A FRONT-BURNER PRIORITY

HEALTHY FOOD
for the
LUNCH TRAY

LivWell®
@SCHOOL
Food Initiative
School’s On!
Seize the Magic of Back-to-School: Showcase your healthy meal program

Rainey Wikstrom
LiveWell Colorado Consultant
Introductions

• Rainey Wikstrom, Consultant, LiveWell Colorado
• Venita Currie, Program Director, LiveWell Colorado
• LiveWell@School Food Initiative Food Service Directors:
  – Joella Carron, Mapleton Public Schools
  – Jody Dennis, Garfield County School District 16
Webinar Objectives

• To provide guidance on how to utilize the LiveWell@School Food Initiative’s Food Service Director Toolkits to promote your Back-to-School events

• To share experiences and garner advice and tips for using the Food Service Director Toolkit, for Back-to-School events, 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

• Ready-made tools to promote your healthy changes and meal program to your students, parents, staff and 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 waiting to wonderful.
Available Tools

• Sample Back-to-School Letter for *Families*
• Sample Back-to-School Letter for *Staff*
• Sample School Newsletter Article
• Sample Invitations (Administrators, School Board Members, Community Members)
• Presentation Talking Points

and ...
Coming Soon!!

- New tools, including:
  - Website Copy
  - Planning Tool
  - Talking Points for Staff
  - Teacher Promotion Tool
  -++++
NEW! How to Get the Tools

Go to [www.LiveWellColorado.org](http://www.LiveWellColorado.org)
NEW! How to Get the Tools

Click on the “Online Resources” Tab
NEW! How to Get the Tools

Log in!

Online Resources

Launching and sustaining a healthy school-food makeover is no easy task. But with our new website, our culinary professionals will be right by your side – virtually – to help you. You can tap into all of our online resources below whenever you need advice, inspiration or practical tools to increase your meal participation rates, learn how to promote and market your positive school food changes and to organize parents, students and community members to support your vision of scratch cooking. So breathe a sigh of relief because help is here!

LiveWell@School
Food Initiative
NEW! How to Get the Tools

Online Resources (Logged In)
Want to know what to do with 20 lbs. of fresh squash? Do you need help in creating a press release to announce your new school food program? Want a little help to remember the principles of time management? You have come to the right place! The LiveWell@School Food Initiative Online Resources page was made for those inconvenient moments when no one is around to help you figure things out. We are your 24 hour virtual support command center. Browse through our webinars, food service director toolkits and easy to use templates that you can download and customize for just about any occasion on your list. Let’s get started!

Select Your Tool

Filter By Category
- Evaluation Report
- Food Service Director Tools
- Parent Tools
- Student Tools
- Webinars

LiveWell@School Food Initiative:
- Year 2 Program Evaluation Report June 2013
- Student Advisory Team Action Planning Tool
- Setting the Table for Change

Join our private Facebook group
How to Use the Tools

• Identify promotional/engagement opportunities
• Choose your tool
• Download
• Select a communication channel
• Ask for help
• Complete and ‘send’
• Add to your calendar for next school year!
# Campaign Planning Worksheet

## LiveWell@School Food Initiative Marketing Plan Sample

<table>
<thead>
<tr>
<th>Month</th>
<th>Opportunity</th>
<th>Message</th>
<th>Communications Channels &amp; Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>August</strong></td>
<td>Registration</td>
<td>Cooking up healthy changes to the school meal program</td>
<td>Distribute back-to-school letters informing parents and staff about your district’s involvement in the LiveWell@School Food Initiative (the phases you’ve completed and what’s next). Utilize “Presentation Talking Points” tool to introduce staff to the LiveWell@School Food Initiative. Share chef bios.</td>
</tr>
<tr>
<td></td>
<td>• Teacher/Staff Trainings</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>• District Staff Meetings</td>
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<td></td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>Back-to-school Events/Taste Testings</td>
<td>Reminder about the LiveWell@School Food Initiative and invitation to get involved. “Taste the difference.”</td>
<td>Distribute parent and student advisor recruitment ads and fliers. Use “Sample Newsletter Article” to announce participation in the LiveWell@School Food Initiative. Schedule taste-testings at which “Pre- and Post-Taste-Testing Surveys” are conducted. Schedule presentations at parent, student, principal and district accountability meetings. Use the “Presentation Talking Points” to deliver information about the LiveWell@School Food Initiative. Offer taste-testing opportunities and conduct “Pre- and Post-Taste-Testing Surveys.”</td>
</tr>
<tr>
<td></td>
<td>• Parent and Student Group Meetings</td>
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<td></td>
<td>• Principal Meetings</td>
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<td>• District Accountability Meetings</td>
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</tbody>
</table>
Sample Back-to-School Letter to Families

- Use the excitement of Back-to-School to inform your students and parents of the healthy changes they can expect to see

- Easy way to promote your meal program and garner buy-in

[DATE]

Dear Families,

Welcome back to school. As we begin the year, I’m very pleased to announce that [NAME OF 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. [NAME OF 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.
2.
3.

This process will not interrupt our regular meal service, and we will continue to serve meals that meet or exceed USDA regulations.

We encourage parents and students to get involved by spreading the good news, sharing your feedback and ideas and, perhaps, joining the school food advisory team.

We are very excited about this journey, and we appreciate your support along the way.

Sincerely,

[NAME OF SUPERINTENDENT, FOOD SERVICE DIRECTOR, AND/OR PRINCIPAL]
Sample Back-to-School Letter to Staff

• Use the excitement of Back-to-School to inform the staff on healthy changes they can expect to see

• Garner buy-in and give staff information to questions they may receive from parents and students

[DATE]

Dear Staff,

Welcome back to school. As we begin the year, I'm very pleased to announce that [NAME OF 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. [NAME OF 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 (and staff) fresher, healthier meals prepared with fresh, whole ingredients in our school kitchens every day.

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

1.
2.
3.

This process will not interrupt our regular meal service, and we will continue to serve meals that meet or exceed USDA regulations.

We encourage staff to get involved by spreading the good news, sharing your feedback and ideas and, perhaps, leading the student food advisory team. For more information contact [FOOD SERVICES DIRECTOR at: PHONE OR E-MAIL ADDRESS].

We are very excited about this journey, and we appreciate your support along the way.

Sincerely,

[NAME OF SUPERINTENDENT, FOOD SERVICE DIRECTOR, AND/OR PRINCIPAL]
Sample Website Copy

- This tool provides sample text to promote your meal program and healthy meal changes on your district website!
Sample Planning Tool

- This tool provides a step-by-step guide to identify promotional opportunities, select your target audiences and plan school meal promotions.
Back-to-School Opportunities

• Student Handbook
• School Menus
• School Newsletter
• School/District Website
• Back-to-School Night
  – FRL applications
Back-to-School Opportunities

• Back-to-School Night
  – Booth
  – Taste testing
• Parent/Teacher Conferences
• Staff Meetings/In-service Days
• Registration
• Family Movie Night
• Colorado Proud Day – 9/10/14
Back-to-School Strategies

• Make it VISUAL
• Make it FUN
• Make it EASY
• Make it INFORMATIVE
• Make it PERSONAL
• Make it TASTY
Colorado Proud Day

• On **September 10, 2014**, feature Colorado Produce in your meal program!
  – Promote early
  – Provide a detailed menu
  – Identify the CO farm/family

• **EXTRA CREDIT!** Source local flowers as centerpieces for cafeteria tables.
Tales from the Field

• Mapleton Public Schools
• Located in mostly unincorporated southern Adams County (Denver area)
• Approximately 6,247 students
• 74% Free and Reduced Lunch Rate
Mapleton Successes

• Full time chef & trainer on staff
• Comprehensive staff training program
• Catering District meetings and events
• Fresh fruit and vegetables are available to all students on a daily basis.
• **118,947** pounds of fresh fruit and vegetables offered during to students this school year!
• **75%** of menu items are made from scratch!
LiveWell@School Food Initiative Tools

- Press Release
- Newsletter articles (internal and external audiences)
- Board Invitation

*Worked closely with District Communications Team to promote meal program
LiveWell@School Food Initiative Tools

- Talking Points Tool on the district website
Upcoming Back-to-School Events

• All Back-to-School events will include:
  – A Nutrition Services Representative to present at each school
  – Tastings of homemade granola bites with nutritional information
  – Infographic of Nutrition Services Fun Facts
  – Points-of-Pride display
  – Updated menu highlighting from-scratch items
  – Free & Reduced Lunch applications (rolling out new online system)
Tips and Advice

• Introduce more online options for families, including:
  – Free & Reduced Lunch application
  – Nutritional values
  – Feedback Portal
  – Interactive food-based links

• Work with District staff to promote the new program

• Use the toolkit!
Tales from the Field

- Garfield County School District 16
- Located in Parachute, Colorado
- Approximately 1,100 students
- 55% Free and Reduced Lunch Rate
Garfield 16 Successes

• Added fruit and veggie bars in all schools
• Increased the number of scratch-made items on the menu
• Created a catering menu and now cater school events
• Increased staff meal participation
• Strengthened community support and partnerships
• Formed a Wellness Team (completed a Wellness Policy)
LiveWell@School
Food Initiative Tools

- Back-to-School Letter for Families
- Back-to-School Letter for Staff
- Press Release
- Newsletter article (school)

Garfield County School District No. 16
Dr. Ken Hamptonstall, Superintendent
Brian G. Berg, Coordinator of Academic Achievement
Rose H. Belden, Director of Business Services
(970) 285-5701 FAX: (970) 285-5711

August 13, 2013
Dear Families,

Welcome back to school. As we begin the year, we are very pleased to announce that Garfield County School District 16 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. Garfield County School District 16 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 more. When we’re done, we will be serving our students fresh, 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. All salad dressings and sauces will be made from scratch.
2. All elementary schools will have fruit and vegetable bars. The middle school and high school will continue to have salad bars.
3. We will use locally raised hormone and antibiotic free beef in cooperation with our local Farm to School coalition.
4. We will use fresh fruits and vegetables that are in season reducing the canned fruits served, if canned fruit is served, it will contain no added sugar.
5. We will start a community wellness group to work on wellness in our schools including the wellness policy, continued school food initiatives, and healthy activities to promote overall student wellness.

This process will not interrupt our regular meal service, and we will continue to serve meals that meet or exceed USDA regulations.

We encourage parents and students to get involved by spreading the good news, sharing your feedback and ideas and, perhaps, joining the school food advisory team.

We are very excited about this journey, and we appreciate your support along the way.

Sincerely,

Ken Hamptonstall, Superintendent
Jody Williams, Director Nutrition Services

ADMINISTRATION OFFICES: 0480 Stone Quarry Road, Parachute, Colorado 81635
MAILING ADDRESS: P.O. Box 88, Parachute, Colorado 81635

- Worked with LWC Chef Consultant to build excitement
- Presented the LiveWell@School Food Initiative at all Back-to-School events
- Superintendent wrote a letter to families
- Letter was printed in poster size for Back-to-School events
- Article in local newspaper
Toot Your Own Horn!

- The LiveWell@School Food Initiative is looking for food service directors who are daring to try something NEW, CREATIVE and FUN to promote their healthy student meals during Back-to-School activities!
Toot Your Own Horn!

Contestants must:

1) Create a promotional activity that they have never done before using the LiveWell@School Food Initiative Food Service Director Toolkit

2) Implement their promotional idea before and during their Back-to-School activities

3) Provide a summary of what they did, how they did it and the results of their efforts to LiveWell Colorado by **October 1, 2014**.
Toot Your Own Horn!

• The LiveWell@School Food Initiative will select the top 3 promotional ideas.

• Winners will be featured on the LiveWell@School Food Initiative website and a press release that LiveWell Colorado will distribute to media outlets.

Don't be shy! It's time to Toot Your Own Horn!
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.