Build Your Brand as a Nutrition Hub in the Community

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Affiliation or Financial Disclosure

• Jill Kidd
  • Pueblo City Schools

• Jean Ronnei
  • ProTeam

• Sarah Murphy Youssef
  • School Nutrition Foundation

• Ellen Thomson
  • No Kid Hungry
What Does it Mean to Operate as a Nutrition Hub?

Schools acting as Nutrition Hubs operate all available federal child nutrition programs for which they are eligible.

- National School Lunch Program
- School Lunch
- Afterschool Snacks
- Seamless Summer Option
- School Breakfast
- CACFP
- Afterschool Meals & Snacks
- Summer Food Service Program
- Fresh Fruit and Vegetable Program
Benefits of Operating as a Nutrition Hub

- Improved access to nutritious meals
- Improved education
- Improved school culture and community
- Improved operational efficiency
- Improved financial success

Results are a WIN/WIN
How Did We Get Here?

Interviews → Case Study → Resource Development → Trainings
Marketing Your District as a Nutrition Hub

• Key to success = marketing your programs as a cohesive unit

• Ensure familiarity – and trust – among students and families

• Pueblo City Schools presented an opportunity to dive deep into what this takes
Pueblo City Schools Nutrition Hub

• Breakfast in the Classroom
• Lunch
• At Risk Supper
• FFVP
• Summer Lunch
• CACFP Friday meals
• School Pantry
• Weekend Food Backpack
No Kid Hungry Project

• Give Nutrition Hub services a common identity in the community
  • Build community confidence in programs
  • Develop brand and logo for department
  • Build on our strengths
  • ProTeam
Branding & Café Makeover Process

• On-site visit
  • What is the pulse of the School Nutrition Program?
    • What are they best at?
    • What are aspirational goals?
  • What do students want / expect?
    • What do they choose at school?
    • What do they eat when out or at home?

• Community
  • What are the big businesses?
  • What is the community known for?
  • What are the economic realities?
  • What foods are important?
### Day 1

#### Step I: Branding & Marketing Fresh Eyes Review

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location / Address</th>
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<tbody>
<tr>
<td>7:40 – 8:30</td>
<td>Breakfast observation</td>
<td>Belmont Elem 31 MacNaughton Rd</td>
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<tr>
<td>10:50</td>
<td>Lunch observation</td>
<td>Baca Elem 2800 E. 17th St.</td>
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<tr>
<td>11:40</td>
<td>Lunch observation</td>
<td>East HS 9 MacNeil Rd</td>
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<td>12:15</td>
<td>Lunch observation</td>
<td>Risley MS 625 Monument</td>
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<td>1:00</td>
<td>Student Focus Group</td>
<td>Risley MS</td>
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<tr>
<td>2:15-3:00</td>
<td>Meet w/ group of managers at end of their work day</td>
<td>Nutrition Office</td>
</tr>
<tr>
<td></td>
<td>Wrap up with Director</td>
<td>Nutrition Office</td>
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## Step I: Branding & Marketing Fresh Eyes Review

**Day 2**

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<td>Breakfast observation</td>
<td>South HS 1801 Hollywood Dr.</td>
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<tr>
<td>9:30</td>
<td>Student focus group</td>
<td>PAA 29 Lehigh Ave</td>
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<tr>
<td>10:30</td>
<td>Call with Brand Designer</td>
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<td>Wrap up with Director</td>
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District Background

• Urban public school district with 80% free-and-reduced students
• Officially it is Colorado District 60 but has been called “D60” for years
• Pueblo city proper is a nutritionally challenging “food desert” area
• Pueblo has a strong, proud, industrial history as a steel-producing town—known as the “Pittsburgh of the West”
• Also is famous for Pueblo green chili peppers
Brand Strategy

• Branding process determined the core focus should be “educating palates”—helping students find their unique, customized way to make better nutrition choices and live healthier, happier lives

• Words like “healthy” and “nutritious” would not fly with students, nor would trendy “clean ingredients” and other such ideas

• But the idea of “building your own fresh”—an industrial-style, almost manufacturing approach to discovering healthy ways to customize food choices—would fly, especially when coupled with a brand radiating a proud, industrial, “tough” feel
Logo / Name Development

• Plays off district’s nickname—D60

• ”Foodworks” reflects Pueblo’s industrial, steelworks tradition

• Simple, clean, “modern industrial” feel
Brand Color Palette

• Designed to integrate with client’s desire to use brand photography featuring lots of fresh, healthy food
• Also introduces blacks and gray to emphasize industrial feel
Brand Photography Guidelines & Banners

• Client’s preference to show real food was integrated with simple, clean “food on black” style to mesh with clean, industrial D60 brand feel.

• Reinforces healthy food choices and brand values for students to build their own unique, healthy palate

• Following page shows designs for cafeteria banners
Environmental Wall Graphics

• The launch school for the D60 brand is the Pueblo Academy of Arts, a middle school arts magnate school

• The following graphics are cafeteria wall murals tailored to PAA’s arts environment

• The first slide in each group is the “before” image and the one immediately following is the branded “after” shot
Before
After
Before
After
After
Before
School mascot is the Phoenix bird which rises from the ashes. The wall includes a section to display student artwork.
Before
Design & Installation Process

• Back and forth between district and consultant to get it right!
  • Tweaking artwork
  • Colors
  • Painting

• Visualz (formerly Learning ZoneXpress) donation
  • ProTeam and Visualz learned a lot!
  • Jill and team had incredible patience😊
Evaluate This Session

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Thank You!