



Heart Approved

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“Health is something that should be everyday, not something
you take to the doctor once a month”

Dr. Andrea Jabari

1. Creating simple Heart Approved branding to identify healthy choices across vendors

Unhealthy Eating Habits



Lack of awareness of risk factors



High rates of Obesity and Hypertension which lead to cardiovascular diseases

2. Collaborate with nutritionists to approve recipes as low risk for Cardiovascular Disease

Accessibility of healthier food options



Increased awareness of healthy choices



Lower rates of Cardiovascular Diseases

3. Provide Marketing Package for restaurants to showcase healthy food and incentivise uptake of our program

Our Proposition

1. Creating simple Heart Approved branding to identify healthy choices across vendors
2. Collaborate with nutritionists to approve recipes as low risk for Cardiovascular Disease
3. Provide Marketing Package for restaurants to showcase healthy food and incentivise uptake of our program





**Heart
Approved
branding**

**Social Media
Promotion**

**Our
Marketing
Package**

**Recipe
suggestions/
modifications**

**Advice of
Nutritionists**

**Educational
Video**

THE CORNER RESTAURANT

The best place for the best food

MAIN COURSE

chicken shawarma	25
♥ chickpea onion flatbread	30
fried milk fish	32
butter chicken	26
creamy coconut curry	21
♥ sautéed eggplant flatbread	23
personal pizza	45
barbecue style beef kebab	36



SALADS

tabouleh	32
♥ tomato chickpea salad	38
mozzarella, basil and balsamic	29
spinach and feta	35
roasted sweet potato + kale	38

KIDS MENU

chicken strips	20
♥ grilled chicken strips	20
macaroni and cheese	17
little shawarma	19
mini pizza	20

SIDES

loaded potato fries	20
sweet potato fries	19
♥ baked potato fries	17
side salad	17
hummus	17



Heart Approved
healthy + delicious
nutritionist recommended



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posts

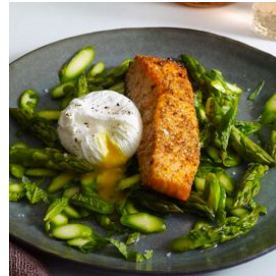
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followers

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following

Follow

Heart Approved

"KEEP A HEALTHY HEART,SO WE WONT BE APART



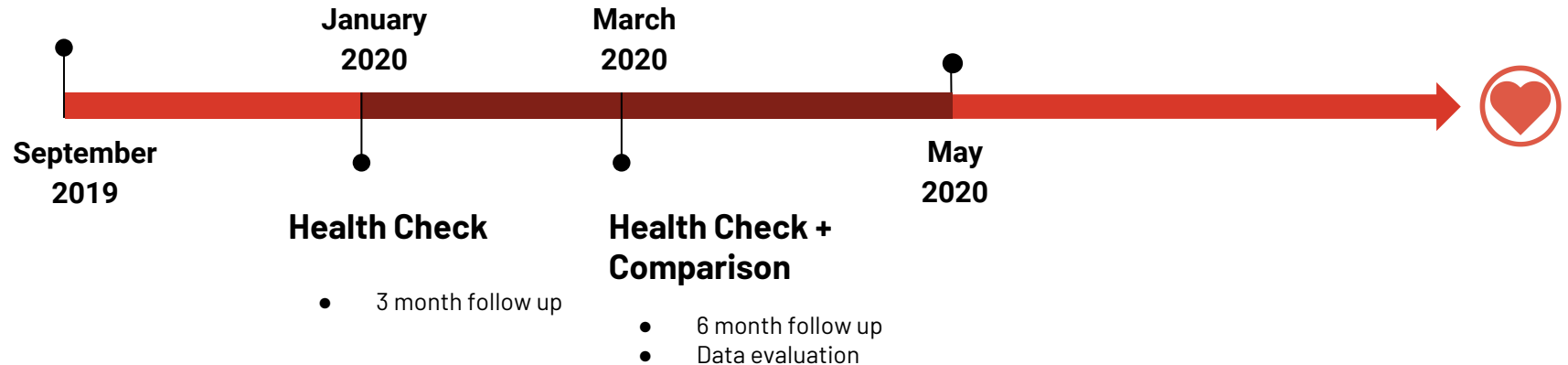
Timeline of Program Implementation

Phase 1: Health Check + Program Implementation

- Collect data from at least 60% of Khalifa city residents
- Approach restaurants in Khalifa city with our marketing package

Phase 2: Widespread Implementation

- Contact restaurants throughout Abu Dhabi
- Contact food product companies to include logo on packaging



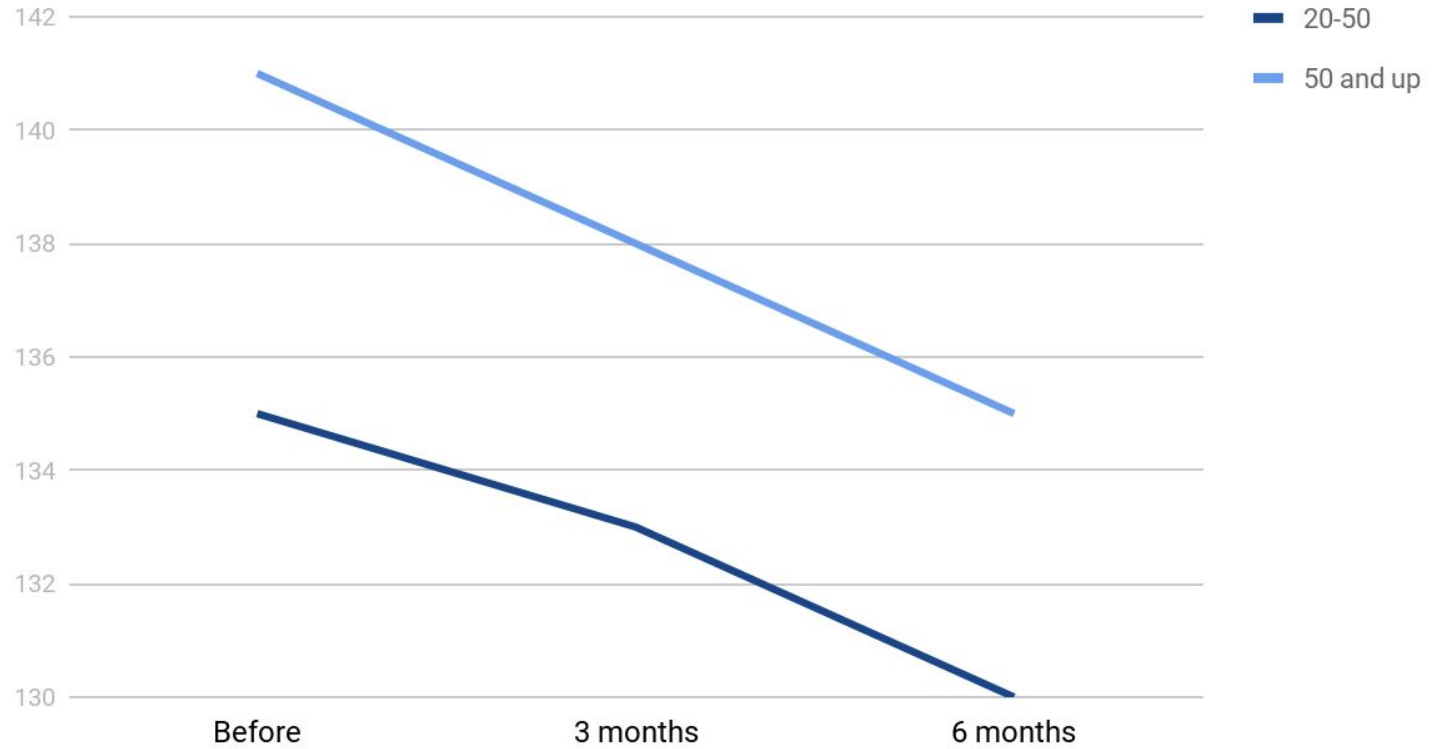
Phase 1: Health Check + Program Implementation

1. Target a residential community (Khalifa City A) in Abu Dhabi
2. Collect health check data from at least 60% of the residents (measuring blood pressure)
3. Approach restaurants within Khalifa City A with our marketing package
4. Followed by the same health check after 3 months and 6 months and evaluation of the impact of the intervention
5. Review and evaluation of the compliance of the restaurants
6. Expect to see a decrease in hypertension

Phase 2: Widespread Implementation

- Contact restaurants throughout Abu Dhabi
- Collaborate with food product companies to include logo on packaging of healthy food items
- Encourage supermarkets to include more of these products

Average Blood Pressure in Compound



Our Recommendations

- Low in saturated fats and hydrogenated oils
- Polyunsaturated fats to promote good cholesterol
- Low in sodium to mitigate hypertension



Roast Salmon with Asparagus Salad & Poached Egg

Crushed coriander seeds and lemon zest give this quick salmon recipe praiseworthy flavor that pairs beautifully with a shaved asparagus and poached egg salad.



Zucchini Noodles with Avocado Pesto & Shrimp

Zucchini in place of noodles in this zesty pesto pasta dish recipe. Topped with Cajun-seasoned shrimp to complete this quick and easy dinner.

Challenges

- Continued compliance of the restaurants
- Continued participation of the residents in health checks
- Larger implementation of Phase Two which would involve large scale companies and popular chain restaurants

Stakeholders

- Restaurants
- The residents/ restaurant go-ers
- Community health center
- Nutritionists

Why it Works

Restaurants will be eager and willing to collaborate with us because

- We offer Free Promotion
- Appeals to broad customer base
- Allows them to be recognized as modern and trendy

Affordable + Sustainable

- We ourselves are able to create and distribute marketing materials
- Nutritionists will see their own publicity as an incentive to collaborate
- Only expenses are potential printing costs and nutritionist compensation