A FRONT-BURNER PRIORITY

HEALTHY FOOD for the LUNCH TRAY

LivWell @SCHOOL
Food Initiative
Winning Hearts and Minds with Healthy Holiday Meals

Rainey Wikstrom
LiveWell Colorado Consultant
Introductions

• Rainey Wikstrom, LiveWell Colorado Consultant
• Sally Ayotte, LiveWell Colorado Chef Consultant
• Venita Currie, Program Director, LiveWell Colorado

• LiveWell@School Food Initiative Food Service Directors:
  – Cindy Hinojos, Hanover School District 28
  – Laura Rand, Archuleta School District 50JT
  – Paula Buser, Littleton Public Schools
Webinar Objectives

• To receive step-by-step instructions on how to utilize your Food Service Director Toolkit and build awareness for your healthy school meal program

• To hear fellow food service directors’ experiences, advice and tips for using the tools to promote healthy meal events

• To provide Colorado food service directors a network to share great ideas for increasing school meal participation
The Food Service Director Toolkit

• Created Summer of 2013 for Colorado Food Service Directors
• Provides you with ready-made tools to promote your work within your community
Food Service Director Tools

Inside, discover all the helpful hints and ready-made tools we’ve created just for food service directors. It’s everything you need to take your school meals from wanting to wonderful.
Available Tools

• Sample Press Release
• Sample Back to School Letter for Families
• Sample School Newsletter Article
• Sample Staff Newsletter Article
• Sample Invitations (Administrators, School Board Members, Community Members)
• Presentation Talking Points
• Cooking Class Announcement
and more.....
How to Get the Tools

Click on “View Folder” from Dropbox email

Venita invited you to a Dropbox shared folder called "LiveWell Colorado - Toolkits and tools."

Enjoy!
- The Dropbox Team
Sign in or create an account for Dropbox

Venita would like you to view ‘LiveWell Colorado – Toolkits and Tools’

Already have an account:
• Click on “Sign In”
• Log into your account

Create an account by:
• Filling in your information
• Checking the agree box
• Clicking “Create account”
If you create an account, download Dropbox or click on the link, “Dropbox website”.
Click on desired folder to open
Click on desired document to open

Files
Photos
Sharing
Links
Events
Get Started

FSD individual tools - English

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Join Us For Lunch

Dear [SCHOOL BOARD MEMBERS, SUPERINTENDENT, STAFF, COMMUNITY MEMBERS, PARENTS OR STUDENTS]:

You are cordially invited to join us for a fresh take on school lunch.

Thanks to support from the LiveWell@School Food Initiative, our food service staff has been busy cooking up healthy, chef-inspired recipes to include in our school meal program.

Be among the first to sample some of the fresh changes to school lunch as we begin our transition to school lunches made with fresh, wholesome ingredients.

The [NAME OF DISTRICT] food services team is excited about its partnership with LiveWell Colorado and is proud of its effort to improve the quality of food served at our schools. These changes are leading to school meals that are both nutritious and delicious.
Edit with your district’s information

- Use “Save As” to save to your own computer
- Enjoy
How to Use the Tools

• Choose your outcome
• Choose a date
• Choose your audience and communication channel
• Identify a tool
• Download the tool
• Ask for help to reach your audience
• Hit ‘Send’
• Put it on your calendar for next year
### Campaign Planning Worksheet

- Write in the opportunity
- Write in the date
- Write in the identified communication channels and resources to help

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**NOTE:** This tool is available in Microsoft Word at [www.LiveWellColorado.org/healthy-schools/online-tools](http://www.LiveWellColorado.org/healthy-schools/online-tools).
Sample Invitation

- Invite your administration, school board members and community members to a school lunch
- Great way to promote your meal program and garner buy-in

Join Us For Lunch

Dear [SCHOOL BOARD MEMBERS, SUPERINTENDENT, STAFF, COMMUNITY MEMBERS, PARENTS OR STUDENTS]:

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Thanks to support from the LiveWell@School Food Initiative, our food service staff has been busy cooking up healthy, chef-inspired recipes to include in our school meal program.

Be among the first to sample some of the fresh changes to school lunch as we begin our transition to school lunches made with fresh, wholesome ingredients.

The [NAME OF DISTRICT] food services team is excited about its partnership with LiveWell Colorado and is proud of its effort to improve the quality of food served at our schools. These changes are leading to school meals that are both nutritious and delicious.

But don’t take our word for it. Come try it for yourself.

Time: [TIME]
Location: [LOCATION]
Menu: [OPTIONAL]
RSVP: [FOOD SERVICE STAFF PHONE NUMBER AND E-MAIL ADDRESS]

LiveWell@School
Food Initiative

The goal of the LiveWell@School Food Initiative is to ensure all children in Colorado have access to and choose healthy food at school by 2022.

www.LiveWellColorado.org
Sample Staff Newsletter Article

• Help staff stay healthy and encourage their participation in your meal program

One Easy Way to Stay Healthy Over the Holidays

How about an easy, convenient and affordable way to stay healthy this holiday season? Walk no further than our school cafeteria. For only [MEAL COST], select from a rainbow of salad bar offerings and chef-inspired entree items, made from fresh ingredients.

As a participant in the LiveWell@School Food Initiative, [NAME OF DISTRICT] school food services staff is on a multi-year journey to cook up freshly-prepared school meals that support student health. This also presents a delicious, affordable, convenient and nutritious opportunity for staff as well. Say goodbye to brown bags and vending emergencies, and say hello to meals that taste good and support your health goals this holiday season.

We encourage you to support your food service director and his/her team by taking a seat in the cafeteria. You’ll enjoy fresh, nutritious food that’s good for your waistline and your wallet.
Make it Memorable

• Make it fun
• Make it social
• Make it a community moment
• Make it a winning moment
• Take photos!
Make it Memorable

• Make it inviting to try something new
• Create ambiance with décor
• Make it a learning or memorable opportunity
• Make it smell like the holidays
Tales from the Field

- Hanover School District 28
- Located southeast of Colorado Springs
- Approximately 300 students
- 72% Free and Reduced Lunch Rate

Cindy Hinojos
Food Service Director
Details of Meal Program

• Continuing to make healthy changes and seeing participation increase
• Sharing freshly prepared meals with the community
Hanover Successes

- Christmas on the Prairie Event
- Community-wide homemade meal event
Hanover School District #28
Nutrition Nuggets ~ November 2013

Care & Share
Referral Emergency Food Pantries

Connection 4 Life Center
6436 S Hwy 85/87 Suite U 80817
Thursday & Fridays
719-502-1422
Good Shepard
United Methodist Church
1202 Leta Drive 80911
Call for Availability
719-392-5782
Hanover Outreach Center
Peyton Hwy & Powers Road
80928
Sundays
719-683-3441
Mercy’s Gate
4285 N. Academy Blvd 80918

The Buzz from the Kitchen Hive

Hello All.....

We would like to ask you to mark your Calendars for Thursday, November 21st as you are invited to join us for our “Thanksgiving Luncheon”. You may visit your student(s) at either location on that day. With the support of our dedicated food service team and the guidance from Chef Mike with the Live Well Colorado at School Food Initiative organization we will be offering a fresh scratch cooking menu to kickoff the Fall Break and Upcoming Holiday. We will be serving:

- Roasted Turkey with a Savory Gravy
- Herbed Corn Bread Stuffing OR Creamy Garlic Red Skinned Mashed Potato’s
- Green Bean Casserole OR Sweet Pea’s with Baby Pearl Onions
- Fresh Spinach & Tomato Salad
  - with our from scratch House Italian Dressing
  - OR
- Traditional Veggie Garden Salad
  - with Homemade Buttermilk Ranch Dressing
- Deliciously Hot Oat Crunch Cherry Cranberry Crisp
Tips and Advice

• Community events that include food are a great way to promote your meal program

• Marketing is extremely important!
  – The community needs to know about our school meals and the healthy changes
Tales from the Field

• Archuleta School District 50JT
• Located in Pagosa Springs, Colorado
• Approximately 1,400 students
• 54% Free and Reduced Lunch Rate
Details of Meal Program

• The focus is on fresh
• More centralized preparation
• Goal is to provide students with nourishing fuel and an enjoyable meal experience
Archuleta Successes

• Community and administrative support.
• Back to school Taste Testing for parents
• Local press release
• Chef presence is changing perceptions too!
8/21/2013
Dear Families,

Welcome back to school. As we begin the year, I’m very pleased to announce that ARCHULETA SCHOOL DISTRICT has partnered with LiveWell Colorado to cook up some healthy changes to the school meal program.

LiveWell Colorado is a nonprofit organization committed to reducing obesity in our state by promoting healthy eating and active living. One of its programs, the LiveWell@School Food Initiative, aims to ensure that all children in Colorado have access to and choose healthy food at school by 2022. ARCHULETA SCHOOL DISTRICT has joined this important effort and is working with LiveWell Colorado to make sure that the meals we serve in our schools are both nutritious and delicious.

Over the next several years, we will be undertaking a multi-phase school meal assessment process, which will include culinary training, equipment purchases and much more. When we’re done, we will be serving our students fresher, healthier meals prepared with fresh, whole ingredients in our school kitchens every day.

Families will begin to see initial changes as soon as this year. These will include:

1. Salad dressing made from scratch
2. Marinara sauce made from scratch with healthy ingredients
3. Fresh fruits and vegetables available at every lunch
4. More scratch made meals
Tips and Advice

• Increase awareness of the healthy changes you are making to increase school meal participation
• Positive press in a local paper is always good for your school
• Get involved with back to school nights, teacher conferences and any special school events
• Inform your School Board!
• The LiveWell@School Food Initiative Tools are very easy to fit to your needs
Tales from the Field

- Littleton Public Schools
- Located south of metro Denver
- Approximately 15,000 students
- 21% Free and Reduced Lunch Rate
Details of Meal Program

• **Current**
  - French Toast Sticks
  - Sausage
  - Carrots ‘n Dip
  - Potato
  - Fruit Choices

**ALTERNATE CHOICES**
  - Chicken Nuggets
  - PBJ

• **Future**
  - Baked Lasagna
  - Leafy Green Salad
  - Italian Bread
  - Chilled Peaches
  - Star Bar Fruit & Veggies

**ALTERNATE CHOICE**
  - Southwest Deli Wrap
Littleton Successes

- Branded meal program with own logo
- LiveWell@School Food Initiative website on district page
- Presentations at PTO meetings with LiveWell@School Food Initiative talking points
Our new “Fuel to Live & Learn” Campaign stems from the belief that improved nutrition optimizes student performance and that children who eat a well-balanced diet are more likely to learn in the classroom and develop a lifetime of healthy habits.
Tips and Advice

• Create An Identity
• Let People Know About It
• Market Program to Community
• Taking a thoughtful and systematic approach

“Trying a new approach and failing is not failing, never trying a new approach is failing.”
The goal of the LiveWell@School Food Initiative is to ensure all children in Colorado have access to and choose healthy food at school by 2022. The LiveWell@School Food Initiative program is generously supported by our partner, the Colorado Health Foundation, and further advanced by a transformational leadership gift of $1 million from Rob Katz, CEO of Vail Resorts, Inc., and his wife, Elana Amsterdam. No investment is necessary by participating school districts other than a desire to create positive change.