



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



Behavioral Economics

- **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



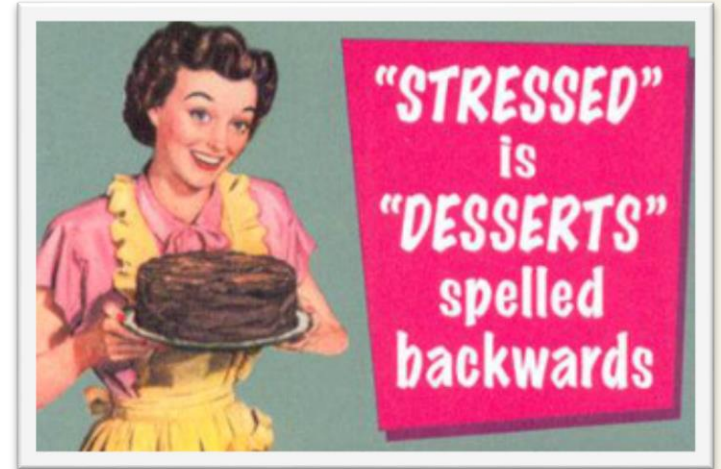
What We Know About Food Decisions

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



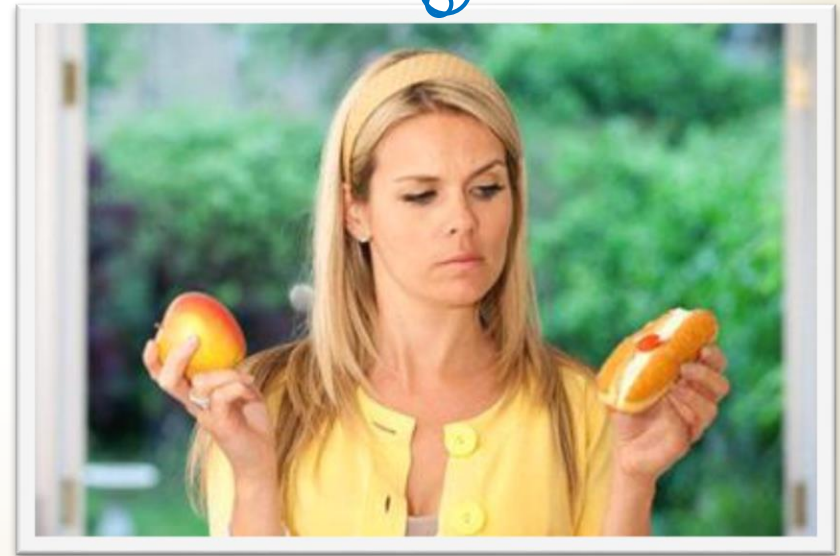
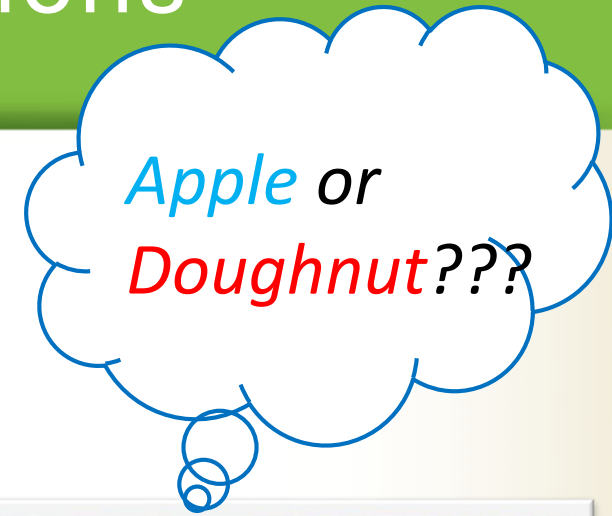
Hot State Decisions

- **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



Choice Architecture

- “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



Review

- **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



Merchandising

- 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

What

- 2 each daily
- More/Less?
- Good quality
- Color
- Fresh Focus
- Fancy Up
- Limit dips

How

- Present attractively
- Samples (pre-plate)
- Baskets
- Theme Bar
- Blanche
- Name Game
- IW Bags

Where

- On all service lines
- At POS
- Bundled for grab n go
- Vending



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.



VS.





VS.



VS.





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

Pre Garden Bar

% Fresh Fruit & Veg Consumed

47%

% Fresh Fruit & Veg Discarded

53%

Post Garden Bar

% Fresh Fruit & Veg Consumed

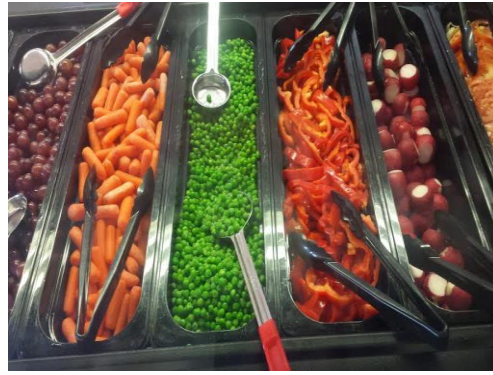
84%

% Fresh Fruit & Veg Discarded

16%



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.



Smarter Lunchrooms Self-Assessment

Smarter Lunchrooms Movement

Smarter Lunchrooms Self-Assessment Scorecard

Instructions
Read each of the statements below. Visualize your cafeteria, your service areas and your school building. Indicate whether the statement is true for your school by checking the box to the left. If you believe that your school does not reflect the statement 100% do not check the box to the left. After you have completed the checklist, tally all boxes with check marks and write this number in the designated area on the back of the form. This number represents your school's baseline score. The boxes which are not checked are areas of opportunity for you to consider implementing in the future. We recommend completing this checklist annually to measure your improvements!

Important Words
Service areas: Any location where students can purchase or are provided with food
Dining areas: Any location where students can consume the food purchased or provided
Grab and Go Meals: Any meal with easy and convenience – such as a brown bag lunch or “Fun Lunch” etc.
Designated Line: Any foodservice line which has been specified for particular food items or concepts – such as a pizza line, deli line, salad line etc.
Alternative entrée options: Any meal component which could also be considered bar, yogurt parfait, vegetarian/vegan or meatless options etc.
Reimbursable “Combo Meal” pairings: Any reimbursable components available independently on your foodservice lines which you have identified as a part of a promotional complete meal – For example you decided your “best” taco, seasoned beans, frozen strawberries and 1% milk are part of a promotional meal called the, “Mi Amigo Meal” etc.
Non-functional lunchroom equipment: Any items which are either broken, awaiting repair or are simply not used during meal service – such as empty or broken steam tables, coolers, registers etc.

Checklist:

- A mixed variety of whole fruits are displayed together in bowls in all service areas
- Sliced or cut fruit is available daily
- Daily fruit options are displayed in a location in the line of sight and reach of your students when determining line of sight
- Daily fruit options are bundled into all grab and go meals available to students
- All available fruit options have been given creative or descriptive names
- All fruit names are highlighted on all serving lines with name-cards or product IDs daily
- All fruit names are highlighted and legible on menu boards in all service and dining areas
- Fruit options are not browning, bruised or otherwise damaged
- All fruit options are replenished so displays appear “full” continually throughout meal service and after each lunch period
- All staff members, especially those serving, have been trained to politely prompt students to select and consume the daily fruit options with their meal
- All vegetable names are highlighted and legible on menu boards in the service and dining areas
- Vegetables are not wilted, browning, or otherwise damaged
- All vegetable options are replenished throughout meal service and after each lunch period
- All staff members, especially those serving, have been trained to politely prompt students to select and consume the daily vegetable options with their meal
- While milk is available in all service areas
- White milk is in two or more locations in all service areas
- Beverage coolers have white milk in the service room
- White milk represents 1/3 of all visible milk in the service room
- White milk is placed in front of other beverages
- White milk is available to all students

Promoting Vegetables & C...

Scorecard

It's not nutrition until it's eaten!

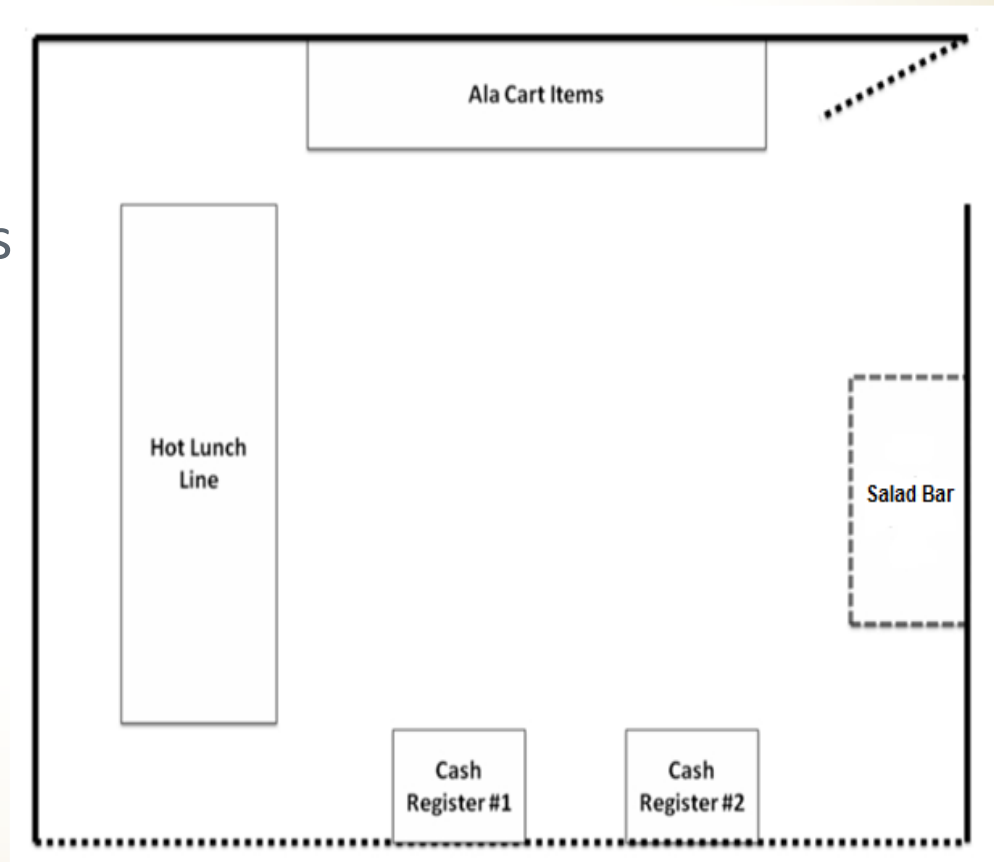
- Paper: http://smarterlunchrooms.org/sites/default/files/lunchroom_self-assessmt_score_card.final_4-3-14.pdf
- App: <https://scorecard.smarterlunchrooms.org/>



Activity

“Lunchline Redesign”

- **Instructions:** Work in groups to redesign the lunch line displayed here
- **Resources:**
 - Art supplies
 - Smarter Lunchrooms Self-Assessment
 - Lunchline Redesign Graphic



Resources

- Smarter Lunchrooms Movement: <http://smarterlunchrooms.org/>
- Smarter Lunchrooms Self- Assessment:
http://smarterlunchrooms.org/sites/default/files/lunchroom_self-assessmt_score_card.final_4-3-14.pdf
- Smarter Lunchroom App:
 - Apple AppStore: <https://itunes.apple.com/us/app/smarter-lunchrooms-score-card/id922210627?mt=8>
 - Android Google Play: <https://play.google.com/store/search?q=smarter%20lunchroom&c=apps>
 - Web App: <https://scorecard.smarterlunchrooms.org/>
- CDE Office of School Nutrition:
<http://www.cde.state.co.us/nutrition/osnsmarterlunchroommovement>
- Lunchroom Posters: <https://goo.gl/wqq5dC>



Thank you!...Questions?

Paula Buser, Canon City Schools,
buserp@canoncityschools.org

Heather Schoen Hauswirth, CDE,
hauswirth_h@cde.state.co.us

Jill Kidd, Pueblo City Schools,
jill.kidd@pueblocityschools.us

Hannah Phillips, Pueblo City Schools,
hannah.phillips@pueblocityschools.us

