



FOUNDATION FOR  
HEALTHY COMMUNITIES

**Turn A New Leaf  
Memorandum of Understanding**

This Memorandum of Understanding (“MOU”) is effective as of October 1, 2014 by and between the Foundation for Healthy Communities (“FHC”) and FitzVogt (“FV”) is for implementation of the Turn A New Leaf (“TANL”) healthy dining initiative. This MOU establishes guidelines for use of TANL between the FHC and FV.

**I. MISSION**

FHC manages Healthy Eating Active Living NH (“HEAL NH”), a statewide initiative to inspire, advance and support policies, systems and environmental changes to promote increased access to healthy, affordable foods and safe places to play and be active. The TANL program was created by Cheshire Medical Center / Dartmouth-Hitchcock Keene through a HEAL NH grant as a strategy to increase access to healthy foods in restaurants and other food venues. Together, FHC and FV enter into this MOU to mutually promote the implementation of TANL by FV. Accordingly, FHC and FV operating under this MOU, agree as follows:

**II. PURPOSE AND SCOPE**

FHC and FV commit to maintain the consistency and integrity of TANL as it was initially designed and hope to achieve the following as a result of the activities described in this MOU:

1. Offer healthier menu items at Maplewood Nursing Home and Markem-Imaje Corporation food venues managed by FV that are lower in calories and higher in nutritional value.
2. Use the TANL menu labeling system to help consumers identify healthy menu items.

HEAL NH and FV are each responsible for its own expenses related to this MOU. There will not be an exchange of funds between the parties for tasks associated with this MOU.

**III. RESPONSIBILITIES**

FHC and FV agree to the following responsibilities for this MOU:

FV agrees to the following:

1. Use of the TANL name, logo and menu labeling system in Maplewood Nursing Home and Markem-Imaje Corporation food venues managed by FV;
2. Maintain membership within the TANL program for a minimum of 12 months (1 year);

*Founded by The New Hampshire Hospital Association*

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3. Maintain a menu that contains at least five (5) TANL program category specific guidelines during membership term (1 year); and,
4. Display TANL point of sale (table tents, menu inserts etc.) materials for duration of membership (1 year).

With support provided by Cheshire Medical Center / Dartmouth-Hitchcock Keene, FHC agrees to the following:

1. Provide templates for point of purchase materials to promote the program to customers of FV;
2. Offer active promotion of FV's participation in TANL in local and state media advertisements and press releases;
3. Recognize FV's participation in TANL in the HEAL NH e-newsletter and website, [www.healnh.org](http://www.healnh.org); and,
4. Offer free staff training in promoting healthier dining choices and cooking techniques.

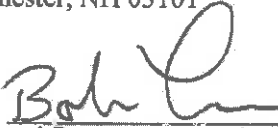
#### IV. TERMS OF UNDERSTANDING

The term of this MOU is for a period of one year from the effective date of this MOU and may be extended upon written mutual agreement. It shall be reviewed at least annually to ensure that it is fulfilling its purpose and to make any necessary revisions. Any modifications to this MOU will be made by mutual agreement in writing. Either organization may terminate this MOU upon thirty (30) days written notice without penalties or liabilities.


The signing of this MOU is not a formal undertaking. It implies that the signatories will strive to reach, to the best of their ability, the objectives stated in the MOU. By signing this MOU both FHC and FV agree to be active partners and agree to abide by this MOU.

**IN WITNESS WHEREOF**, the parties have caused this agreement to be executed as of the date first written above.

FitzVogt  
889 Elm Street  
Manchester, NH 03101

By:   
Title: VP OF OPERATIONS  
Date: 10.18.14

Terry Johnson  
Foundation for Healthy Communities  
125 Airport Road  
Concord, NH 03301

By:   
Title: Director, HEAL NH  
Date: 10/20/14