Think Big! Plan Ahead

Rainey Wikstrom
LiveWell Colorado Consultant
Introductions

- Rainey Wikstrom, Consultant, LiveWell Colorado
- LiveWell@School Food Initiative Food Service Directors:
  - Debbie Yirku, Calhan School District
  - Kathy DelTonto, Montrose and Olathe Schools
Webinar Objectives

• To provide guidance on how to use the LiveWell@School Food Initiative’s Campaign Planning Tool to identify and plan key school meal promotional events throughout the school year

• To share experiences and garner advice from fellow food service directors on using the Food Service Director Toolkit to plan events throughout the school year

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

• New tools recently added!
Food Service Director Tools

• Including:
  – Campaign Planning Tool
  – Planning Checklist
  – Presentation Talking Points
  – Website Copy
  – Points of Pride
  – Back to School Letter
  – Teacher Trivia Tool
Planning Ahead

• Choose your event
• Identify your objective
• Get approval/Garner support
• Select a date
• Select your audience
• Select your communication channel
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>Back to School</td>
</tr>
<tr>
<td>September</td>
<td>Colorado Proud Day</td>
</tr>
<tr>
<td>October</td>
<td>October Count Day</td>
</tr>
<tr>
<td>November</td>
<td>Thanksgiving</td>
</tr>
<tr>
<td>December</td>
<td>PTO/PTA Meetings</td>
</tr>
<tr>
<td>January</td>
<td>Accountability Team Meetings</td>
</tr>
<tr>
<td>February</td>
<td>Valentine’s Day</td>
</tr>
<tr>
<td>March</td>
<td>State Standardized Testing Week(s)</td>
</tr>
<tr>
<td>April</td>
<td>Colorado Healthy Schools Month</td>
</tr>
<tr>
<td>May</td>
<td>Teacher Appreciation Week</td>
</tr>
</tbody>
</table>
Overwhelmed by the thought of promoting your healthy menu changes in addition to implementing them? Don’t be! This simple action plan will guide you through the process. When you finish, you’ll have an easy-to-follow plan for the year.

1) Select the calendar opportunities to promote your fresh and healthy changes.

- [ ] Back to School Night (August or September)
- [ ] Colorado Proud Day (mid-September)
- [x] Count Day (October 1)
- [ ] National School Lunch Week (mid-October)
- [ ] Food Day (late October)
- [ ] Special holiday meal (November or December)
- [ ] Valentine’s Day (heart-healthy theme) (February 14)
- [ ] National School Breakfast Week (first week in March)
Choose three- to- four Calendar Opportunities from above and complete the chart below.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example: October Count Day</strong></td>
<td>10/1/14</td>
<td>We’ll plan and serve a special breakfast and lunch to help increase attendance.</td>
</tr>
<tr>
<td>1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Campaign Planning Tool**

<table>
<thead>
<tr>
<th>PLANNING CHECKLIST TOOL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Choose your topic or event:</strong> October Count Day</td>
</tr>
<tr>
<td><strong>What is your objective?</strong> To help increase attendance.</td>
</tr>
<tr>
<td>- To Inform</td>
</tr>
<tr>
<td>- To Engage</td>
</tr>
<tr>
<td>- To Promote</td>
</tr>
<tr>
<td><strong>Is approval needed?</strong> (i.e. Principal, Superintendent, or other)</td>
</tr>
<tr>
<td>- Yes</td>
</tr>
<tr>
<td>- No</td>
</tr>
<tr>
<td>Do not need approval but meeting with principals to show how we can support them on 9/15/14.</td>
</tr>
<tr>
<td><strong>Choose your date:</strong> 10/1/14</td>
</tr>
<tr>
<td><strong>Does this date conflict with other school or community events?</strong></td>
</tr>
<tr>
<td>- Yes</td>
</tr>
<tr>
<td>- No</td>
</tr>
<tr>
<td><strong>Upload event information to calendars</strong></td>
</tr>
<tr>
<td>- School Event Calendar</td>
</tr>
<tr>
<td>- Staff Calendar</td>
</tr>
<tr>
<td>- Parent Calendar</td>
</tr>
<tr>
<td>- District Calendar</td>
</tr>
</tbody>
</table>
Campaign Planning Tool

Select your target audience to invite or share information:
- Students
- Parents
- Staff
- Community Partners

How will you accomplish your objective?
- Event
- Presentation
- Newsletter
- Social Media
- Email
- Other

Who can support your objective?
- Superintendent
- School Board
- Principal
- PTA/PTO
- Parents
- Students
- Community Partners

Does your Principal or communication officer have the needed information? (Purpose, Place, Date, Time)
- Yes
- No

Who else needs to know?
- Janitors
- Building Maintenance
- Reception
- Community Partners
- Other

Which communication channels will be the most effective?
- Social Media
- Email
- Newsletter
- Calendars
- Menus
- Website
- Announcements
- Other

Which tools will help to communicate this message?
- LWC Newsletter
- Website Copy
- Marketing Campaign Planning Worksheet
# Marketing Plan Sample

## 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>August</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).</td>
</tr>
<tr>
<td></td>
<td>• Teacher/Staff Trainings</td>
<td></td>
<td>Utilize “Presentation Talking Points” tool to introduce staff to the LiveWell@School Food Initiative. Share chef bios.</td>
</tr>
<tr>
<td></td>
<td>• District Staff Meetings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</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.</td>
</tr>
<tr>
<td></td>
<td>• Parent and Student Group Meetings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Principal Meetings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• District Accountability Meetings</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Event Planning Tips

- **Think Big!** Select events for the entire school year.
- **Piggy-back!** Use events that are already occurring in your schools.
- **Mark it down!** Get the events on the calendar.
- **Plan!** Use the Planning Checklist 4-6 weeks prior.
- **Come one, come all!** Select your target audience.
- **Hear ye, Hear ye!** Market your event and get people excited.
- **It’s a party!** Have fun, take photos and invite your media.
- **Hip, hip hooray!** Celebrate and tell people about your success.
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

• Calhan School District
• Located east of Colorado Springs in Calhan, CO
• Approximately 500 students
• 43% Free and Reduced Lunch Rate
Calhan Successes

• One of the top ten schools in the state, increasing breakfast participation by 107%
• Recognized by Hunger Free Colorado as a “Breakfast Innovator”, using multiple strategies to successfully promote breakfast
• Decreased wait time through more lines and faster point of service software
• Improved quality of our meals
• Improved financial planning
• Offer chef training for our cooks
• Increased productivity through new skills
## Calendar of Events

### 2014-2015 School Year

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>Homecoming event</td>
<td>All food served is red, white and blue (school colors)</td>
</tr>
<tr>
<td>October</td>
<td>Halloween</td>
<td>All food has spooky names, e.g., witches brew stew, eyeballs (grapes), etc.</td>
</tr>
<tr>
<td>November</td>
<td>Thanksgiving Day Dinner</td>
<td>Turkey with all of the fixings</td>
</tr>
<tr>
<td>December</td>
<td>Christmas Dinner</td>
<td>Ham with all of the trimmings</td>
</tr>
<tr>
<td>February</td>
<td>Calhan vs. Cancer</td>
<td>Special meal with all cancer fighting/preventing foods</td>
</tr>
<tr>
<td>March</td>
<td>Dr. Seuss’ Birthday</td>
<td>Cat in the Hat Parfaits and Green Eggs and Ham</td>
</tr>
<tr>
<td></td>
<td>St. Patrick’s Day</td>
<td>All green food and Leprechaun Legs (Chicken wings)</td>
</tr>
<tr>
<td></td>
<td>3/14 (pi day)</td>
<td>All round items</td>
</tr>
</tbody>
</table>
Event Planning

• **Selecting your audience:** We are pk-12 and everybody participates. We notify everyone, students, staff, community, when we’re doing something special.

• **Garnering staff and community support:** Our staff supports us 100%. They ask/give us ideas for events that tie in with their teaching.

• **Selecting a communication channel:**
  – Email
  – District website
  – Monthly online newsletter and menu,
  – Menus in the local newspaper
  – Signs in the halls
  – Daily video bulletins
  – Word of mouth is a great tool!
LiveWell@School
Food Initiative Tools

• Campaign Planning Tool
• Event Invitation

LIVEWELL COLORADO
“A non-profit dedicated to reducing childhood obesity in Colorado through Healthy Eating and Active Living” has partnered with CALHAN FOOD SERVICE DEPARTMENT
To offer a FREE CHEF’S LUNCHEON for Calhan Parents, Staff and Students!!!!

Your Nutrition Services Department is DEDICATED to serving Healthy and Delicious Made-From-Scratch Meals to your Children.
LiveWell Colorado would like to HONOR this Dedication by offering this CHEF’S LUNCHEON presented by their Chefs in collaboration with Your School Lunch Professionals.
You will have a chance to meet the LiveWell Chefs, learn about the program and ask them questions!!!!
PLEASE JOIN US For This FREE CHEF’S LUNCHEON And Enjoy A Delicious Baked Ziti With Made-From-Scratch Marinara Sauce On

MAY 29TH, 2013
From 10:45am – 1:00pm

ON
MAY 29th, 2013
From 10:45am till 1:00pm
ENJOY A
!!!!FREE LUNCH!!!!
AT CALHAN PK-12 SCHOOL CAFETERIA
PREPARED BY
*PROFESSIONAL CHEFS*
Who Will Be Training Your School Lunch Professionals!
COME HUNGRY TO ENJOY A DELICIOUS MADE-FROM-SCRATCH BAKED ZITI WITH MARINARA SAUCE AND
TO LEARN ABOUT THE PROGRAM AND MEET THE PROFESSIONAL LIVEWELL COLORADO CHEFS!!
Tips and Advice

• Have fun and use/keep your sense of humor.
• Involve your students and listen to them, incorporate as many of their ideas as you can.
  – Remember, they are your customers!
• Please involve your food staff!
• Other Food Service Directors are always willing to help. USE IT!
Tales from the Field

- Montrose and Olathe Schools
- Located between Grand Junction and Durango in Montrose, CO
- Approximately 6000 students
- 58% Free and Reduced Lunch Rate

Kathy DelTonto
Food Service Director
Montrose-Olathe Successes

- Changed menu from 95% processed food items in 2009 to 95% cook from scratch menu in 2011
- Instituted Annual Culinary Training for all nutrition staff
- Purchased 40% more local food since 2008 and co-founder of Valley Food Partnership, a local farm to fork non-profit supporting local food
- Facilitated the culture change within our own department by building pride and ownership in feeding students healthy school meals
- 32 years in School Nutrition and still loving my job!
# Calendar of Events

## 2014-2015 School Year

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<th>Month</th>
<th>Event</th>
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</thead>
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<tr>
<td>August</td>
<td>Parent/Teacher Conferences</td>
<td>Provide information, help with applications, taste testing of homemade items, make presentations, etc.</td>
</tr>
<tr>
<td>September</td>
<td>Colorado Proud Day</td>
<td>Feature a local farmer. Show a picture of local farmer and the food provided to the students.</td>
</tr>
<tr>
<td></td>
<td>School Nutrition Week</td>
<td>Invite parents to come in and eat with their children. Also includes community stakeholders (City Council members, Mexican-American Development Alliance, Fire Department, Police Department ...)</td>
</tr>
<tr>
<td>Reoccurring - monthly</td>
<td>Dad’s Breakfast</td>
<td>Once monthly, dads are the 'watchdogs' at the school and are fed breakfast as a thank you.</td>
</tr>
<tr>
<td>Reoccurring - monthly</td>
<td>Principal Meetings</td>
<td>Provide breads as a 'thank you' each month.</td>
</tr>
</tbody>
</table>
Event Planning

• **Selecting your audience:** We choose based on our needs. If we need to increase participation at a particular school, we focus on that school. We also ask for help from our kitchen staff, media and wellness teams.

• **Garnering staff and community support:** We build relationships and partnerships with principals by staying visible in the school. We also do a presentation to all Parent Advisory Committees each year.

• **Selecting a communication channel:**
  – Email
  – Newsletter
  – In-person presentations
  – Local newspaper
  – TV
  – Radio
  – District Website/Social Media
  – District Communications Coordinator
Montrose-Olathe Events
Tips and Advice

• Be visible in the community.
• Tap into the staff that you have and listen to the opinions of your team. It empowers them, increasing connectedness and the feeling that they can make a difference.
• Use your resources...I didn't invent anything new. I just use what is out there.
• Start with something small and build on it...
Thank you

LiveWell Colorado

www.LiveWellColorado.org

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.