

School Meals Plus

Strategies to ensure successful implementation of the new meal standards



Strategies

- 1. Empowering the School District Food Service Director**
 - Tools for directors to be able to use behavioral economics, to help them talk to parents, etc...
- 2. Leveraging Food Service Staff to Ensure Successful Implementation**
 - The staff are the face of the program, and need to embrace the menu changes, as well as be able to explain or “sell” menu items, and have the skills to produce healthy, appealing meals.
- 3. Putting the Customer First: Engaging Students in Improving School Meals**
 - One of the most powerful ways to improve school meal programs is by engaging students to solicit their opinions and feedback.
- 4. Appealing School Food, Freshly Prepared**
 - Preparing school meals in the district or at the school site (instead of purchasing and reheating processed, frozen meals) is increasingly recognized by food services administrators as an important strategy to increase the appeal of the meals and better control the nutritional quality, while still ensuring financial solvency.

RESOURCES

RENEW School Meals Blog http://www.renewschoolmeals.org/?page_id=409 <i>Webinar “Rethinking the Lunchroom”, October 2011</i> <i>Webinar “Using Marketing Strategies to Boost Demand for School Lunch”, January, 2012</i>
Creating Smarter Lunchrooms Online Course! Free accredited course on behavioral economics. https://cornell.qualtrics.com/SE/?SID=SV_3CVLswwEZI5qdak
No Time to Train Provides short lessons for busy school nutrition assistants on how to train staff. http://nfsmi-web01.nfsmi.olemiss.edu/ResourceOverview.aspx?ID=256
Managing for Success A three-hour course for foodservice supervisory personnel on how to locate and use tools, resources, and training materials designed to operate a successful school meals program http://healthymeals.nal.usda.gov/state-resources/managing-success
Communication Tools for Food Service Professionals http://www.nfsmi.org/ResourceOverview.aspx?ID=249
Quick Steps to Success short training modules for staff http://teamnutrition.usda.gov/Resources/quickstepstosuccess.html
NFSMI – Measuring Success with Standardized Recipes http://nfsmi-web01.nfsmi.olemiss.edu/ResourceOverview.aspx?ID=88
Great Trays Menu Planning Resources (sample menus, recipes) from Minnesota Dept of Health http://www.health.state.mn.us/schools/greattrays/planning.html
Focus on the Customer Module designed for training school nutrition teams to focus on the customers' wants and needs to develop strategies for achieving satisfied customers and effective programs http://www.nfsmi.org/ResourceOverview.aspx?ID=67
Healthy School Environment Institute Resources that support child nutrition leaders in creating a sustainable, healthy school environment http://www.healthyschoolenvironment.org/ambassadors
Taste Testing New Foods in the Classroom and Cafeteria http://www.healthyschoolenvironment.org/ambassadors
The Lunch Box – Salad Bars http://www.thelunchbox.org/resources/salad-bar
Healthy Recipes and Cooking New Hampshire Department of Health and Human Services http://www.dhhs.nh.gov/dphs/nhp/healthyrecipescooking.htm
The School Day Just Got Healthier USDA http://www.fns.usda.gov/cnd/healthierschoolday/default.htm