and whole grain items (as outlined below in section 5)).

6. Grain Products:

- x. When the menu does not indicate the type of grain (e.g., Whole or Wheat), the rater is to assume that the grain source is white
- y. For an item to be rated as wheat/whole grain, the item must be specifically described as a whole grain, including wheat, whole wheat, whole grain, brown rice, oats, wheatberries, bulgur, quinoa, amaranth, buckwheat, spelt, kamut, barley, millet, wild rice, and rye.

7. Beverages: The burden of proof must be on the kid's menu to identify that the fruit juice is "100% fruit juice" or the milk is low-fat.

- z. Assess the availability of 100% fruit juice and milk on the whole menu, but restrict the assessment of soda to the children's menu (i.e., soda as a choice specifically targeted at children).
- aa. **Low fat milk** is defined as skim or 1% milk.
- bb. **Sugar sweetened beverages** are soft drinks, sports drinks, fruit drinks and punches, sweetened tea, and other sweetened beverages.

8. Side Dishes:

- cc. Only assess the side dishes specifically listed on the children's menu. The side can either be included in a combination meal or be available separately.
- dd. **Non-fried Vegetable**– will include any raw, boiled, steamed, poached, sautéed, stir-fried, baked, stewed, grilled, roasted, braised, pickled, or dried vegetable. Vegetables will include potatoes, sweet potatoes, corn and peas. Vegetables will also include beans such as pintos, black beans,

lentils, garbanzos (chick peas), kidney beans, navy beans, red beans, and soy beans.

- i. Mayonnaise or oil-based sides (e.g., coleslaw, potato salad, etc.) are not considered healthy
 - ii. Other sides where oil, cream or butter is typically added to the preparation are not considered healthy (e.g., garlic bread, mashed potatoes, stuffing or dressing, etc.)
- ee. **Fruits with added sugar:** Products such as cinnamon apples, fruit canned in syrup, fruit salad with dressing, and applesauce.
- ff. **Fruits without added sugar:** Items such as whole fruit, raisins, unsweetened applesauce and apple fries.
- gg. **Low-fat dairy products:** Products such as cottage cheese or yogurt that are specifically listed as “no-fat,” “low-fat,” and “reduced fat.”

9. Desserts:

- hh. Only assess desserts that are specifically listed on the children’s menu.
- ii. **Healthy desserts** are fruit without added sugar or unhealthy topping, fruit with a healthy topping added (e.g., low-fat yogurt), or lowfat frozen yogurt.
- jj. **Unhealthy desserts** include ice cream-based desserts (e.g., sundaes, ice cream smoothies, milkshakes) and other sugar-based desserts (e.g., slushies). If a dessert is not specifically listed (e.g., labeled generically as a “special treat”), consider it an unhealthy dessert.

10. Branded marketing – logos or characters that are desired by children and commonly seen in pop culture (ex. Sponge Bob, Hot Wheels, etc.)

11. Facilitators & Support (FIX)

- a) Healthy entrees: Entrees must be in a separate section and identified as healthier choices or have a symbol with a footnote describing them as a healthier choice. DO NOT include low-carb or vegetarian items.
- b) Reduced size (e.g. half-order vs. full-order?). If multiple size options are a STANDARD part of the menu, mark “standard”. Example (6 vs. 12-inch sub, 6-pc vs. 12-pc fried chicken, regular vs. large burger).

12. Barriers – see descriptions in section.

13. Pricing – See descriptions in section.

14. Toys - See descriptions in section.