The Smarter Lunchrooms Movement:

A NATIONAL MOVEMENT WITH LOCAL IMPACT

It’s Not Nutrition... Until It’s Eaten!
Who Am I?

Kate Hoy, MFN, RD, CDN
Manager, The B.E.N. Center

Why should you care?
Agenda

 Smarter Lunchrooms Growth Across the USA
 How did this growth occur?
 Top 5 tips
 Resources to help you out!
Smarter Lunchrooms

- What if we design the lunchroom to gently encourage the decisions we want?
  - Use behavioral theory to encourage better choices
  - Some of these changes can be extremely low cost
  - This avoids reactance
    - Banning certain foods can be self-defeating
  - Encourages future healthy choices
The BEN Center

School Focused Research & Outreach
  - Changes Schools Can Make to Encourage Healthy Choices
  - The Smarter Lunchroom Movement

- Completely USDA funded
- ~40,000+ schools across the country
- 2000+ schools included in research activities
- Extension, DoE, DoH, Academic, Public & Private partnerships
The following principles are based on research concerning various environmental cues that influence eating behavior. They are true in school lunchrooms as well as in restaurants, food courts, and even in your home kitchen!

- Manage Portion Sizes
- Increase Convenience
- Improve Visibility
- Enhance Taste Expectations
- Utilize Suggestive Selling
- Set Smart Pricing Strategies

6 Basic Principles to Consider
Average SLM Commitment Post Training

- Highlight Fruit: 26%
- Develop Buy-In: 22%
- Staff Training: 17%
- Signage: 6%
- Move the Milk: 29%
How did it grow?

It’s Not Nutrition... Until It’s Eaten!
HUSSC Requirements

- **HUSSC**
  - School is implementing Smarter Lunchroom techniques in six areas (Fruits, Vegetables, Entrées, Milk, Sales of Reimbursable Meals, and School Synergies) as defined on the Smarter Lunchrooms Self-Assessment Scorecard. Documentation that the school is meeting this criteria shall include a copy of the completed scorecard and a brief summary with 2-3 photos describing the school’s overall Smarter Lunchroom effort.
    - Bronze applicants must select at least 30 action items.
    - Silver/Gold applicants must select 50 action items.
    - Gold Award of Distinction applicants must select 70 action items.
Other Synergies

- School Wellness Policies
  - At a minimum, USDA would expect LEAs to review “Smarter Lunchroom” tools and strategies, which are evidence-based, simple, low-cost and no-cost changes that are shown to improve student participation in the NSLP an SBP while encouraging consumption of more whole grains, fruits, vegetables, and legumes, and decreasing plate waste (http://healthymeals.nal.usda.gov/healthierusschool-challenge-resources/smarterlunchrooms).
  - Examples for language coming shortly!
Synergies

- SNAP-Ed
  - Guiding Principles - #2 “Includes nutrition education…”
    - SNAP-Ed can help support State environmental changes, which target the low-income SNAP-Ed target population, through examples such as these:
      - Health promotion efforts e.g. promoting use of a walking trail, selection of healthy foods from vending machines;
      - Working with schools on smarter lunchroom efforts

<table>
<thead>
<tr>
<th>Disorder + Confusion</th>
<th>Isolation</th>
<th>Alignment</th>
<th>Collective Impact</th>
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<tbody>
<tr>
<td>Inconsistent quality and sporadic accountability perpetuate poor results with some pockets of excellence</td>
<td>Individual pockets of excellence operate disconnected from one another with little ability to scale results. “Everyone for Everything.”</td>
<td>Shared ideas and goals begin to galvanize partners and shared aspirations inspire repurposed budgets and “random acts of partnership.”</td>
<td>Collaborative action rooted in shared responsibility and accountability using aligned budgets; work plans and measurements are understood by all partners and the community</td>
</tr>
</tbody>
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USDA has established minimum professional standard requirements for school nutrition professionals who manage and operate NSLP and SBP

Final Rule Effective July 1st, 2015

Comprehensive website provides training options and a listing of available training to meet needs:
http://professionalstandards.nal.usda.gov
Key Learning Areas

- Nutrition
- Operations
- Administration
- Communications and Marketing
  - Training can be provided in various forms:
    - Virtual/web-based and in-person are all acceptable
    - Documentation must be available for Administrative Review
      - Tracking Tool available through USDA website:
        http://professionalstandards.nal.usda.gov/content/professional-standards-information
Operations

- Serving Food 2200
  - Employee will be able to correctly and efficiently serve food portions to meet all USDA school meal pattern requirements and encourage healthful food selections including those for special diets
    - 2230 Serve food to maintain quality and appearance standards
    - 2240 Manage serving lines for clean and efficient operation

Communications & Marketing

- Communications & Marketing 4100
  - Employee will be able to develop plans that include involvement with school community members, empower school nutrition leaders and address excellent customer service
    - All learning codes: 4110, 4120, 4130, 4140, 4150, 4160
Team Nutrition Grant

Competitive

- Self-Assessment Scorecard to be used to assist in:
  - Structuring the physical environment
  - Training staff in physical environment changes & prompting
  - Providing nutrition education and activities

Also:

- Include a Healthier US School Challenge Component
- Include a Smarter Lunchrooms component

Non-Competitive

- Committing to increase the number of schools implementing SLM strategies
  - Funds can be used for training
  - Provision of technical assistance

- Self-Assessment Scorecard to be used to assist in:
  - Structuring the physical environment
  - Training staff in physical environment changes & prompting
  - Providing nutrition education and activities
States on the Move

- 2012
  - Michigan – Regional Training Model
  - Ohio – Single Training; University Partnerships
  - Florida – Single Training; Farm to School Focus

- 2013
  - CT, KS, MI, MN, MT, OR

- 2014
  - All grants (competitive & non-competitive) included SLM
  - CO, FL, HI, ID, IN, IA, KS, MD, MA, MI, MO, MN, NE, ND, OH, SC, SD, WA, WV, WI
  - Independent → AZ, AK, DE, ME, OR, PA, RI, VT
Top Tips and Resources
Don’t Re-Invent the Wheel

- There is **SO MUCH** information, materials, and human capital already available to assist you in your efforts to help students make healthy choices
  - [www.smarterlunchrooms.org](http://www.smarterlunchrooms.org)
  - Find what you can use & tell us what you need
- Do not feel you need to create everything from scratch – your expertise, efforts, and resources could better be used in **implementation**
  - “Work to your pay grade.”
Lunch Line Redesign

A smarter lunchroom wouldn’t be draconian. Rather, it would nudge students toward making better choices on their own by changing the way their options are presented.

Lunch’d: Part One

Three Easy Actions

Create a healthy-items-only convenience line or window stocked with all types of healthy foods: milk, fruits, veggies, premade sandwiches and salads, and lowest-fat/lowest-

About Our Work

School nutrition: A kid’s right to choose
Los Angeles Times, February 3, 2012

Some U.S. lunchrooms to get cheap makeover
UPI.com, September 29, 2011

Interview with Dr. Brian Wansink, Master of Lunchroom Trickery
The Lunch Tray, March 31, 2011

Smarter Lunchrooms Lead Kids to Eat More Salad
ScienceDaily, April 27, 2010

MORE NEWS
Scorecard - How To

Tips:
- Included directly into Smarter Lunchroom Trainings
- Best for Food Service Directors
- Technical Assistance Providers can use this too!
- Most people like the number
- Specifically designed to not allow for a 0 or a 100
- 100 evidence based suggestions…not directives
Scorecard App

- “Smarter Lunchrooms Score Card” in the Apple App Store or Android Google Play Store
  - Currently supported on:
    - Apple Devices running iOS 7 & 8
    - Android Devices running Android 4 or higher (Kindle Excluded)
- FREE! Download
- Web App available
  - Overlaps with mobile app to improve access to scorecards
Under “Resources” Tab

Resources

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The Smarter Lunchrooms Makeover Process

The table reads as follows:

- The far left column describes an overall step of the Smarter Lunchrooms Makeover process.
- The second column lists instructional guides for implementing that step, linked to our website.
- The third column lists related supplemental materials, linked to our website.
- Boldface indicates a connection with a B.E.N. Center training seminar or webinar.
- The far right column contains a checklist to help you Track Your Progress.

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- Aligns with “Theory of Behavioral Economics & the Smarter Lunchrooms Makeover” and “Putting Thought into Action: DPie” training modules | - “Lunch’d” videos (parts One and Two)  
- “Smarter Lunchrooms Fact Sheet for School Employees” worksheet  
- “3 Ways the SLM Can Help” worksheet, for RD or FSD  
- “Serving Up Health & Happiness/Sheila’s Secrets” article, with accompanying PowerPoint presentation  
- “Quick and Inexpensive Lunchroom Makeover Ideas” worksheet  
- “Best Practices Matrix” worksheet  
- “Philosophy of School Lunchrooms, Part 1” activity  
- “Philosophy of School Lunchrooms, Part 2” activity | - Browse SmarterLunchrooms.org
- “Lunch’d” Parts 1 & 2  
- 3 Principles of SLM  
- SLM Fact Sheet for School Employees  
- Example SLM: Sheila Hoyt  
- Quick and Inexpensive Lunchroom Makeover Ideas  
- Best Practices Matrix |

- Take 2-hr Course  
  - Print certificate  
- Complete “Philosophy of School Lunchrooms, Part 1”  
- Complete “Philosophy of School Lunchrooms, Part 2”

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5 Keys to SLM Success

- **Training**
  - Need to explain importance of consistency on impact

- **Empowerment**
  - Generates the needed “Buy-In”

- **Support**
  - A pat on the back goes a long way

- **Research**
  - People like numbers

- **Communication**
  - Share everything and share often
Training

- Training
  - Most staff members are excited by this movement
    - 3 primary methods: Direct (in-person), In-Direct (distance), Self-Directed (on-your-own)
Direct Training

- Training
  - B.E.N partners with state agencies to offer trainings across the country regularly
  - Annual SLM Symposium in Ithaca – May 2016 – FREE!
In-Person Trainings

2014 Smarter Lunchrooms Symposium
Thursday, May 15, 2014 - 5:00pm to Saturday, May 17, 2014 - 5:00pm
Cornell University - Ithaca, NY

The Cornell Center for Behavioral Economics is proud to announce the 3rd Annual Smarter Lunchrooms Symposium! This symposium is an opportunity to discuss, develop and plan the 2014-2015 school year for your district, state or program!

This year's Symposium is titled: Developing, Implementing and Evaluating Smarter Lunchrooms Coalitions

Please join the B.E.N. Center team on Cornell's beautiful campus for this engaging two-day workshop featuring a summary of recent Smarter Lunchrooms research and evaluation, the debut of the Smarter Lunchrooms Self-Assessment Scorecard, reports from leading researchers across the country working in child nutrition and obesity prevention, and more.

Webinars

Involving Middle School Students In Smarter Lunchroom Design
Wednesday, January 22, 2014 - 12:00pm to 12:30pm
https://learn.extension.org/events/1402

The time of this webinar is in EST. If you are joining from PST it will be held at 9AM!

Presenter: Natalie Tauzin, RD, MPH, Healthy Communities Specialist, Health Promotion, Spokane Regional Health District, Washington state & Kai Swan, University of Washington Graduate Student

Spokane Regional Health District (SRHD) in Washington State partnered with Spokane Public Schools, graduate students (University of Washington, University of Idaho and WSU) and Washington State University to conduct a Smarter Lunchroom (Behavioral Economics approach) make-over starting in January 2013. The pilot is scheduled to end in May 2014. The initial steps of the program included forming a stakeholder group, creating a work plan, and inviting SRHD staff to train the stakeholders on the behavioral economics basics.

Meetings

Obesity, Etiology, Prevention and Treatment Lecture
Thursday, February 27, 2014 - 12:00pm to 1:00pm
Columbia University

USDA - FNS Team Nutrition Grants Meeting
Thursday, March 21, 2013 - 8:00am to 5:00pm
Arlington, VA

Working in conjunction with the Maryland DOE the BEN Center will present on behavioral economics in school lunchrooms which could be included in your upcoming TN grant!

Wisconsin School Nutrition Association Presentation
Wednesday, March 20, 2013 - 9:00am to 10:30am
Milwaukee, WI

Presentation Title: Cafeteria Reinvention: Small Changes that Make a Big Difference
This presentation will cover behavioral economics – the practice of altering the physical environment to influence consumer behavior. The presentation will give examples of small, creative and affordable ideas that have taken effect in other school districts across the country.
In-Direct Training

- Training
  - 2hr Web-based training – FREE!
    - 2 CEUs from SNA, AND, ACF
  - Webinars – Community of Practice & Partners

Take the 2hr Training Module
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Lunchroom Self-Assessment Score Card
When you want to make changes but don’t know where to start try starting with this Smarter Lunchrooms Score Card!

Archived Webinars
Every month the Healthy Food Choices in Schools Community of Practice hosts a webinar on various school food topics.

Workshops for Lunchroom Staff
Inspire and inform your team with these engaging, interactive workshops.

Published Articles
Published research papers from the Smarter Lunchrooms Movement team can be found here.

Research Abstracts
Abstracts for Smarter Lunchrooms Movement research are available here.

AlphaGraphics Products
Click here to access Lunchroom Posters

VIEW ALL
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- create_lunchroom_mission_statement_-_sl_staff_training_instructions.pdf
- create_mission_statement_worksheets.pdf
- give_foods_catchy_names_-_sl_staff_training_instructions.pdf
- give_foods_catchy_names_worksheets.pdf
- positive_communication_using_cues_-_sl_staff_training_instructions.pdf
- positive_communication_cues_worksheets.pdf
- positive_communication_role_play_scripts.pdf
- positive_communication_using_role_play_-_sl_staff_training_instructions.pdf
- promote_target_foods_presentation.pdf
- promote_target_foods_-_sl_staff_training_instructions.pdf
- promote_target_foods_flyer.pdf
- feedback_survey_for_lunchroom_staff_workshops.pdf
## Cues for Positive Communication with Students and Staff

<table>
<thead>
<tr>
<th>Occasion</th>
<th>Goal</th>
<th>Examples</th>
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</table>
| Greeting          | Create a welcoming atmosphere, Take the first step to building rapport, Promote a reimbursable meal and/or targeted food item | • “Good morning! What would you like to try today?”
• “Hello! Would you like to try the [entrée]?”
• “Welcome to lunch! The [entrée] is popular today. Would you like to try it?”
• “Today is [entrée] day. Would you like some?”
• “Welcome to the lunchroom! What can I get for you today? The [targeted item] is a great choice.”
| Serving           | Create a reimbursable meal, Promote healthy sides                     | • “The [vegetable] goes well with the [entrée].”
• “Which vegetable/side would you like with that?”
• “The [fruit] is perfectly ripe.”
• “If you don’t like [first side offered], how about trying the [other side]?”
• “You can make [the entree] a meal with some [fruit/vegetable sides].”
• “Today we’re serving [list items]. Can I get you come [target item]?”
• “We have a great new recipe: [list targeted item(s)]. Would you like to try it? Tell us what you think!”
| Point of Sale (PoS) | Create a reimbursable meal, Prompt students to “fill out” an incomplete meal | • “I see you don’t have all of your items. Why not grab a [handheld fruit in nearby basket]?”
• “You get 3 sides with your meal. You can still take one – go ahead and pick.”
• “Your meal’s not complete! Don’t forget to take a [fruit, vegetable, or juice] as a side.”
• “You forgot milk! It’s included with your lunch. How about getting some now?”
• “It’s not too late, go back and get [missing item],”
• “You can make that a meal with [missing item(s)].”
| Special requests   | Ensure all students are able to eat a complete meal, Assist new readers (elementary, special needs, and ELL students) | • To staff (discretely): “I see that [student] has a special diet. I will try to set aside a [preferred item], however, to ensure he/she gets the correct meal, please bring him/her to the front of the line.”
• To students still mastering reading: “Today’s specials are [read menu].”
• To students still mastering reading: “Here is a menu (show picture menu). What would you like today? What looks the best to you?”
• To students still mastering reading: “Today’s specials are [list items]. Would you like to try [target item(s)]?”
| Conflict           | De-escalate situation, Avoid creating or allowing lasting negative feelings on either side, Keep serving line moving smoothly and quickly | • “I’m sorry you don’t like [first item offered]; how about [other entrée option] instead?”
• “I’d be happily explain what makes a reimbursable meal.”
• “The USDA defines what counts as a reimbursable meal, we aren’t allowed to make substitutions [ex. soda for milk, snack for fruit].”

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**Sample Staff Workshop:**
Self-Directed Training

- Training
  - Staff Training Workshops
  - Videos & Training Curricula

Training

Take the 2hr Training Module

Upcoming Events

IN-PERSON TRAINING
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Thursday, May 15, 2014 - 5:00pm to Saturday, May 17, 2014 - 5:00pm
Cornell University - Ithaca, NY

IN-PERSON TRAINING
New Jersey- SNA Regional Training Meeting
Thursday, March 6, 2014 - 3:00pm to 6:00pm
Wayne Valley High School - Wayne, NJ
Our Ideas

What is a Smarter Lunchroom?
A smarter lunchroom is one that nudges kids towards nutritious foods. Over 30 million children are fed by the National School Lunch Program (NSLP). We believe that this program is an opportunity for kids to select and consume a balance diet. The Smarter Lunchroom applies research-based principles that lead children to make healthy choices when provided with the full spectrum of choice.

Best Practices
In an effort to reach out and provide resources to schools across the nation, the Smarter Lunchrooms Movement has assembled a set of Best Practices which are effective at creating an environment that nudges kids toward healthful choices. These Best Practices are solution based principles which focus on specific aspects of the school meal.

Fruit

Video Tips
Michigan Team Nutrition: Fruit Up Front

Michigan Team Nutrition: Student
Under “Our Ideas” Tab

Video Tips

Choosing Healthy Food

Would you like celery or carrots? Carrots please! By giving kids a choice in the school lunchroom the consumption of vegetables and fruits increases dramatically! Try it out!

Making School Lunch Look Good

An easier way to an apple a day! Simply putting fruit in a nice looking bowl increased consumption of fruit by 103% in some school lunchroom studies

Healthy Fast Food

Including a convenience line for healthy foods in the school lunchroom can cut back on the amount of junk foods being purchased for your kids’ lunch!

Do You Want Fruit With That?

What Would McDonald’s Do?

Lunch’d: Part One
Empowerment

- Empowerment
  - Implementation
    - Scorecard, Evaluation & “How-To” Instructional Guides
  - Staff indicated that they appreciate being included in the decision-making process
  - We recommend asking staff or representatives from other groups (administrators/teachers/students) for their opinions on signage/intervention selections
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Instructional Guide #4D: Include Intervention Ideas from School Staff (Teaching and Administrative Personnel and Lunchroom Staff Members)

Overview: Ask school and lunchroom staff members for ideas to improve the lunchroom.

Materials Needed:
- “Sample School Personnel Survey Questions” (choose 3-10 and arrange and print on survey forms, quarter cards, etc.)
- “Sample Lunchroom Staff Survey Questions” (choose 3-10 and arrange and print on survey forms, quarter cards, etc.)
- Suggestion box supplies (see directions below)
- "Incentives" staff development workshop activity

Steps:
1. Allow anonymous feedback.
2. Ask specific questions so the feedback is focused and usable.
3. Ask lunchroom staff members about their experiences in the lunchroom, either through a team meeting (take notes) or through a survey. Ask 3-10 questions like those below – you’ll get more usable feedback. Refer to the "Sample Lunchroom Staff Survey Questions" for more ideas.

Demographics / Sorting questions:
- How long have you worked in school food service?
- How long have you worked in this school?
- What is your current responsibilities/roles/position?
- What other positions have you had?

Specific questions 😊:
- I enjoy my work never / not often / sometimes / usually / always.
- I enjoy my interactions with students never / not often / sometimes / usually / always.
- I enjoy my interactions with school staff members never / not often / sometimes / usually / always.
Support

- Problems can arise and staff indicated that they appreciated dedicated time for addressing them
  - We recommend you set a brief quarterly meeting to allow for brainstorming, success sharing or changing of interventions
- Success Stories – Support on a National Level
- HUSSC, Team Nutrition, LWP, Professional Standards, Harvest of the Month
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Key Stakeholders & Meeting Planning Guide

Introduce key stakeholders in your school community to the Smarter Lunchrooms Movement and how a Smarter Lunchrooms Makeover could help your school or district. The pointers and organizational chart on pages 1-2 can help you identify key school community members and how their goals could align with yours. The meeting planning guide on page 3 can help you prepare for your recruitment meeting(s).

Key Stakeholders Planning Guide

Before making contact:

- View "Establishing Connections with School Community Members” PowerPoint presentation
- Read "Tips for Connecting with School Community Members" worksheet
- Read "Tips for Connecting with Community Members" worksheet
- Research your school or district's website(s) and recent media releases to determine school and district goals
- Record key stakeholders’ names, titles, and contact information in the chart on the following page. In the far right column, record notes about stakeholders' published goals which may connect with the Smarter Lunchrooms Movement

Suggested key stakeholders to consider contacting (exact list will vary with district organization and size, organization of food services system, and your own goals):

- school administrators
  - superintendent, if considering a district-level intervention
  - principal
  - vice principal(s), esp. if one serves as liaison to food service
- food service director
  - lunchroom manager
- PTA president
- Student government president or advisor (particularly helpful when recruiting student volunteers for manpower or SNAC membership, as well as fundraising)
- Boosters president (or other school-based fundraising body)
- Rotary Club president (or other community-based fundraising body)
- teacher of related subject
  - home economics, health, fitness/PE, independent research, or others
- Board of Education members (often elected parents or school administrators from the district)
Under “Get Involved” Tab

Get Involved

A smarter lunchroom is one that nudges kids towards nutritious foods. Over 30 million children are fed by the National School Lunch Program (NSLP). We believe that this program is an opportunity for kids to select and consume a balance diet. The Smarter Lunchroom applies research-based principles that lead children to make healthy choices when provided with the full spectrum of choice.

Recent Success Stories

Quick & Efficient Healthful Meals
Thanks to the California Food Policy Advocates (CFPA) and the LA County Department of Health for sponsoring a Smarter Lunchrooms Workshop within LA county.

Changing the Norm
I attended the “Smarter Lunchrooms Training” and I wanted to give you some feedback on what we were able to do here at Desert Sands

Featured Story
How about linking EFNEP- Snap Ed as part of the outreach to youth.
Zahrine Bajwa
Friday, October 22, 2010 - 11:08am

Contact Us
The Smarter Lunchrooms Team aims to address specific challenges that schools may face while also taking a comprehensive and holistic approach to encouraging healthier eating in school lunchrooms. We want to hear from you!

Please fill out the form below so that we can become partners in helping kids make smarter choices in our schools!
Staff indicated that they value knowing how much their work is paying off

- We recommend that you do some simple number crunching occasionally so you can share success!
  - **We are always looking for partners in research!**
Under “Resources” Tab

Resources

We have many materials and information for you to get started. Please click on the links below each section to find materials for our training workshops, handbooks, videos etc! You can download each resource to your computer, print them or simply view them and come back later for more!

Training Materials  Our Research  Products
Smarter Lunchroom Workshop Presentations
All Smarter Lunchroom Workshop presentations are available here.

Trainer's Materials (Smarter Lunchrooms Makeover Manual): Checklists and Forms
The nitty-gritty tools you need to plan or oversee a Smarter Lunchrooms Makeover. Includes checklists (Process for project leaders, Auditor's for overseers) and forms.

Smarter Lunchrooms Bonus Materials
This is our "random helpful stuff" collection: flyers, forms, advice, teaching materials, and other helpful documents we have created for Smarter Lunchrooms Makeover teams which don't fall directly

Instructional Guides
Detailed step-by-step guides to all parts of a Smarter Lunchroom Makeover, from planning meetings with stakeholders to using the Trainer's Manual form to sharing your success through a media plan.

Smarter Lunchrooms Workshop - Module 6: Research & Data
Module Six: "The Research Process & Data Management." Contains an introduction to research design and data management (collection, input, analysis, and interpretation) as th

Smarter Lunchrooms Workshop - Module 5: Facilitating Collaboration
Module Five: "Facilitating Collaboration by Working with Adult Learners." Contains advice and materials for improving collaboration among stakeholder groups, including staff dev

Smarter Lunchrooms Workshop - Module 4: Generating Buy-In
Module Four: "Generating Buy-in." Contains materials (flyers, powerpoint, articles, etc.) for generating interest from many stakeholder groups.

Smarter Lunchrooms Workshop - Introductory Materials
Introductory materials for our workshop series, including opening activity, overview of the Smarter Lunchrooms Makeover Manual, and our feedback form

Smarter Lunchrooms Workshop - Module 1: Theory
Module One: "Theory." Contains an introduction to behavioral economics and the 6 principles of the Smarter Lunchrooms Movement.
Instructional Guide #7A: Evaluate the Results of your Smarter Lunchrooms Makeover

Overview: Once you have implemented the SLM and collected data for 6+ weeks, input and analyze the data to evaluate your successes. Pro tip: Use your SLM team! Ask for help with data collection, input, and analysis – it will make this step quicker and easier, and give your collaborators opportunities to shine!

Materials Needed:

- “Production Records Entry Protocol” instructions
- “Sales Records Entry Protocol” instructions
- “Tray Waste Records Entry Protocol” instructions
- “Evaluating Success” instructions

Steps:

1. After implementing your SLM, gather data according to the recommended intervals found in the “Smarter Lunchrooms Makeover Action Plan: Timeline” form (one of the Auditor’s Checklist forms).
2. Input the data according to the relevant instructions:
   a. “Production Records Entry Protocol” instructions
   b. “Sales Records Entry Protocol” instructions
   c. “Tray Waste Records Entry Protocol” instructions
   d. For surveys, “smile counts,” participation in activities, and other forms of evaluation not covered by the above instructions, you will need to determine your own evaluation methods, in accordance with the number and complexity of responses and your own math skills. Some examples are:
      i. Tallies: count the number of data points (for ex., total number of survey respondents or taste test participants, etc.)
      ii. Averages: divide the tally by the number of possible data points (for ex., survey respondents divided by the number of surveys given out, or participants in a test test versus students attendance for that day)
Communication

- This is the #1 request from staff & team members
  - We recommend at the start of your interventions you determine a communication plan (set those quarterly meetings) and establish communication standards/opportunities
  - Resources/templates for communication to public
Under “Resources” Tab

Resources

We have many materials and information for you to get started. Please click on the links below each section to find materials for our training workshops, handbooks, videos etc! You can download each resource to your computer, print them or simply view them and come back later for more!
Under “Resources” Tab

Tray Waste Lab & Lesson Plan
Collect and analyze consumption data. Involve students in action research. Lab aligns with AP Statistics curriculum.

Data Management Protocols
Detailed instructions for entering and analyzing many types of lunchroom data.

Workshops for Lunchroom Staff
Inspire and inform your team with these engaging, interactive workshops.

Smarter Lunchroom Workshop Presentations
All Smarter Lunchroom Workshop presentations are available here.

Trainer’s Materials (Smarter Lunchrooms Makeover Manual): Checklists and Forms
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Sample Press Release

Overview: Prepare a statement about your Smarter Lunchrooms Makeover to send to media outlets and spread the word of your successes. Identify the most important points to share; then, use our template to compose a short press release (or write your own).

Key Information to Include:

1. Names: Your name, the school/district’s name, and the names of key collaborators
2. Summary of the SLM: “The Smarter Lunchrooms Movement is a way to encourage students to select, eat, and enjoy nutritious foods without eliminating choice.”
3. Pick 2-3 interventions from your SLM to share. (If you implemented more than 3, choose the most interesting or successful.) Include before-and-after photos if possible.
4. Your results (2-3 positive successes)
5. Optional: fun or interesting quote from one of the stakeholders, with source
6. Thanks to all collaborators (again)
7. Next steps: where and when you hope to implement another SLM

Media Release Template:

“[School or District Name] Gets at Smarter Lunchrooms Makeover”

In [season and year of SLM], [school or district name] enacted a Smarter Lunchrooms Makeover in order to encourage students to select, eat, and enjoy nutritious foods without eliminating choice. The project was spearheaded by [project leader name], with help from [list names, offices, and organizations of collaborators]. Examples of interventions included [list 3 interventions]. After [length of intervention period, usually “6 weeks”], [list successful results of changes]. Asked about the effects of changes to the lunchroom, [stakeholder name and affiliation of student/parent/administrator/food service director/lunchroom staff member/etc.] said, “[Quote].” [School name or project leader] wishes to thank [key stakeholder names] for their support [give details, if desired] and looks forward to continuing to help students through another Smarter Lunchrooms Makeover in [future date and location].”
Technical Assistance Providers (TAPs)

- Large-scale project management
  - Multiple schools or districts
  - Networking, recruitment, partnerships
  - Resources management
  - Data management
  - Research leadership
  - DPIE
  - Maintaining Momentum
**TAP certification: 2 levels**

- If you attended a full-day SL training but NO site visit...
  - ...you are certified to lead the 4-hr training
    - Intro to BE
    - 6 SL principles

- If you attended a full-day training PLUS a site visit with a certified trainer...
  - ...you are certified to lead the full day (8 hr) training
    - Intro to BE
    - 6 SL principles
    - Case studies
    - DPIE
TAP certification guidelines

- Lasts 3 years
- You CANNOT charge for SL trainings

Register as a TAP with B.E.N.:
- Your name & contact info
- Location & date of your training, plus your Certified Trainer’s name
- Intent: what do you plan to do with this certification?

When training others, tell B.E.N.:
- Your name
- Type of training: 4-hr or 8-hr
- Location & date of training
- Registration list of attendees
- Email to ben@cornell.edu
TAP Handbook

- Dovetails with SL workshop, 8 step process, and DPIE
- Practical advice, frank tone
  - Building and growing relationships
  - Recruiting and managing help
  - Outreach to school groups
- Appendix, in book and online
- Templates
Practical advice from the trenches

- Roles and Goals
- Developing Relationships
- Leading a SLM Using DPIE
- Next Steps

Each section includes:
- Overview
- Information by topic
- Pro tips
- Resources bar
- Notes
- Resources in appendix
No Time to Train: A year of 10-minute workshops for staff

- Make lunchroom service teams your greatest allies
- Behavioral economics
- Student interactions
- Data
- DPIE
- Reflection & leadership
No Time to Train: A year of 10-minute workshops for staff

- Getting started: organization & teaching ideas
- 11 monthly topics
  - Lesson
  - Booster shot
  - Follow-up ideas
- Feedback, celebrations, maintaining momentum
- Appendix

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Topics

- Behavioral economics in the lunchroom
  - Overview + target foods
    - Fruits & veggies, white milk, reimbursable meals
    - Customizable
  - Fun and easy projects: signage, decor
- Student interactions
  - Customer service
  - Building relationships
  - Hands-on interactive activities: cues, role play, decorating parties
- Data
- Reflection and leadership
Community of Practice

- Healthy Food Choices in Schools
  - eXtension platform
    - Hub for resources and dialogue about SLM implementation, questions etc.

http://www.extension.org/healthy_food_choices_in_schools
One-on-One

- Pride ourselves in helping you one-on-one
  - Each school/district/geographical area is different
  - Contact us directly and we will help to find a nearby training, arrange a training, create resources for you or put you in touch with someone who can help you more directly

kih7@cornell.edu
ben@cornell.edu
Lunch Line Redesign
A smarter lunchroom wouldn't be draconian. Rather, it would nudge students toward making better choices on their own by changing the way their options are presented.

Lunch'd: Part One

Three Easy Actions
Create a healthy-items-only convenience line or window stacked with all types of healthy foods: milk, fruits, veggies, premade sandwiches and salads, and lowest-fat/lowest-sodium entree items.
Join SLM!

- Daily updates, tips and resources available via Facebook and Twitter!
  Follow and Friend us to get the latest in School Nutrition news!
- Already have a Smarter Lunchroom?
  Share your Success Story to win a feature on the SLM website!

@SmartLunchrooms

www.smarterlunchrooms.org
THANK YOU!

The Smarter Lunchrooms Movement and the BEN Center

- www.SmarterLunchrooms.org
- BEN@cornell.edu
- @SmartLunchrooms (Twitter)

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- Director: Dr. Brian Wansink, wansink@cornell.edu
- Deputy Director: Adam Brumberg, ab697@cornell.edu

The BEN Center:
- Co-Director: Dr. David Just, drj3@cornell.edu
- BEN Center Manager: Kathryn Hoy MFN, RD, CDN kih7@cornell.edu