Stand and Deliver!

Rainey Wikstrom
LiveWell Colorado Consultant
Introductions

- Rainey Wikstrom, LiveWell Colorado Consultant
- LiveWell@School Food Initiative
  Food Service Directors:
  - Paula Buser, Littleton Public Schools
  - Kim Cotta, Ignacio School District 11
  - Dan Sharp, Mesa County Valley School District 51
Webinar Objectives

• To arm you with the tools and tips to speak confidently about your meal program to anyone using your LW@SFI Food Service Director Toolkit.

• To share experiences and garner advice from fellow food service directors.

• To spread great ideas across the LiveWell@School Food Initiative to help Food Service Directors increase school meal participation.
The Food Service Director Toolkit
Food Service Director Tools

• Including:
  – Presentation Talking Points
  – Presentation Talking Points for Kitchen Staff
  – Points of Pride
  – Website Copy
This tool provides statistics and key messages to be sure to include in presentations, such as:

“With students consuming up to half of their daily calories at school, a school meal makeover offers an exciting opportunity to improve students’ health while getting back to the basics: fresh, nutritious and delicious meals.”
Presentation

Talking Points for Kitchen Staff

This tool helps all of the staff members in your schools to be able to speak to the changes in your meal program as well!

Presentation Points for Kitchen Staff

While Colorado is often touted as America’s “leanest” state, nearly 50 percent of our total population and a quarter of our children are overweight or obese. And it’s getting worse. If trends continue, 45 percent of Colorado adults could be obese by 2030.

Live Well Colorado’s LiveWell@School Food Initiative seeks to reverse these trends by retraining school food service staff on the fundamentals of from-scratch cooking and by making it easy for kids to choose healthy meals.

[District] has partnered with LiveWell Colorado’s LiveWell@School Food Initiative to make it easy for our schools to offer more healthy meal choices.

Many students consume up to fifty percent of their calories at school. It is important that we offer the right kinds of calories for students. [District] is joining other school districts across the state to offer more freshly prepared, nutritious and delicious meal offerings.
Points of Pride

This tool provides talking points to help you promote your meal program and toot your own horn!

Food Service Director ‘Points of Pride’ Tool

Bragging Rights
You work with school meals day in and day out. You are very familiar with the great changes you’ve been making – but others in your community may not ever know unless you tell them. Review this list and circle things you might feature or brag about this year. *Grab your pen and circle all that apply.*

Better Meals
- Introduction or expansion of a salad bar
- Transition to more fresh produce

Exciting News
- The partnership with the LiveWell® School Food Initiative
- New kitchen equipment

Human Interest
- Fun facts about your food service staff
- A regular “Meet Our” feature, including new school district chef, local producers, and gardeners

Events
- Colorado Proud Day
- School/community events catered by your team

Fun Facts
- Pounds of fruit and veggies eaten by students
- Pounds of food composted

Miscellaneous
- Healthy catering options
- Highlight of Fresh Fruit and Vegetable or DOD programs
Sample Website Copy

This tool provides sample text to promote your meal program and healthy meal changes on your district website!
“Do one thing every day that scares you.”

-Eleanor Roosevelt
Presentation W’s - WHY

Why should you present?

• To increase school meal participation
• To inform and educate the community
• To get students, staff and parents excited
• People are interested and curious to learn what’s new and what’s next
• To help grow a positive view of school meals
• To create positive messaging for your school district
Presentation W’s - WHERE

Where do these opportunities occur?

• In the cafeteria lines
• At school or district meetings (including accountability meetings)
• Staff, principal and/or student meetings
• Parent meetings (PTO/PTA)
• In the community
• Informal gatherings
• Media
Presentation W’s - WHAT

What information is interesting to others?

• The Meal Program Dream
• Past, Present, Future
  – What has improved?
  – How were the changes made?
  – What’s next?
• Ask for help
Presentation 1-2-3

1. Tell them about the PAST
2. Tell them about the PRESENT
3. Tell them about the FUTURE

Don’t Forget!
Add life to your presentation by including photos, examples and comments/stories from teachers and students, whenever possible.
7 Presentation Tips for Dealing with the Jitters

1. Know your audience
2. Visualize success
3. Breathe
4. Lead with love
5. Stories say it all!
6. Be yourself
7. Start with ‘thank you’
How to Overcome Fears Associated With Presenting

1. Prepare
2. Practice
3. Present
4. Repeat
“No one will remember what you said, or how you said it, but they will remember how you made them feel.”
- Maya Angelou
Any questions??

Don’t forget to type your questions in the chat box as we go! We will get to as many as we can during the Q&A portion.
Tales from the Field

• Littleton Public Schools
• Located south of metro Denver
• Approximately 15,000 students
• 21% Free and Reduced Lunch Rate
Importance of Presenting

• To create awareness and credibility for your program.
• We can do all the work to improve school meals, but unless we let people know about what we are doing, they will continue to assume everything is still the same.
• **Most Important Message to Communicate:** You must let them know about the great service and value!
Audiences & Messaging

• Parents:
  – Children are getting the nutrition they need.
  – Our services save them time and money.
  – How to pay for lunch.
  – The quality of the meals we offer.

• Administration:
  – The importance of them supporting our program and promoting participation.
  – That we balance our own revenue and expenses, we are not part of the general fund.
  – Federal and state requirements and current initiatives that affect them.
What is the New Service Model?
- We have eliminated most “grab-and-go” items.
- We have replaced and upgraded serving lines.
- We have implemented Harvest Bars with a variety of fresh fruits and vegetables into the serving lines. Kids are able to try new produce and serve themselves.
The commitment, perseverance, and creative ideas of LPS were recognized as being exemplary and instrumental in the success of their continued school food transformation.
Tips & Advice

• Be confident with your material, talk about what you know and know what you want your message to be.
• Show your passion by using body language and tones.
• Speak from the heart and be honest.
• Use visuals and limit wordy slides/handouts.
• Stick to broad overviews.
• Be yourself!
Tales from the Field

- Ignacio School District 11-JT
- Located southeast of Durango in Ignacio, CO
- Approximately 720 students
- 58% Free and Reduced Lunch Rate

Kim Cotta
Food Service Director
Importance of Presenting

• To educate on what the program is, the required meal patterns, components and regulations.

• To highlight what once was and what is now!
Audiences & Messaging

• Parents:
  – Portion sizes!
  – Showcase healthy changes

• Administration:
  – Regulations
  – Meal costs
  – Food waste
  – Eating environments
  – Adequate time for students to eat!!
Promotional Tools

Ignacio School Food Services
September 12, 2012

Baked Potato Bar
- Potatoes from Animas Valley Farms
- Broccoli & Cheese
- Broccoli from Gourds
- Roasted Fresh Beets & Carrots
- Carrots from the Wily Carrot Farm
- Beets from Animas Valley Farms
Lemon Cucumber & Tomato Salad
- Cucumbers & Tomatoes from Eagle Tree Farm
- Fresh Peaches & Apples
- Peaches & Apples from Chimney Rock Farms

September 10, 2014
Ignacio Food Service ~ 2014 Colorado Proud Menu

Hearty Beef & Vegetable Stew
- Stew Meat from Durango Meats
- Tomatoes from Burton & Barbara Wood & Chimney Rock Farms
- Onions, Potatoes, Carrots & Green Beans from James Ranch
- Rosemary & Thyme from Open Gate Herbs

Fresh Cucumber, Tomato, Zucchini Salad
- Tomatoes, Cucumbers & cucumbers from Chimney Rock Farms
- Fresh Basil from BC's Green Acres
- Onions from James Ranch

Colorado Crown Peaches
- A serving of fresh peaches and apples
- A sincere thank you to the First National Bank of Durango for their generous donation for a shopping spree at the Durango Farmers' Market.

LiveWell@School
Food Initiative
What I want everyone to know...

“At Ignacio School District, we serve quality, nutritious meals in a friendly and welcoming atmosphere.”
Tips & Advice

• Reach out to other FSDs for input.
• Know your audience and what their concerns or questions may be.
• Know your material...practice, practice, practice.
• Be okay with saying, “Let me get back to you with the answer to that question.”
Tales from the Field

- Mesa County Valley School District 51
- Located in Grand Junction, CO
- Approximately 21,300 students
- 45% Free and Reduced Lunch Rate

Dan Sharp
Food Service Director
Importance of Presenting

• When speaking about your program, “know the targets.”
• Clarify your target audience.
• Tailor the pitch to them, not you.
• Communicate the “why” to the “what”!

Fresh New Menu Items Made From Scratch

Whole Grain Spaghetti and Meatballs
Chicken Stir Fry with Brown Rice
Oven Roasted Herb Chicken
Lasagna

Apply For Meal Benefits Online Now!

For the last year, Mesa County Valley School District has been partnering with LiveWell Colorado to help make kids school lunches more nutritious and delicious. LiveWell@School Food Initiative was created to ensure all children in Colorado have access and ability to choose healthy food at school by the year 2022. The partnership has put new menus and a well-trained staff in to schools district-wide. Students are now being served high quality lunches made from scratch with locally grown produce, and locally secured milk from Delta, all while the district works to maintain fiscal healthy meals and how to use the tools provided. Schools are able to adapt menus mid-year, allowing for flexibility in the scratch cooking done at each site and due in part to the meal preparation training of staff. From this program, parents Carryover eligibilities expire soon - apply today

With school getting back into full swing, the paper work load starts piling up. Applying for meal benefits should be fast and easy, and that is just what District 51 has to offer. By going to district51.org/food, parents and guardians can now go online to submit applications. It’s a quicker and more convenient process than filling out paper applications and you will receive step-by-step help along the way.

Filling out an application online first means that parents know the information that you are submitting is complete, the first time, making application approval faster and receipt of benefits quicker. This service is free of charge and applications can be filled out from any computer year around. Start filling out your application now! Applications need to be in by September 20, 2013 to qualify for benefits for the 2013-2014 school year.
All the changes!

Healthy Hunger Free Kids Act
- Final rule; fruits/veg required, grains, decreased sodium, 1% milk or less....
- Paid lunch equity
- Special dietary needs
- Administration reviews
- Eligibility guidelines
- Smart Snack guidelines

Processed to scratch food model
- Production & recipe reading changes
- IFAS ordering
- Different ingredients
- Increased knowledge
- Greater quality food
- New tools-processors, immersion blenders...
- Fuel successful learning!

Example presentation to the D51 community!
First prize giveaway!!

• On a sheet of paper, write down the D51 Food and Nutrition Services mission statement and bring up to the front, we will draw a name out of the basket of correct answers for a prize, you have 30 seconds!
Navigating the changes: Food Shows

Example presentation to the D51 community!
Navigating the changes: Media & Communications

- More than 50 stories on D51 Food Services in the 2013-14 school year!
- Several community presentations
- Annual newsletter/magnet menus to all D51 households - see PDF
Tips & Advice

• Be you!
• Hone your craft.
• Accept and leverage all media source opportunities.
• Do your homework
• HAVE FUN WITH IT!!
“Nobody cares how much you know, until they know how much you care.”

- Theodore Roosevelt
Resources for Building Presentation Skills

Trainings:
• Toastmasters International:  http://reports.toastmasters.org/findaclub/
• Dale Carnegie Training:  www.DaleCarnegie.com

Books:
• The Quick and Easy Way to Effective Speaking, Dale Carnegie
• How to Win Friends and Influence People, Dale Carnegie

Other:
• Online-presentation trainings
• Audio Books

Practice makes perfect!
Q & A
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.