The primary aims of the Take Half Home campaign are:

1. To enable restaurant patrons to clear half of their plate before food consumption when dining out. Participating restaurants will offer a Take Half Home to-go container, which will be brought to the restaurant patron’s table with their meal. Tabletop displays will provide information on the 50/50 rule, a method to help restaurant patrons control portions.

2. To assess the impact of providing the Take Half Home to-go container on restaurant patron’s dietary behavior, a post-assessment will be conducted at participating restaurants to measure campaign outcomes. Evaluation results will be used to develop future policies aimed at promoting portion control in additional restaurants, including large franchise restaurants.

Health Issue
Obesity is a public health concern associated with the leading causes of preventable death: heart disease, stroke, type 2 diabetes and cancer (Affenito, 2012). The 2010 Dietary Guidelines for Americans state “obesity poses the single greatest threat to public health in this century” (U.S. Department of Agriculture (USDA), 2010).

Priority Group
This campaign is focusing on Bloomington and Monroe County residents and visitors that regularly eat out at locally owned BIRA restaurants. On average, families are eating out four times a week, which is nearly twice as often as it was two decades ago (Oberg, 2007). This increase in eating away from the home has been correlated with increased calorie consumption and obesity (Maddock, 2004).

Behavior
The Take Half Home Campaign aims to influence restaurant patrons to clear half of their plate into a to-go container before starting their food consumption. This innovative behavior will combat individual and environmental determinants that tend to encourage overconsumption when dining out. By offering a Take Half Home to-go container at the point of purchase, the patrons are able to split their meal in advance, making them more confident in their ability to stop eating.

Determinants
- **Health Issue**: Obesity
- **Behavior**: Take Half Home
- **Internal Cues**: Perceived healthiness of food
- **External Cues**: Portion sizes
- **Social influences**: Marketing
- **Marketing**: Tabletop displays

Social Cognitive Theory (SCT)
- Awareness/ Knowledge
- Self-Efficacy
- Outcome Expectations

Outline behavioral, social, and community interventions that cover multiple levels in the ecological framework, that address multiple behaviors, and that include policy and environmental as well as individual change.

The Take Half Home Campaign aims to address all five levels of the ecological framework to promote portion control: the individual, interpersonal, organizational, community, and societal levels.

**Societal**: Evaluation results may be used to develop future policies aimed at promoting portion control in additional restaurants, including large franchise restaurants, ultimately changing norms of dining out.

**Community**: Campaign marketing in Bloom, magazine, The Herald Times, and InStride magazine will increase community-wide campaign awareness.

**Organizational**: This campaign has the capability to change a restaurants culture. This campaign also has the capacity to expand to additional BIRA restaurants and chain restaurants.

**Interpersonal**: The tabletop displays and the promotion of the campaign by the wait staff encourage groups dining together to educate each other about portion sizes and individual eating patterns.

**Individual**: The tabletop displays allow restaurant patrons to increase their individual knowledge about controlling their food consumption. Educational tabletop displays provide the restaurant patrons with a portion controlling method that increases awareness of the portions that are served, assists the patron in portioning their food, and motivates the patron to control portions.

Users of Take Half Home: A Portion Control Intervention

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**Table-top display to be present in participating BIRA restaurants**