A FRONT-BURNER PRIORITY

HEALTHY FOOD for the LUNCH TRAY

LivWell @ SCHOOL
Food Initiative
Put on Your Tool Belt!

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LiveWell Colorado Consultant

*Picture from OnlineAthens
Webinar Objectives

• To Introduce you to the LiveWell@School Food Initiative Food Service Director Toolkit, *your secret weapon for attracting community support for your healthy meal enhancements.*

• To expose you to the realm of possibilities when marketing your meal program

• To help you use your first tool!
Let’s Get Started!

• What do you wish more people knew about your meal program?

• Quick Jot!
Which of these groups would you like to reach with information about your meal program?

- STUDENTS
- STAFF
- SCHOOL LEADERS
- PARENTS
- BOARD MEMBERS
- COMMUNITY MEMBERS
“If you don’t tell them...how will they know?”

- Cindy Veney
Changing Minds

• School lunch has not always been seen in a positive light...but **WE CAN CHANGE THAT!**
Food Service Director Toolkit

- Ready-made tools to promote your healthy changes and meal program to your students, parents, staff and community
Available Tools

• Website Copy
• Sample Back-to-School Letter
• Sample School Newsletter Article
• Sample Invitations (Administrators, School Board Members, Community Members)
• Presentation Talking Points

and more ...
Strategies from the Field

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

Littleton Public Schools
Paula Buser
Nutrition Services Director
Strategies from the Field

• Engage Your Students!

• Students can advertise, promote and encourage their peers to participate in the meal program.
Strategies from the Field

- Provide Designed Menus and Newsletters!
- Include engaging and attractive formats with appealing food.
Any questions??

Don’t forget to type your questions in the chat box as we go!
Strategies from the Field

• Offer events, invite the community and tell the press!

Cañon City Schools
Strategies from the Field

• Create a brand for your meal program.

Eagle County School District

Ray Edel
Food Service Director
Quotes from Food Service Directors

• “The LiveWell@School Food Initiative Tools are very easy to fit to your needs.” – Laura Rand, Archuleta School District

• “Marketing is extremely important, and LiveWell has made it easy.” – Cindy Hinejos, Hanover School District 28

• “Use your resources...I didn't invent anything new. I just use what is out there.” - Kathy DelTonto, Montrose and Olathe Schools
Question!

- Which opportunities do you have?
  - WEBSITE
  - NEWSLETTERS
  - BACK TO SCHOOL (Webinar coming on 8/12/15!)
  - SPECIAL EVENT
  - STUDENT OR PARENT GROUP (Webinar coming on 10/15/15!)
  - TASTE TESTING
  - TV STATION, RADIO STATION, OR LOCAL NEWSPAPER
Question!?  

• Who do you know that can help you?

- DISTRICT COMMUNICATIONS STAFF
- SECRETARY
- A STAFF MEMBER
- A PRINCIPAL
- A PARENT
- A STUDENT
- COMMUNITY MEMBERS
- PARTNERS
Activity Time!

• Let’s get started!
• Jot notes...What’s one thing or two things you want people to know?
Next Steps

• 3-4 opportunities where you can promote your program?

• Who can help you?
LW@SFI Successes

30 districts piloted
53 tools utilized
23 articles published
1 radio interview

Most report an “increase in community support”!
Sample Press Release

• Broadcasts excitement about your meal program
• Easy to complete template
• Send to your local press/media

SAMPLE NEWS RELEASE ANNOUNCING DISTRICT PARTICIPATION

FOR IMMEDIATE RELEASE

[DATE]

[NAME OF SCHOOL DISTRICT] JOINS LIVEWELL COLORADO’S EFFORTS TO ENSURE THAT SCHOOL MEALS ARE BOTH NUTRITIOUS AND DELICIOUS

[NAME OF CITY] - The [NAME OF SCHOOL DISTRICT] is among a select group of school districts in Colorado that has accepted the LiveWell Colorado challenge to provide more freshly prepared school lunches that taste good and are good for students. Over the next year, [NAME OF SCHOOL DISTRICT] will receive assistance from the LiveWell@School Food Initiative to transition their kitchen operations to serve healthier school food. In addition, the district will receive a grant to purchase kitchen equipment, free culinary training plus on-site support from a LiveWell Colorado chef consultant.

This means change - for the better - is on its way to your school kitchens and lunchrooms. But, it doesn’t happen on its own. To be successful, school food directors need the support of their school community; parent advisory volunteers, student taste test organizers, newsletter writers and more. By championing change, these lunchroom revolution leaders help set a national example for healthier school food.

Currently nearly 58 percent of Colorado adults and a quarter of its children are overweight or obese. The goal of the LiveWell@School Food Initiative is to reverse childhood obesity trends by making it easy for kids to make healthy lunch choices. LiveWell Colorado believes that partnering with food service directors and their staffs is a key ingredient in getting students to demand and make healthier food choices.

Research also proves that when kids eat a balanced diet, they are better able to focus on both academics and extracurricular activities. [NAME OF SCHOOL DISTRICT] is very excited to be participating in this initiative and looks forward to serving meals that are both good for students and taste good,” says [NAME OF FOOD SERVICE DIRECTOR]. “It’s going to take some time and effort to complete the process, but it’ll be worth it because it’s the right thing to do for our kids.”

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado. Its LiveWell@School Food Initiative was launched with funding and support from 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 Eliza Amsterdam. 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. For more information, visit www.livewellcolorado.org

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LiveWell
@SCHOOL

Food Initiative
Thank you and join us next time...

Plan Your Campaign!
May 21, 2015
2:00-3:00 pm

Create an easy and effective plan for seamless school meal promotions, all year long.

www.LiveWellColorado.org