Objectives

Attendees will be able to:

• Describe at least 3 behavioral economics techniques to improve the sale of fruits and vegetables.

• Explain three ways to engage students in improving the school cafeteria environment.

• Identify at least two ways to measure changes in the school cafeteria or student consumption of fruits and vegetables.
**GRAINS**
Whole grains give kids B vitamins, minerals, and fiber to help them feel fuller longer so they stay alert to concentrate at school.

**VEGETABLES**
A variety of vegetables helps kids get the nutrients and fiber they need for good health.

**MILK**
Low-fat (1%) or Fat-free milk. Children and teens need the calcium, protein, and vitamin D found in milk for strong bones, teeth and muscles.

**PROTEIN FOODS**
Meat, poultry, fish, dry beans, peas, eggs, nuts, and seeds provide many nutrients including protein and iron. Portion sizes are based upon the nutrition needs of children in various grade groups. School meals also allow cheese, tofu, and yogurt to count as the meat/meat alternate in the school lunch.

**FRUITS**
Every school lunch includes fruits as well as vegetables. Only ½ of the fruits offered may be 100% juice, since whole and cut-up fruits have more fiber.
An initiative of the USDA’s Food and Nutrition Service to support the Federal Child Nutrition Programs.

Provides nutrition education and training materials to State agencies, school districts and schools participating in the National School Lunch Program.

https://teamnutrition.usda.gov
@TeamNutrition
The Team Nutrition Pilot Study: Lessons Learned from Implementing a Comprehensive School-Based Intervention

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Abstract

Team Nutrition (TN) is an educational and promotional initiative developed by the US Department of Agriculture to change children's eating behaviors through social marketing techniques. This article reports on the process evaluation of a TN pilot project targeting students in kindergarten to grade 4 and systematically documents the
Team Nutrition Training Grants

- State agencies may apply
- Up to $500,000
- 2-3 year grant period
- For training, technical assistance, and nutrition education
**Smarter Lunchrooms Scorecard**

**LUNCHROOM ATMOSPHERE**
- Cafeteria staff smile and greet students upon entering the service line and throughout meal service.
- Attractive, healthful food posters are displayed in dining and service areas.
- A menu board with today’s featured meal options with creative names is readable from 5 feet away when approaching the service area.
- The lunchroom is branded and decorated in a way that reflects the student body.
- Cleaning supplies or broken/missing equipment are not visible during meal service.

**STUDENT INVOLVEMENT**
- A student art walk is displayed in the service area or dining space.
- Students, teachers, or administrators announce today’s menu in daily announcements.*
- Students are involved in the development of creative and descriptive names for menu items.*
- Students have the opportunity to volunteer in the lunchroom.

**SCHOOL COMMUNITY INVOLVEMENT**
- A monthly menu is posted in the main office.
- A menu board with creative, descriptive names for today’s featured meal options is located in the main office.
- A monthly menu is provided to students, families, teachers, and administrators.*
- Information about the benefits of school meals is provided to teachers and administration at least annually.*
- Nutrition education is incorporated into the school day.*
- Students are engaged in growing food (for example, gardening, seed planting, farm tours, milking).*

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**SMARITER LUNCHROOMS SCORECARD**

**Scorecard Total** of 60

**Focus on Fruit** of 6

**Vary the Vegetables** of 8

**Highlight the Salad** of 4

**Move More White Milk** of 5

**Reimbursable Meals** of 11

**Lunchroom Atmosphere** of 10

**Student Involvement** of 6

**School Involvement** of 10

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**Definitions**
- **Point of Sale (POS):** Anywhere students leave the line with food and are charged or counted, such as at a register, check-out, or PFF.
- **Point of Selection:** Anywhere students select food or drink.
- **Service Line:** A designated line for meal selection—deli bar, salad bar, hot lunch line, snack window, etc.
- **Grab-and-Go:** Any packaged, reimbursable meal.
- **Reimbursable Meal/Combi Meal:** Any meal that meets all the USDA meal requirements and is priced as a unit.
- **Featured Items:** A fruit, vegetable, milk, or entree that has been identified for promotion.

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*Indicates items that may need input from other school nutrition staff, teachers, or administration.

**Smart Lunchrooms**
- Smarter Lunchrooms Movement, Cornell University 2007
- Smarter Lunchrooms Movement, Cornell University 2017
- USDA FMRS/FRS

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**AWARD LEVEL**
- **Bronze 15-25:** Great job! This lunchroom is off to a strong start.
- **Silver 26-45:** Excellent. Think of all the kids that are inspired to eat healthfully.
- **Gold 46-60:** This lunchroom is making the most of the Smart Lunchroom Movement. Keep reaching for the top!
Scorecard Categories

- Focus on fruit
- Vary the Vegetables
- Move More White Milk
- Highlight the Salad
- Boost Reimbursable Meals
- Lunchroom Atmosphere
- Student Involvement
- School Community Involvement
Student Engagement

- Build Self-Efficacy
- Model Behavior
- Learn Skills
- Change Expectations
Our Speakers

– Nick Drzal (Michigan)
– Carrie Scheidel (Iowa)
– Katie Bark (Montana)
A high school you are working with has seen declining participation in school meals, and parents are concerned with the amount of food waste. How can you engage students and use behavioral economic strategies to address these issues?
Current Cafeteria Environment
Attractive Displays
Signage

Pizza Quesadilla
Crunchy Carrots
Perfect Pears

Color your world with healthy food
See More Team Nutrition Training Grants in Action at the USDA Poster Session Sunday 10am-12pm, Independence Ballroom A

Email: TeamNutrition@fns.usda.gov

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