



Minneapolis Healthy Restaurant Program: Recruitment Instructions

Restaurant liaisons are expected to recruit at least three (3) independently owned (non-chain) restaurants by May 31, 2014. These restaurants should be located in or primarily serve one of the following communities or cultural groups: Near North, Phillips, Powderhorn, Cedar Riverside, and Northeast; Somali, African American, Southeast Asian and Pacific Islander, Latino, American Indian.

The following steps are recommended for recruiting restaurants:

1. Review the health department's list of licensed restaurants (see shared Google document) and develop a list of potential places to recruit. If you plan to contact a specific restaurant on the list, indicate that by the restaurant's name in your assigned color (CLUES = orange; Moussa = purple; Claudia = blue).
2. Ensure that potential restaurants on your contact list meet the program's general selection criteria:
 - Is the restaurant an independently owned (non-chain) restaurant licensed by the City of Minneapolis?
 - Is the restaurant located in or primarily serving one of the priority communities or cultural groups outlined above?
3. Make initial contact with each restaurant in-person, by phone, or by e-mail. Using the tools provided in the recruitment packet:
 - Present an overview of the Healthy Restaurant program (see Healthy Restaurant one-pager)
 - Review the proposed menu of required and optional healthy practices (See Menu of Healthy Practices)
 - Assess the restaurant's general interest, capacity, and commitment to the program (see General Restaurant Assessment)
4. If a restaurant is interested in participating and you believe they are a good fit for the program, schedule a meeting with the restaurant owner/manager, yourself, and MHD project staff. At this meeting, we will conduct a detailed assessment of the restaurant's interest, capacity, and commitment to the program, review the Participation Agreement form, and answer any questions regarding program expectations.
5. After approval is given by MHD project staff, obtain a signed Participation Agreement Form from each restaurant and submit to MHD by May 31, 2014.