A Front-Burner Priority

Healthy Food for the Lunch Tray

LiveWell@School
Food Initiative
Great Ideas!

“I should have thought of that!”

Rainey Wikstrom
LiveWell Colorado Consultant
**Introductions**

- Rainey Wikstrom, Consultant, LiveWell Colorado
- Venita Currie, Program Director, LiveWell Colorado
- LiveWell@School Food Initiative Food Service Directors:
  - Adam Merlino, Cañon City Schools
  and featuring **15** more!
Webinar Objectives

• To provide **15** great ideas, for FSDs by FSDs, to promote school meals

• 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
Healthy students learn better!

Throughout the state, Food Service Directors are coming up with innovative ideas to promote their healthy meal options, meeting the nutritional needs of students and serving an essential role to student achievement.
Healthy Bottom Line!

Make marketing the meal program a part of what you do to sustain changes. Marketing your program will get customers into your cafeteria and the communication garners buy-in for students, staff and community members to purchase your meals.
Food Service Director Toolkit

• Ready-made tools to promote your healthy changes and meal program to your students, parents, staff and community
Great Idea # 1

• Do a Cafeteria Makeover as a means to create a pleasant dining experience.
• New colors, furniture, murals, design...

Cindy Veney
Food Service Pioneer
Great Idea # 2

- Take the time and energy to Make Events Fun.
- Dress up for Halloween, decorate and name or serve food that fits the theme.

Pawnee School District

Meghan Misech
Food Service Director
Great Idea # 3

• Promote a Local Farmers Campaign.
• Help students know their farmers and where their food originates.
Great Idea # 4

• Create your own brand and engage your community in partnerships to help Fundraise for/Donate to your meal program.
Great Idea # 5

• Engage Your Students!

• Students can:
  – Help discuss healthy meal items
  – Taste potential new items
  – Give feedback
  – Advertise, promote and encourage their peers to participate in the meal program.

Montezuma-Cortez School District

Sandi Vanhoutean
Food Service Director
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.
Great Idea # 6

• Provide **Nutrition Education** to your students!
• Use resources available to you, like My Plate Nutrition Education program, to offer after school healthy eating programs.

Shelly Allen
Food Service Director
St. Vrain School District
Great Idea # 7

• Use a Family Approach!
• Use your own kids’ preferences to guide meal options for students in your district and create a family-style ambience in your lunchroom, e.g. having a banjo player play at lunch.

Bayfield School District

Julie Whitmore
Food Service Director
Great Idea # 8

- Have a **Web Presence**.
- Ensure you offer information on a web-page and get involved with social media!
Great Idea # 9

• **Create Learning Moments** at all times during the school day, such as when students stand in the lunch line, to inform and garner buy-in.

Kit Carson School District R1

Melissa Bogenhagen
Food Service Director
Great Idea #10

- Student Approved/Created Menus.
- Educate students on labor costs, nutritional requirements and meal allowances and ask them to help choose healthy menu items.
Great Idea #11

• Design Your Menus and Newsletters!

• Include engaging and attractive formats with appealing food descriptions.
Other Great Ideas...

1. **Catering Menu!** Provide food for parent, staff and community meetings – Adams 14 School District

2. **Student Fundraiser!** Pay student groups to deliver breakfast to classrooms – Adams 14 School District

3. **Wellness Coordinator!** Use your nutrition budget to hire a wellness coordinator for the district – Greeley RE 6, Littleton, Adams 12, St. Vrain, Montezuma-Cortez, Lake County School Districts

4. **Staff Meals!** Create a staff take-out menu – Garfield School District 16

5. **Special Dining Event!** Dress up the lunch tables with table clothes, silverware, center pieces, etc. – Burlington School District
Tales from the Field

- Cañon City Schools
- Located in Cañon City, Colorado
- Approximately 3,665 students
- 50.75% Free and Reduced Lunch Rate

Adam Merlino
Food Service Director
Cañon City Schools

A Special Blend: Students get taste of Cañon City School District's new, homemade ranch dressing

By Carie Canterbury

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Adam Merlino
Food Service Director
‘Let’tuce Learn Day

526 students and 22 adults attended and ate lunch!

We hosted a summer event to educate and engage the school community!
4th of July Week Celebration
Thank you!

The work you do touches the lives of children every day. When students eat the healthy meals you prepare and serve, you are having a positive effect on their lives.
Q&A
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.