



Outlet Exterior Conditions	Circle One
<b>13)</b> Are there words for products not in ads that are on the front of the outlet? Please check all that apply: ____ healthy (e.g. fresh produce, milk, coffee) ____ unhealthy (e.g. doughnuts, muffins, hamburgers, tacos)	<b>1 - Yes    0 - No</b> <b>← If Yes</b>
<b>14)</b> Are there any images of <b>healthy</b> food, e.g., a tomato or apple, and/or beverages, e.g., milk, painted on the windows?	<b>1 - Yes    0 - No</b>
<b>15)</b> Are there any images of <b>un-healthy</b> food, e.g., a hamburger, french fries and/or beverages, e.g., soda or shake, painted on the windows?	<b>1 - Yes    0 - No</b>
<b>16)</b> Is the building painted in company logo/brand colors?	<b>1 - Yes    0 - No</b>
<b>17)</b> Are restaurant signs on poles as high as the building or higher?	<b>1 - Yes    0 - No</b>
<b>18)</b> Is there advertising (banners, posters, temporary signs, etc.) on the roof or walls of the building?	<b>1 - Yes    0 - No</b>
<b>19)</b> Is there advertising (banners, posters, temporary signs, etc.) elsewhere on the property such as on fences, garbage cans or in the parking lot?	<b>1 - Yes    0 - No</b>
<b>20)</b> Does the outlet have neon signs?	<b>1 - Yes    0 - No</b>

### C. CHILD ORIENTED MARKETING PRACTICES

**Does the restaurant have:**

- 21)** Large balloon (3-D) kid-oriented characters visible on roof or in front of restaurant (e.g., cartoon characters, movie characters)? ..... **1 - Yes    0 - No**
- 22)** Signs/advertising that is kid-oriented (e.g., cartoon characters, kid movie characters)? ..... **1 - Yes    0 - No**
- 23)** Play areas visible from outside and attached to fast food outlet? ..... **1 - Yes    0 - No**
- 24)** Are kids meals available (may need to go inside to assess)? ..... **1 - Yes    0 - No**
- 24a)** If kid's meals are available, are toys part of the meal package/box? ..... **1 - Yes    0 - No**
- 25)** A kids' meal deal with healthy beverage and side dish item? (will need to go inside) ..... **1 - Yes    0 - No**

### D. INTERIOR

What type of nutrition information is visible inside the outlet?	
Type of Nutrition Information	Circle one
<b>26)</b> On the menu board: Minimum of total calories next to each item	<b>1 - Yes    0 - No</b>
<b>27)</b> Poster or kiosk of menu items near ordering counter (w/in 6 ft): Minimum of total calories, saturated fat, sodium	<b>1 - Yes    0 - No</b>
<b>28)</b> Brochure or pamphlet near ordering counter (w/in 6 ft): Minimum of total calories, saturated fat, sodium	<b>1 - Yes    0 - No</b>
<b>29)</b> Sign or menu board near ordering counter (w/in 6 ft): Says nutrition information available upon request	<b>1 - Yes    0 - No</b>

- 30)** Does the outlet offer specials (e.g., sales or gifts) with purchase, on healthy food choices ..... **1 - Yes    0 - No**  
(see Healthier Fast Food or Beverage Options List on page 3)
- 31)** Does the outlet offer super-sizing or meal deal with added sides (such as fries and a drink)? ..... **1 - Yes    0 - No**

**32) Healthier Fast Food or Beverage Options List**

Mark a check next to the options available on the menu for any restaurant from the list "Any Fast Food Outlet Type", then mark a check next to the menu options available for one specific type of fast food outlet (eg. Pizza/Italian). Total the number of options available from each list and then add the two together in the box at the bottom of the page.

**Any Fast Food Outlet Type** (can check more than one option available)

- entree or sandwich with grilled/roast chicken or fish
- side of vegetables without sauce/dressing or with low fat sauce/dressing
- garden side salad
- whole grain option (whole wheat bread, tortilla, pasta, pizza crust, pita, or brown rice)
- kids menu includes garden salad, fruit or vegetable side
- non-fat /1% milk
- 100% juice
- bottled water
- unsweetened iced tea
- Total for any type**

Next, choose **one** specific fast food outlet type most like the outlet you are surveying and mark a check next to the menu options available (you can check more than one option if available)

**Burger**

- veggie, turkey or salmon burger
- salad entree w/ grilled chicken and low fat dressing
- non/low fat yogurt

**Mexican/Latino**

- bowl instead of burrito option
- plain rice (not Spanish style)
- vegetarian beans

**Asian/Chinese**

- tofu (not deep fried) and vegetable entree
- steamed dumplings or steamed spring rolls
- plain steamed rice

**Pizza/Italian**

- vegetable soup (not cream based)
- pasta marinara (vegetarian tomato sauce)
- pizza with no cheese, 1/2 cheese or low fat cheese

**Sandwich/Deli**

- vegetable soup (not cream based)
- fruit
- non/low fat yogurt

**Chicken/Fish**

- salad entree w/ grilled chicken/fish and low fat dressing
- plain rice (not Spanish/Cajun style)
- vegetarian beans

**Total for one specific type**

<p><b>Total Healthy Menu Options</b> (= Total any type + Total specific type)</p>
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**33) Notes/Other Observations:** (optional) eg. nutrition info that does not meet minimum

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**34) Complete the disposition on the first page**

**Things to remember:**

Double check that all entries are clear and legible.  
Avoid missing data, complete all questions. **Thank You!**