A Front-Burner Priority

Healthy Food for the Lunch Tray

Livewell @School
Food Initiative
School’s On!
Seize the magic of Back-to-School to market your healthy meal program

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Does this sound like you?

- I’m too busy
- I have more important things to do
- It’s too hard
- I could use some help and ideas
- I don’t know where to start
Webinar Objectives

• To help you increase your school meal participation
• To provide you with ideas and inspiration for maximizing your school meal promotional efforts during Back-To-School events
• To provide you with ready-made tools designed to make your marketing efforts easy and seamless
Why Back to School?

• Peak excitement, energy and interest
• New students, new staff, new parents
• More preparation time available
• Everyone is there
• Builds school pride
The Food Service Director Toolkit

Ready-made tools to help you seize key marketing moments, such as Back-To-School to:

• Increase awareness
• Increase community support
• Build community pride
• Increase school meal participation rates
Sample Tools

• Sample Back-to-School Letter for Parents
• Sample Back-to-School Letter for Staff
• Website Copy
• Sample Press Release
• Invitations
• Presentation Talking Points

and ...
Sample Website Copy

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

- School Menus (highlight items*)
- Letter to families/staff/parents
- School Newsletter
- Website (photos/information)
- Back-to-School Night
  - FRL applications
  - Taste testings (pair with a chef visit?)
  - Show and tell (salad bar demonstration)
  - Serve a meal or a sample
Back-to-School Opportunities

• Back-to-School Night
  – Booth
  – Taste testing
• Parent/Teacher Conferences
• Staff Meetings/In-service Days
• Registration
• Facebook/Pinterest (photos)
• Videos
Back-to-School Strategies

• Make it VISUAL
• Make it FUN
• Make it EASY
• Make it INFORMATIVE
• Make it TASTY
• Share your VISION!
Tales from the Field

- Mapleton Public Schools
- Located in unincorporated southern Adams County (Denver area)
- Approximately 6,247 students
- 74% Free and Reduced Lunch Rate
**LiveWell@SFI Tools**

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

*Worked closely with District Communications Team to promote meal program*
LiveWell@SFI Tools

- Talking Points Tool on the district website

**Nutrition Services**

**LiveWell@School in Mapleton!**

In 2012, Mapleton Public Schools entered into a Memorandum of Understanding with LiveWell Colorado.

Mapleton Public Schools joined LiveWell and partner organizations in the movement to reduce Colorado’s childhood obesity rates by improving the nutritional value of school meals. By completing the services in the LiveWell@School Food Initiative, Mapleton Public Schools will stand as a statewide and national example of Districts that have successfully transitioned to scratch-cooked student meals.

Schools offer the unique opportunity to improve children’s access to the nutrition necessary for their growing minds and bodies. The goal of LiveWell@School Food Initiative is to ensure all children in Colorado have access to and choose healthy food at school by 2022 through a multi-faceted approach using four critical components:

1. School Meal Assessment
2. Culinary Workshops
3. On-Site Chef Consultant Services
4. Program Evaluations

**From-Scratch Menu**

- Items Served in Mapleton’s Cafeterias:
  - American Sub
  - Penne Pasta
  - Bean & Cheese Burrito
  - Chicken Ranch Wrap
  - Turkey & Gravy
  - Mashed Potatoes
  - BBQ Pork Sandwich
  - Mac & Cheese
  - Ham & Cheese Sub
  - Quesadilla
  - Veggie Lasagna
  - Italian Wrap
  - Chicken Parmesan
  - Beef & Broccoli
  - Cheeseburger
  - Spaghetti
  - Chef Salad
  - Chicken Lo Mien

**District Links**

- Enrollment & Welcome Center
- 2010 Bond
- School Calendars
- Breakfast & Lunch Menu

**Mapleton Public Schools**

Achieve Your Dreams

**LiveWell@School Food Initiative**
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
  – Updated menu highlighting from-scratch items
  – Free & Reduced Lunch applications (rolling out new online system)
Tales from the Field

• Garfield County School District 16
• Located in Parachute, Colorado
• Approximately 1,100 students
• 55% Free and Reduced Lunch Rate
LiveWell@SFI Tools

- Back-to-School Letter for Families
- Back-to-School Letter for Staff
- Press Release
- Newsletter article (school)
Back-to-School Promotions (Year 1)

- Worked with LW@SFI Chef Consultant to build excitement
- Presented the LiveWell@SFI 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
Back-to-School Plans (Year 2)

- Make the connection with community health efforts (soup kitchen/garden)
- Use social media—Facebook
- Present on the local radio show
- Update families and staff
- Back-to-School events
- Update website
An Exclusive Interview with…

Paula Buser
Director of Support Services

Fremont Re-1 School District
Two Districts, Same Strategies

Fremont Re-1 School District
Located in Cañon City, Colorado
Approximately 3,665 students
56% Free and Reduced Lunch Rate

Littleton Public Schools
Located south of metro Denver
Approximately 15,000 students
21% Free and Reduced Lunch Rate
Back to School

- Website**
- Menus*
- Letters to parents
- Presentations (principals, parents)
- Set up a table at Back to School
- Facebook
- Check in with school staff (be a resource)
Back to School Presentations

• Ask to be on the agenda
• Prepare a 5 minute presentation
• Share the following information:
  – Operations
  – Logistics
  – Menus/quality of food
  – Previous accomplishments
  – What to expect this year
    (Points of Pride Tool)
Q & A
LiveWell@School Food Initiative

The Toolkit is your friend!

www.LiveWellColorado.org
How to Get the Tools

Go to www.LiveWellColorado.org

Healthy Schools

Keeping kids healthy at school is all about physical activity, nutritious meals, and education.

THE LIVEWELL@SCHOOL FOOD INITIATIVE

The LiveWell@School Food Initiative works in partnership with food service directors and their staff to serve up freshly prepared meals that taste good and are good for students through FREE culinary trainings, on-site chef consultant support and strategic and culinary action planning. It is our mission to make sure every child in Colorado eats well, lives well and stays well to serve their communities and families. We welcome you to our website and invite you to join the movement to put fresh ingredients and fun cooking back on the line! Read More
How to Get the Tools

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

Fill in the following information and hit submit.

LiveWell@School Food Initiative Online Resources

- Name *
- Phone Number *
- Email *
- School District or Organization

Submit
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
Read More

Student Advisory Team Action Planning Tool
Step-by-step instructions to help your advisory team develop an action plan for serving healthier school food. Read More
Top Recommended Tools

- Sample Back-to-School Letter for *Families*
- Sample Back-to-School Letter for *Staff*
- Press Release
- Website Copy
- Presentation Talking Points
  ... and many more!
Thank you and join us next time...

Parents and Students are Key to Your Success!

October 29, 2015-TBD
2:00-3:00 pm

Learn how to use social media to turn parents and students into powerful partners of your meal program.

www.LiveWellColorado.org/healthy-schools