



Dairy Council  
of California®

Let's Eat  
Healthy







# Dairy Council of California

## Let's Eat Healthy

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**Project Manager**



# Nutrition Promotion ~ Smarter Lunchrooms Movement + Marketing School Meals for All



# What's on the Menu Today?

- Understand how Smarter Lunchrooms Principals can strengthen participation in Universal School Meals
- Identify strategies and resources to promote Universal School Meals

# SLM of California Collaborative

## Supporting California Schools since 2013



UNIVERSITY OF CALIFORNIA  
cal  fresh Nutrition Education



# Universal School Meals

- Two free meals each school day to all students who want one
- Goes into effect 2022-2023 school year

ALL children, regardless of household income, can now get **FREE MEALS** through June 2022.

For more information, visit [www.cdc.gov/healthyschools](http://www.cdc.gov/healthyschools)



**Food insecurity has increased** during the COVID-19 pandemic.

School meals are **nutritious<sup>1</sup>** and can help reduce food insecurity.

Schools are using several ways to **safely distribute** meals to students.

Students who participate in school meal programs have **better overall diet quality** than students who do not.<sup>2</sup>

1. Gearan EC, Fox MK. Updated nutrition standards have significantly improved the nutritional quality of school lunches and breakfasts. *J Acad Nutr Diet.* 2020;120(9):363-370.  
2. U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support. School Nutrition and Meal Cost Study. Final Report Volume 4: Student Participation, Satisfaction, Plate Waste, and Dietary Intakes. <https://fns-prod.azureedge.net/sites/default/files/resource-files/SNMCS-Vol4.pdf>



# Students Count on School Meals



# Benefits to students

- Reduced stigma
- Reduced hunger and improved nutrition security
- Improved student attendance
- Improved academic performance



Photo provided by US



# USM + Food Waste

- Concern for increased food waste
- Most commonly wasted items are vegetables, fluid milk, and fruit
- Waste is higher in elementary schools than in high schools



# How does Smarter Lunchrooms fit in?

The goal of SLM is to promote the consumption of healthy school meals and reduce waste, using low or no-cost evidence based strategies





# What is a Smarter Lunchroom?

One that influences kids towards choosing healthier, more nutritious foods, giving them an opportunity to select and **consume** a balanced diet



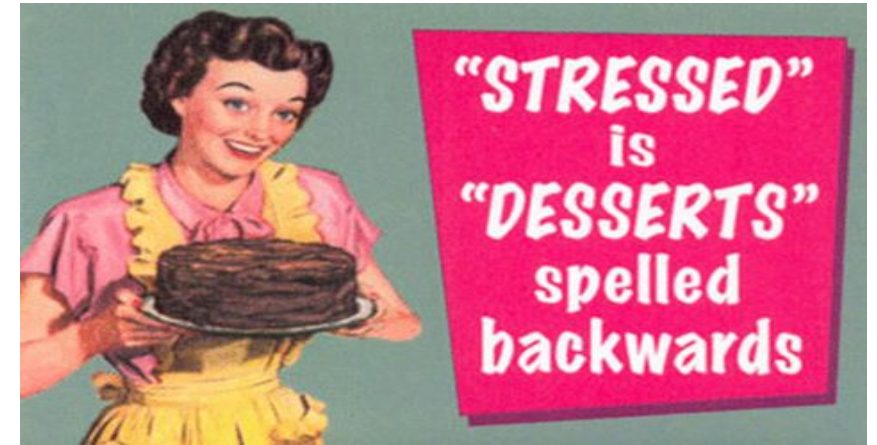
# Behavioral Economics...

## *How choices are influenced*



What ***factors*** affect our choices?

- Price
- **Appearance**
- **Convenience**
- **Information**
- **State of mind**
- Habit
- **Expectations**





# What We Know About Food Decisions

Most food decisions are automatic, or “mindless”

- controlled largely by our environment rather than our willpower
- particularly true for young people

Use **behavioral theory** to *encourage* better choices

- NSLP = Large audience (impact) and funding
- *Low or no cost*

**Encourage future healthy choices and habits**

# Six Principles of Smarter Lunchrooms

1. Manage portion sizes
2. **Increase convenience**
3. **Improve visibility**
4. **Enhance taste expectations**
5. **Utilize suggestive selling**
6. Set smart pricing strategies





# 7

## STRATEGIES TO IMPROVE SCHOOL MEAL CONSUMPTION



School meals can play an integral role in improving children's diets and addressing health disparities. Initiatives and policies to increase consumption have the potential to ensure students benefit from the healthy school foods available. Research evidence supports the following strategies to increase school meal consumption. These findings are based on a paper supported by Healthy Eating Research, a national program of the Robert Wood Johnson Foundation.

1

Enable students to have sufficient time to eat with longer lunch periods.



3

Have recess before lunch.

4

Adapt recipes to improve the palatability and/or cultural appropriateness of foods.

6

Offer students more menu choices.

Today's Menu

7

Provide pre-sliced fruit and vegetables.

2

Reward students who try fruits and vegetables.

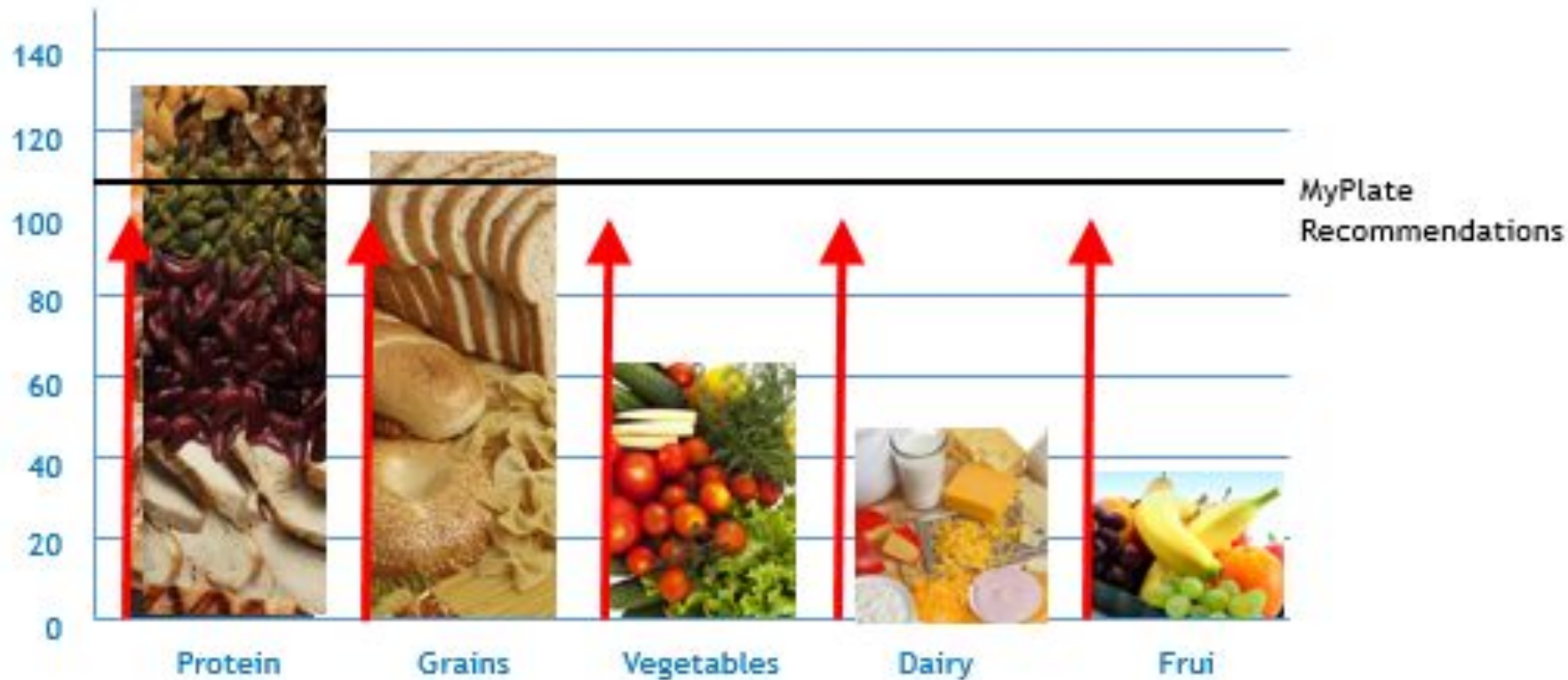
5

Limit students' access to competitive foods during the school day.

Study citation: Cohen, J.F.W., Hecht, A.A., Hager, E.R., Turner, L., Burkholder, K., Schwartz, M.B. Strategies to Improve School Meal Consumption: A Systematic Review. *Nutrients* 2021, 13, 2520. <https://doi.org/10.3390/nu13102520>



# U.S. Consumption in Relation to MyPlate Food Group Recommendations, 2016



Source: USDA, Economic Research Service, Loss-Adjusted Food Availability Data.

Source: USDA via Health.gov

# Focus on Fruits

- Sliced or cut fruit is offered
- A variety of mixed whole fruits are displayed in attractive bowls or baskets



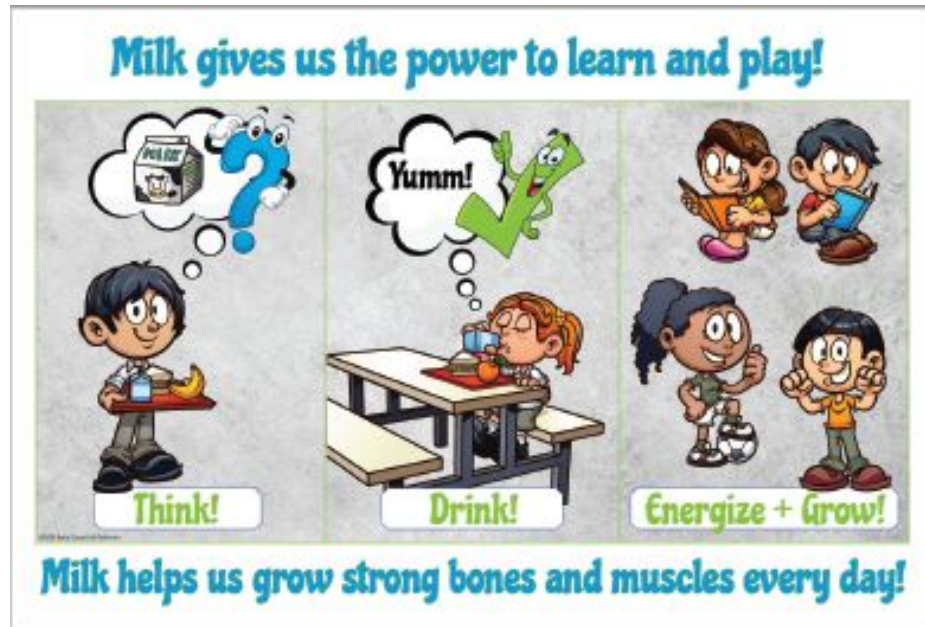


# Vary the Vegetables

- Incorporate vegetables into meals
- Offer a hot and a cold vegetable



# Moove More Milk



# Promoting and Marketing Meals to Students

- Identify an entrée, vegetable, fruit or milk with a descriptive name and feature it through pictures.
- **Advertise tomorrow's menu as students leave the cafeteria through pictures or displays!**



# Pair & Share

Share what is working

Think of your own lunchroom. Which focal areas (fruits, vegetables, white milk, target entrees) would you like to promote more?

What strategies could you apply to that area?



# Promoting and Marketing Meals in the classroom

- Promote school meals through nutrition education
- Ask a student, teacher or administrator to announce today's menu on the daily announcements.



# School Announcements

- **Market your school meal program**
- **Share nutrition facts with students**
- **Staff and students can deliver the announcements**



# Announcement Example

- **Use a theme, fun food fact, or menu highlight**
- **For example:** *“Did you know it takes up to ten times of trying a new food to decide if you like it or not? Today’s try it menu item is kiwi fruit. Let us know what you think.”*
- **Create your own**

See Reference Handouts “Daily Announcements” and “Menu Promotions” for more ideas

**HealthyEating.org**

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# Decorate

Colorful, cheerful, purposeful decorations can help make your lunchroom an inviting, fun place to eat and belong.

Clean

Colorful

School Spirit

Age-appropriate

Food centered --Involve students in making art

Update every 1-3 months



# Posters are Effective

- Nutrition posters increased student knowledge and behavior
- Less plate waste of lower fat foods





# Getting Students involved in the Meal Program

**Generates interest, excitement, and a sense of ownership**

- **Student artwork is displayed in the service area or dining space**
- **Students are involved in the development of creative and descriptive names for menu items**
- **Students provide feedback to inform menu development through taste tests, focus groups or surveys**

# Write on Your Handout

**Think about where you provide meals to students.**

**Check off, on the list, all the places where there are already nutrition messages.**



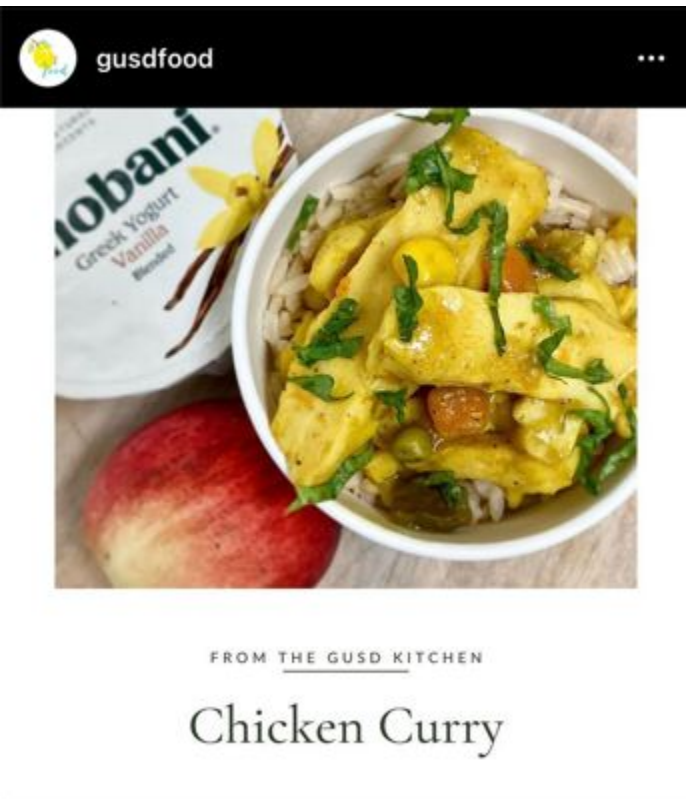
This Photo by Unknown Author is licensed under CC BY-NC

# Were You Surprised?

- **At all the places nutrition messages are already?**
- **Did you take note where they could be placed?**
- **Make a few notes for yourself on the handout.**



# Social Media



# Videos

## Ask a Nutritionist Series

- **How School Meals Support Healthier Kids**
- **What is Nutrition Equity?**
- **How does nutrition education support SEL?**
- **Encouraging Children to Eat Healthfully**



# School Meal Marketing



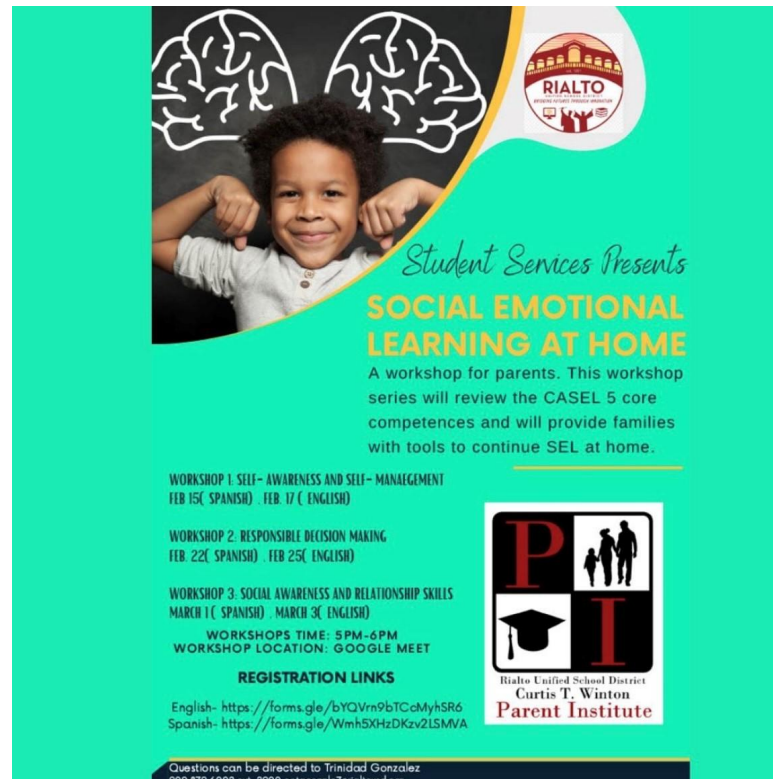
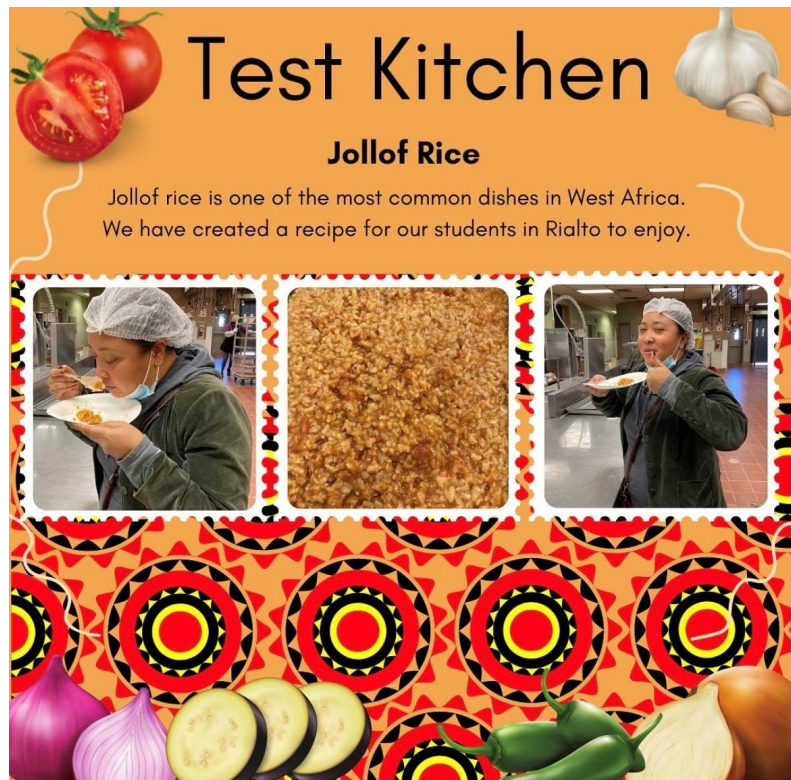
- [School Meal Marketing Toolkit](#)
  - Media Posts (Twitter, Instagram, Facebook)
  - Robocall Scripts
  - Flyers
  - [Surveys](#)
  - [Webinars](#)
- [Breakfast Marketing Strategies](#)





# Rialto Unified

Instagram: @rialtonutrition



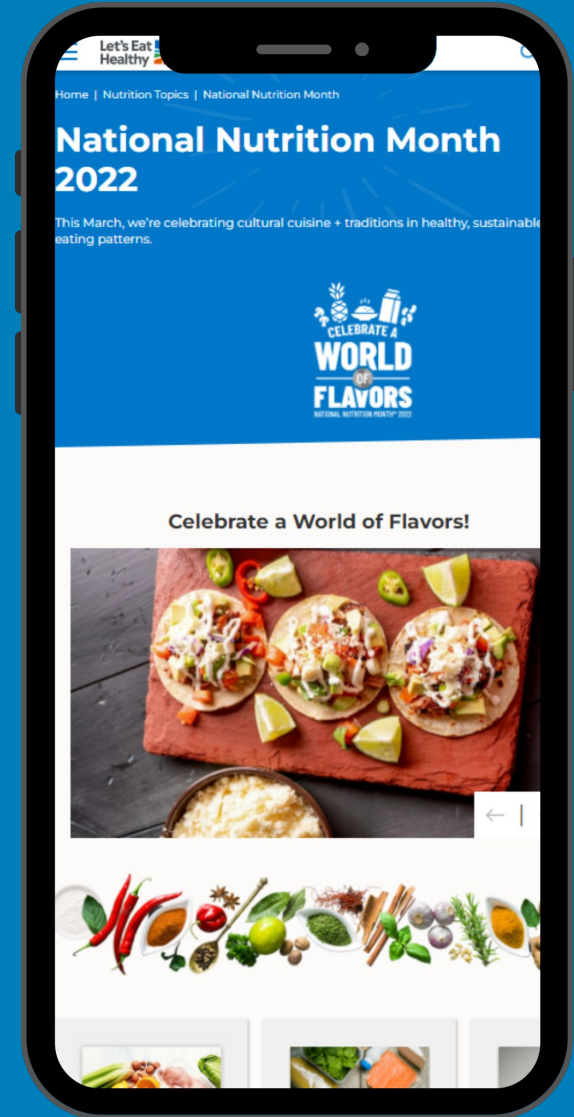
# March is National Nutrition Month!

This March join Dairy Council of California as we celebrate cultural cuisine and traditions in healthy, sustainable eating patterns.

For additional educational resources or content, scan QR code or visit:

[HealthyEating.org/NNM](https://HealthyEating.org/NNM)

*Celebrate a World of Flavors*



**HealthyEating.org**





# Find Resources



**Tools and Best Practices**



**Webinars and Trainings**



**Technical Advising Professionals**



**Newsletters**





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# Thank you!



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