A Front-Burner Priority

Healthy Food for the Lunch Tray

LivWell@School

Food Initiative
Plan Your Campaign!

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LiveWell Colorado Consultant
Webinar Objectives

• To assist you in planning your annual school meal promotional campaign

• To demonstrate the ease of using LiveWell@School Food Initiative Food Service Director Toolkit to support your efforts to increase school meal participation
• Do any of these sound like something you would say?

☐ I wish more students chose school lunch and breakfast
☐ I wish more staff chose school lunch and breakfast
☐ I’m too busy to market my program
☐ I’m not sure where to begin to promote my school meal program
☐ I need a simple marketing plan for promoting school meals
LW@SFI Food Service Director Toolkit

LiveWell@School Food Initiative Campaign Planning Tool

Overwhelmed by the thought of marketing your school meal program? Don’t be! Create your annual promotional plan in just three easy steps!

Date:
Name:
School District:

Step One: Identify all key opportunities to promote your meal program.

School District and Media Channels

- District website
- Menus
What is a Campaign Plan?

• A plan aimed at accomplishing a strategic or operational objective within a given time and space.

You are in the business of making healthy food for students!
Question?

• Why do you want to promote your school meal program?
  - Alleviate hunger
  - Lift stigma
  - More ‘buy in’ from staff, parents and community
  - Reduce food waste
  - Increase access to healthy foods in your community
  - Strengthen your bottom line $$
  - Build community pride in the meal program
  - Help support student health and academic success
  - All of the above
Campaign Planning Tool

LiveWell@School Food Initiative Campaign Planning Tool

Step 1.

Campaign Planning Tool

Overwhelmed by the thought of marketing your school meal program? Don’t be! Create your annual promotional plan in just **three** easy steps!

Date: ____________________________

Name: ____________________________

School District: ____________________

**Step One:** Identify all key opportunities to promote your meal program.

**School District Opportunities**

- [ ] District website
- [ ] Menus
- [ ] District newsletter
- [ ] School newsletter
- [ ] Social media (Facebook, Twitter, Pinterest, etc.)
- [ ] Presentations:
Campaign Planning Tool

LiveWell@School Food Initiative Campaign Planning Tool

Media outlets:
- TV
- Radio
- Local newspaper

School District and School Events
- Back to School Night (August or September)
- Colorado Proud Day (mid-September)
- Count Day (October 1)
- National School Lunch Week (mid-October)
<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>
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<tr>
<td>November</td>
<td>Thanksgiving</td>
</tr>
<tr>
<td>December</td>
<td>PTO/PTA Meetings</td>
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<tr>
<td>January</td>
<td>Accountability Team Meetings</td>
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<tr>
<td>February</td>
<td>Valentine’s Day</td>
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<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>
Step Two: Choose your 4-5 key opportunities for school meal promotions and complete the chart below.

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: Colorado Proud Day</td>
<td>Sept 10</td>
<td>We’ll plan and serve a special meal that showcases Colorado ingredients. Parents and farmers will be invited to join us for lunch that day.</td>
</tr>
<tr>
<td>Example: District Website</td>
<td>Copy due to IT by Aug 5</td>
<td>Add information to district website on healthy meal options, changes to meal program and menus, before school starts.</td>
</tr>
<tr>
<td>1) Colorado Proud Day</td>
<td>9/30/15</td>
<td>Serve a special breakfast and lunch that highlights and celebrates Colorado agriculture and educates students about healthy/local eating.</td>
</tr>
<tr>
<td>2)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Planning Steps

• Choose your event
• Identify your objective
• Get approval/Garner support
• Select a date
• Select your audience
• Select your communication channel
Choose your topic or event: **Colorado Proud Day**

What is your objective?  
- ✗ To Inform  
- ❌ To Engage  
- ✗ To Promote

Is approval needed? (i.e. Principal, Superintendent, or other)  
- ❌ Yes  
- ✗ No

Choose your date: **9/30/15**

Does this date conflict with other school or community events?  
- ❌ Yes  
- ✗ No

Upload event information to calendars  
- ✗ School Event Calendar  
- ✗ Staff Calendar  
- ✗ Parent Calendar  
- ✗ District Calendar  
- Also Menus!
Question?

- Who are the audiences that you want to reach?
  - Students
  - Parents
  - Staff
  - Community Members
  - Board of Education
Planning Checklist Tool

Select your target audience to invite or share information
- Students
- Community Partners - Including local Farmers!

How will you accomplish your objective?
- Event
- 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

Email information/highlight event to principals one week before event.

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

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

- Source local flowers as centerpieces for cafeteria tables
- Promote early!
- Provide a detailed menu
- Identify the CO farm/family
- Show pictures of the local farmer and the food provided to the students
- Tell the local press!
Other Resources

LiveWell@School Food Initiative Campaign Planning Tool

Step 3.

Step Three: Choose the tool(s) that best support your campaign plan by accessing the LiveWell@School Food Initiative Toolkits:

- Setting the Table for Change: A Food Service Director Toolkit
- Setting the Table for Change: A Parent Toolkit
- Setting the Table for Change: A Student Toolkit
# Campaign Planning Tool

<table>
<thead>
<tr>
<th>Opportunity</th>
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<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Website Enhancements</td>
<td>By August 1</td>
<td>Boost Website Presence (photos, Website Copy Tool). Other: Tagline/Brand</td>
</tr>
<tr>
<td>2) Back to School</td>
<td>By BTS Nights</td>
<td>Press Release Tool</td>
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<tr>
<td></td>
<td></td>
<td>Back to School Letter Tool (parents/staff)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sample Newsletter Copy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Taste Testing of Breakfast Items</td>
</tr>
<tr>
<td>3) Social Media</td>
<td>Ongoing</td>
<td>Points of Pride Tool</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Highlights throughout the school year, putting the spotlight on school meals</td>
</tr>
<tr>
<td>4) Holiday Meal Event</td>
<td>Thanksgiving</td>
<td>Showcase menu items made from scratch, newly added or fresh salad bars</td>
</tr>
<tr>
<td>5) Other opportunities</td>
<td>By 9-15-15</td>
<td>Invite HS Students (group) to support HS meal participation (identify a group that can help)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Create a 5 minute presentation that can be given to any group ( Principals, BOE, Staff, Parents) that highlights the meal program enhancements you are making</td>
</tr>
</tbody>
</table>
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.
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.
Tips and Advice

• Involve your students and listen to them, incorporate as many of their ideas as you can.
  – Remember, they are your customers!
• We build relationships and partnerships with principals by staying visible in the school.
• Be visible in the community.
• Tap into the staff that you have and listen to the opinions of your team.
• Start with something small and build on it...
Field to Fork - District 51 Style

Farm to school programs connect schools with fresh, locally grown food and food- and agriculture-educational opportunities. Farm-to-school programs are as diverse as the communities that build them; whether it’s part of a formal program, or doing something more informally, there’s no doubt students benefit when served locally raised produce.

District 51 supports farm-to-school by using two local vendors for all the melons and apples supplied to school children in the Grand Valley. Every fall, students enjoy fresh, local tomatoes, peppers, broccoli, cantaloupe, and watermelon from Hatch Haven. Dave Hatch enjoys supplying students with high-quality fruit that is nourishing and comes at a reasonable price.

Bruce Bolton and his wife own Bolton’s Orchards, off L Road, and are proud of the fact that students get good, local produce. They deliver gala apples weekly to District 51 every fall through about Thanksgiving.

These Farm-to-School efforts in District 51 support local farmers and create a relationship where fresher

Dan Sharp
Food Service Director
Q & A
Thank you and join us next time...

Back to School!
August 12, 2015
2:00-3:00 pm

Learn tips and tricks for capturing the magic of back to school moments to highlight your healthy school meal changes.

www.LiveWellColorado.org/healthy-schools