Help your team be able to speak confidently about your healthy meal program. Suggest the use of one or more of the following talking points:

“Nearly 58 percent of our total population and a quarter of our state’s children are overweight or obese. And it’s getting worse. If trends continue, 45 percent of Colorado adults could be obese by 2030. LiveWell Colorado’s LiveWell@School Food Initiative seeks to increase scratch cooking in school districts to make it easy for kids to choose healthy meals.”

“[DISTRICT] has partnered with LiveWell Colorado’s LiveWell@School Food Initiative to make it easy for our schools to offer more healthy meal choices.”

“Many students consume up to fifty percent of their calories at school. It is important that we offer the right kinds of calories for students. [DISTRICT] is joining other school districts across the state to offer more freshly prepared, nutritious, and delicious meal offerings.”

“Our partnership is a multi-year, multi-phase process. We are entering year [YEAR] of our partnership with LiveWell Colorado’s LiveWell@School Food Initiative. The process can take between two to four years to complete.”

“We serve [NUMBER] meals each day to students. We are excited about the changes but know the process will take some time. Thank you in advance for your support.”

“This year we will add the following scratch-made meal items to our menu:”

1. 
2. 
3. 

“Last year, we added [LIST NEW ITEMS HERE] and our students and staff voted with their trays. Some of the positive comments we heard from students and staff included:”

1. 
2. 
3. 

“[DISTRICT] has partnered with LiveWell Colorado’s LiveWell@School Food Initiative to make it easy for our schools to offer more healthy meal choices.”

“We are looking to add “student-approved” fresh and healthy new menu items. Please consider joining our Student or Parent Advisory Team to assist the process. For more information please contact me at [EMAIL/PHONE].”

“Over the next [NUMBER OF YEARS] years, you can expect to see the following enhancements to our meal program:”

1. 
2. 
3. 

Before, we used to serve [EXAMPLES: FROZEN, CANNED, PROCESSED], and now we are serving [EXAMPLES: FRESH] instead. Note: use photos whenever possible.

“One of the areas we are working to improve this year is to replace [EXAMPLES] with [EXAMPLES].”

“Your support in promoting school lunch and our healthy meal changes will only help more of our students be better prepared to succeed academically.”

“We encourage you to come taste our healthy meal changes. Teachers, staff and parents are key in helping our program succeed. When students hear you make positive comments about school lunch, or better yet, see you enjoying a meal, it reinforces positive messages about our meal program.”

NOTE: Enhance the power of your message by including little stories about the positive responses from students and staff around the changes.