How to Make Your Lunchroom Smarter
Objectives

- By the end of this presentation, participants will be able to
  - Learn the basic principles behind the Smarter Lunchrooms Movement.
  - Identify Smarter Lunchroom strategies they can implement in their school(s).
  - Find out how other districts are utilizing Smarter Lunchrooms.
Problem: School Lunch Trilemma

- Pressure to improve the nutrition of school meals
- Pressure to keep participation up
- Pressure to balance revenue and cost
Solution: The Smarter Lunchrooms Movement

- Goals
  - “Nudge” students to make healthier choices
  - Implement low/no-cost changes
  - Increase participation and sales
  - Create healthier kids
What factors affect our choices?
- Price
- Appearance
- Convenience
- Information
- State of mind
- Habit
- Expectation

Use behavioral theory to encourage better choices
- Low or no cost
- Avoids reactance
- Encourage future healthy choices and habits
Mindless Eating

Why do we eat more than we think we eat?
- Most food decisions are automatic or “mindless”
  - Controlled largely by our environment rather than by our willpower
  - Particularly true for young people
What We Know About Food Decisions

- **Two Types**
  - **Cold State** – Rational
  - **Hot State** – Impulsive
Hot State Decisions

- **We eat for:**
  - Taste
  - Convenience
  - Size - Bigger is Better!
  - Appearance
  - We tell ourselves, “This decision is an exception.”
Cold State Decisions

- We consider:
  - Prices
  - Health Information
  - Long-term benefits

Apple or Doughnut???
“Nudge” students toward better choices by designing an environment to lead, not force an individual to make a particular choice

- Creates satisfaction about a decision
- Often, consumers don’t even know they are being influenced
Choice Restriction

- Eliminating options to force an individual to make a particular choice.
  - Leads to **reactance** or backlash
  - This has the opposite of effect as intended
    - “Don’t press this button”
    - “Limits on ketchup”
Chocolate Milk Controversy

I’ll stop buying

We are going to stop selling chocolate milk

I’ll drink 3 glasses of chocolate milk when I get home
Behavioral economics is the study of how the physical and social environment influences choices.

Most of our decisions about food are “mindless,” meaning automatic or unthinking, and largely influenced by environment.

We often do not even realize we are being influenced! We are particularly susceptible when we are in an emotional, “hot” state.

The good news: Therefore, we can plan our eating spaces and habits to “nudge” us to make healthier choices. The act of designing a choice to favor one option is choice architecture.
Smarter Lunchrooms in Colorado
Canon City Schools

Paula Buser, MA, SNS – Director of Support Services
The process that makes products and services appeal to customers and creates an atmosphere or condition that invites participation into our program.
## Focusing on Fruit & Vegetables

<table>
<thead>
<tr>
<th>What</th>
<th>How</th>
<th>Where</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 2 each daily</td>
<td>• Present attractively</td>
<td>• On all service lines</td>
</tr>
<tr>
<td>• More/Less?</td>
<td>• Samples (pre-plate)</td>
<td>• At POS</td>
</tr>
<tr>
<td>• Good quality</td>
<td>• Baskets</td>
<td>• Bundled for grab n go</td>
</tr>
<tr>
<td>• Color</td>
<td>• Theme Bar</td>
<td>• Vending</td>
</tr>
<tr>
<td>• Fresh Focus</td>
<td>• Blanche</td>
<td></td>
</tr>
<tr>
<td>• Fancy Up</td>
<td>• Name Game</td>
<td></td>
</tr>
<tr>
<td>• Limit dips</td>
<td>• IW Bags</td>
<td></td>
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</tbody>
</table>
## Creating School Synergies

### Signage
- Menu Boards
- Monthly menu displayed
- Clean, crisp, up to date
- Rotate
- Proper amount

### Printing
- Use color
- Devil is in details
- Creative
- Not TMI
- No handwritten
- Tape 😞

### Communication
- Branding
- Friendly with smiles 😊
- Logo
- Professional
- Clear
Lunchroom Atmosphere

**Food**
- Present food in a positive way
- Food quality
- Does the food look appealing
- Would you eat it
- Maintain during service time

**Kitchen/Dining Area**
- Uncluttered
- Clean prep area
- Limited visual obtrusions
- Trash placed appropriately
- Age appropriate

**Employees**
- Appropriate attire/grooming
- Friendly with smiles 😊
- Knowledgeable
- Keep calm and carry on!
vs.

vs.

Eat Right Live Right!
Cahoon City Schools
vs.
At A Glance
Last BUT NOT LEAST

- Focus on the fundamentals
- The devil is in the details
- Be responsive to customers & each other
- Merchandise food and program
- Provide consistent and reliable information
- Follow through
“Trying a new approach and failing is not failing, never trying a new approach is failing”
Pueblo City Schools

Jill Kidd, MS, RD, SNS – Director of Nutrition Services
Hannah Phillips, RDN – Administrative Dietitian
Smarter Lunchrooms Self Assessment

- Introduced assessment tool
- Managers and Coordinators assessed schools
- What are we doing well?
- What can we change at no or low cost?
- Grant opportunities
Focus on Fruit and Vegetables

- **Garden Bars**
  - Self Serve Method
  - Increased fruit and vegetable intake
  - Increased variety (5 vegetables and 2 fruits)
  - Decreased plate waste

<table>
<thead>
<tr>
<th></th>
<th>Pre Garden Bar</th>
<th>Post Garden Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Fresh Fruit &amp; Veg Consumed</td>
<td>47%</td>
<td>84%</td>
</tr>
<tr>
<td>% Fresh Fruit &amp; Veg Discarded</td>
<td>53%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Focus on Fruit and Vegetables vs.
Focus on Fruit and Vegetables vs.
Focus on Presentation of Entree

vs.
Recognition and Support of School Food

- **Farm to School**
  - Partnered with Local Health Department and DiSanti Farms to create “Farmers” for school cafeterias
Creating School Synergy

VS.

PUEBLO CITY SCHOOLS

CAFÉ
Smarter Lunchrooms Self-Assessment

- App: [https://scorecard.smarterlunchrooms.org/](https://scorecard.smarterlunchrooms.org/)
Activity

“Lunchline Redesign”

- **Instructions:** Work in groups to redesign the lunch line displayed here

- **Resources:**
  - Art supplies
  - Smarter Lunchrooms Self-Assessment
  - Lunchline Redesign Graphic

Smarter Lunchrooms Self-Assessment: [http://smarterlunchrooms.org/sites/default/files/lunchroom_self-assessmt_score_card.final_.4-3-14.pdf](http://smarterlunchrooms.org/sites/default/files/lunchroom_self-assessmt_score_card.final_.4-3-14.pdf)

Smarter Lunchroom App:
- Web App: [https://scorecard.smarterlunchrooms.org/](https://scorecard.smarterlunchrooms.org/)

CDE Office of School Nutrition: [http://www.cde.state.co.us/nutrition/osnsmarterlunchroommovement](http://www.cde.state.co.us/nutrition/osnsmarterlunchroommovement)

Lunchroom Posters: [https://goo.gl/wqq5dC](https://goo.gl/wqq5dC)
Thank you!...Questions?

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