

Healthier Somerset is an organization comprised of representatives from business, health care, education, non-profit organizations and local government that was formed to work together and improve the health status of the residents of Somerset County.

Take 1/2 To Go

Developed by:



In cooperation with:



Take 1/2 To Go

Eating Out & Eating Healthy



Brought to you by:



<http://healthiersomerset.com>

WHY:

- Adult obesity has increased by 40% over past 10 years.
- 2006 Study: 25% in Somerset County are obese
- Obesity increases heart disease, diabetes, cancer, etc
- 51% of NJ residents are trying to lose weight
- 89% of adults say they enjoy eating out
- Often restaurant meals are 2 - 4 times bigger vs. healthy

BENEFITS:

- Promote healthy portion size
- Reduce calorie intake
- Encourage customers to eat out more often
- Cuts down fat, sodium, sugar and cholesterol
- Save money when make two meals out of one

GOAL: To motivate Somerset County residents to consume a *healthy* portion size meal in restaurants with *Take ½ to Go.*

For more info contact:

Bernards Township
Health Department
908-204-2520

Ask about:
Take 1/2 To Go

JOIN US & WE WILL PROVIDE:

- Table tents with benefits of THTG and nutrition facts
- Window decal to identify you as a THTG restaurant
- THTG stickers to put on each take out box
- THTG beverages coasters to use
- Posting on the Healthier Somerset THTG website
- Inclusion in all THTG marketing and press releases

TO DO:

- Post window decal
- Offer take out container with THTG sticker attached
 - Place table tents with THTG and nutrition information
 - Keep track of number of stickers you use each month
 - View video at:
<http://www.youtube.com/watch?v=zPdH7p7NCCo>