ND Department of Public Instruction
Child Nutrition and Food Distribution Programs
Kirsten Baesler, State Superintendent
600 E. Boulevard Ave.
Bismarck, ND 58505-0440

Smarter Lunchroom Movement (SLM) Mission:

- *The mission of the Smarter Lunchrooms Movement is to equip school lunchrooms with evidence-based tools that improve child eating behaviors and thus improve the health of children.*

SLM Core Values:

- Low cost/No-Cost Solutions
- Lunchroom Environment Focus
- Promotion of healthful eating behaviors
- Sustainability

Smarter Lunchrooms Movement

Introduction Video

- www.youtube.com/watch?v=BKFf5QiTqqg

- Please note that this video was made prior to the Smart Snacks in Schools Rule. Some food mentioned/seen in this video may not comply with the Smart Snacks in Schools Rule.

Smarter Lunchrooms Movement

Fruit

- As simple as slicing:
  - www.youtube.com/watch?v=RJ4E9raEspc
- Additional research about sliced fruit:
  - "Whole fruit is inconveniently large for younger students, especially those with braces or missing teeth."
  - "Older female students found it messy and unattractive to eat whole fruit in front of others"
  - Source: www.extension.org/pages/69074/slice-it-up:-serving-pre-cut-fruit-can-increase-fruit-consumption#.U0RBlcbQdaS

Smarter Lunchrooms Movement

Fruit

- **To Increase the Number of Students Who Select Fruit:**
  - Display fruit in 2 locations per line.
  - Display whole fruits in an attractive bowl or basket instead of a steel trays.
  - Use signs and verbal prompts to draw attention to fruit and encourage kids to select them.
  - Source: www.extension.org/pages/68884/3-ways-to-encourage-kids-to-make-healthier-food-choices-in-school-lunchrooms#.U0QJPsbQdaQ

Smarter Lunchrooms Movement

Vegetables

- Name that Veggie!
  - www.youtube.com/watch?v=w4sWhOa4bjA
- Additional research about naming vegetables:
  - In one study consumption increased by 66%
  - In another study there was almost a 100% increase in vegetables selected.
  - Source: www.extension.org/pages/68766/tiny-tasty-tree-tops:-study-shows-that-giving-vegetables-attractive-names-increases-their-popularity#.U0QOUMbQdaQ

Smarter Lunchrooms Movement

Vegetables

- Ideas for naming vegetables:
  - X-ray Vision Carrots
  - Power Punch Broccoli
  - Silly Dilly Green Beans
  - Tiny Tasty Tree Tops
  - Rainbow Veggie Blend
  - Any other ideas???

Smarter Lunchrooms Movement

In the Lunchroom, What's in a Name?

- Time for an activity!

Smarter Lunchrooms Movement

Vegetables

- **To Increase the Number of Students Who Select Vegetables:**
  - Give veggies creative or descriptive names. Display name signs beside the veggies.
  - Display the creative, age-appropriate names on menu boards outside the cafeteria.
  - Create a Student Nutrition Action Committee (SNAC) and make them responsible for creating veggie names and signage.
  - Source: www.extension.org/pages/68884/3-ways-to-encourage-kids-to-make-healthier-food-choices-in-school-lunchrooms#.U0QJPsbQdaQ

Smarter Lunchrooms Movement

Vegetables

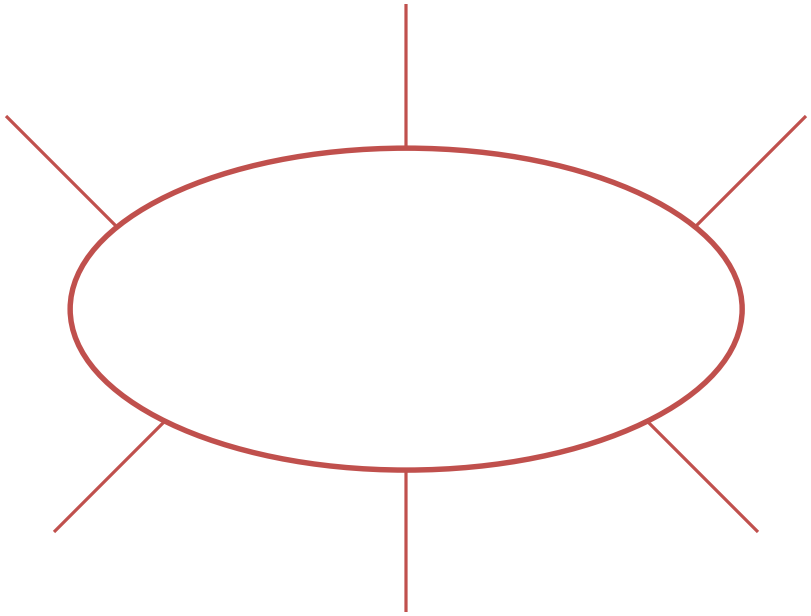
- The Power of Choice
  - www.youtube.com/watch?v=Q1SVhoCyiNU

- Choice Architecture vs. Choice Restriction
  - Both children and adults don't like feeling forced to do something.
  - Choice architecture with veggies sets kids up to make their own choice, which makes them feel in control
  - Source: www.extension.org/pages/69120/guiding-healthier-choices-in-schools:-the-case-of-choice-architecture-vs-choice-restrictions#.U0QI08bQdaQ

Smarter Lunchrooms Movement

Other SLM Factors to Consider

- Where is your favorite place to eat and why?



Smarter Lunchrooms Movement

Dining Environment

- Line flow and design
  - Naturally direct and speed-up the flow of your serving line simply by rearranging items at the beginning of your line: trays, utensils, napkins, milk, etc.

Smarter Lunchrooms Movement

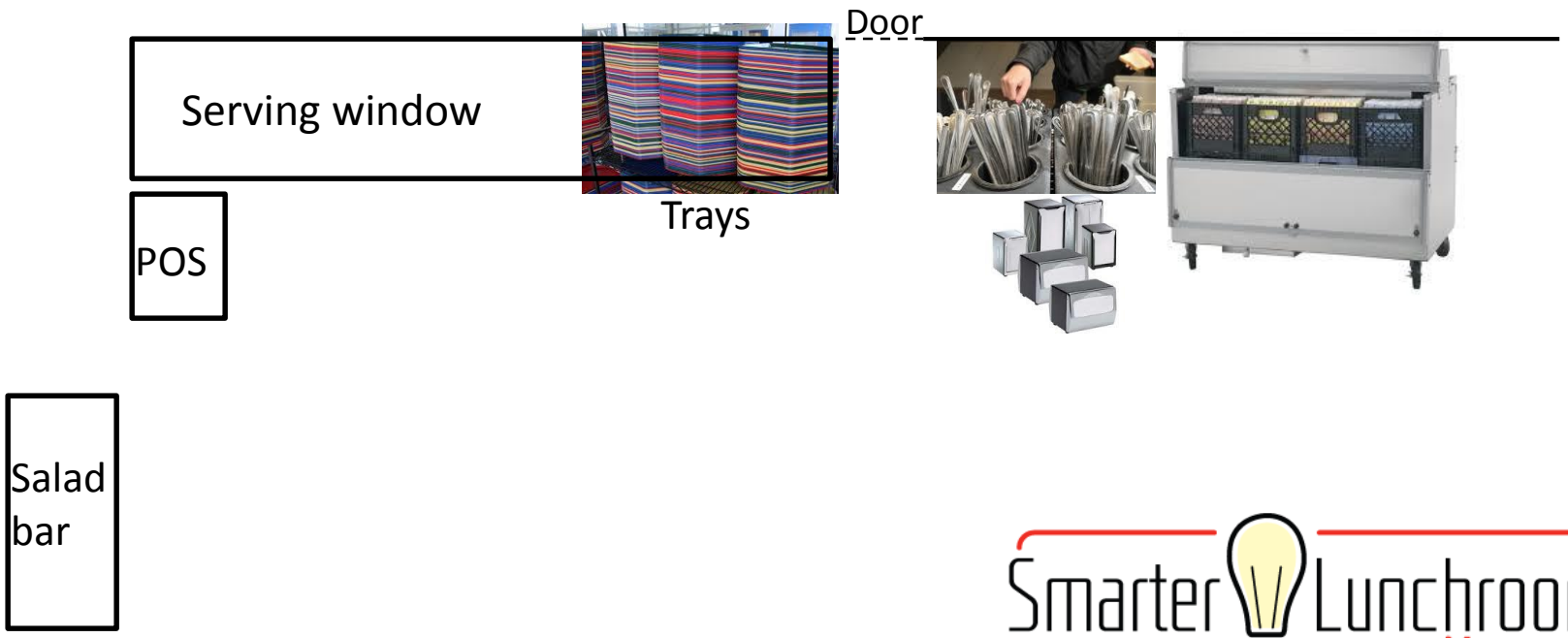
Dining Environment

- Salad bar flow and design
  - Have the serving line lead straight to the salad bar. Then students have to look/stop at all the colorful, nutritious fruits & vegetables!

Smarter Lunchrooms Movement

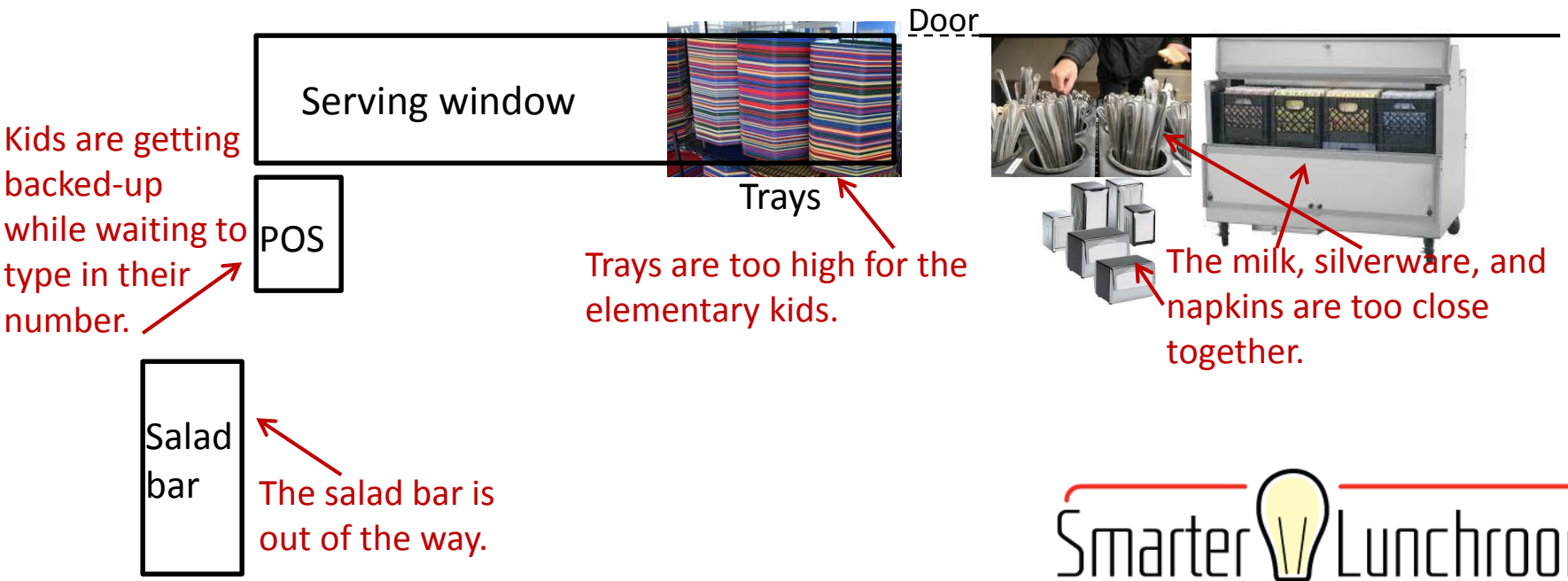
Dining Environment

- Line flow and design: Case Study (Based on a ND K-12 school.)
  - School's complaint: The serving line is too slow
  - School serving line layout: What are some issues with this serving line?



Dining Environment

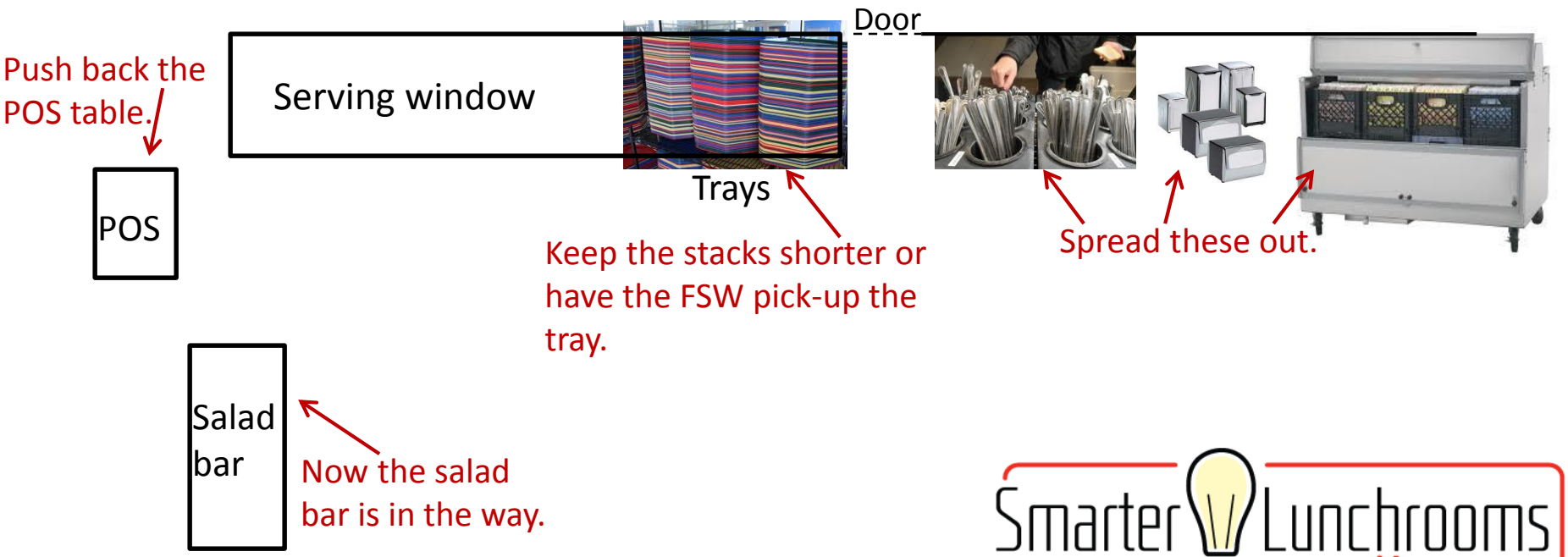
- Line flow and design: Case Study (Based on a ND K-12 school.)
  - School's complaint: The serving line is too slow
  - School serving line layout: How could this serving line be improved?



Smarter Lunchrooms Movement

Dining Environment

- Line flow and design: Case Study (Based on a ND K-12 school.)
  - School's complaint: The serving line is too slow
  - School serving line layout:



Smarter Lunchrooms Movement

Dining Environment

- What's for lunch?!
  - Let's not find out by looking in the garbage!

Smarter Lunchrooms Movement

Dining Environment

- What's for lunch?!
  - How about checking the menu!

Smarter Lunchrooms Movement

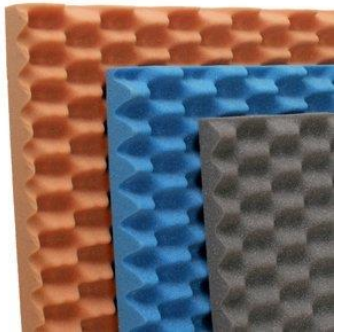
Dining Environment

- Create a themed dining room
  - www.youtube.com/watch?v=OFzjhX50mcU

Smarter Lunchrooms Movement

Dining Environment

- What about the noise level?!?
  - Play soothing music at a low volume
  - Have cafeteria monitor/supervisor limit rowdy behavior and excessive noise
  - Sound absorbing panels/egg form



Smarter Lunchrooms Movement

Dining Environment

- Friendly service
  - Provide service with a smile
  - Like them first
  - Make an appearance

- Source: www.extension.org/pages/68795/serving-up-the-smile-factor:-5-ways-to-leverage-likeability-and-increase-lunchroom-sales#.U0QOecbQdaQ

Smarter Lunchrooms Movement

SLM Principles: Q&A

- **How do I know which Smarter Lunchroom Movement principle will be most effective in my lunchroom?**
  - Observe your lunchroom from many different angles
  - Have multiple people help observe to get different viewpoints
  - Look around your lunchroom at the height that your elementary students see it
  - Use the General Observation Checklist
- Source: ask.extension.org/questions/149950#.U0QITMbQdaQ

Smarter Lunchrooms Movement

General Observation Checklist

5210 LET'S GO!
www.letsgo.org

Cafeteria General Observations

District/School_____

Date:_____

General	Rating
Noise Level	
Lighting	
Odor	
Clear traffic pattern	
Menu clear & neat	
menu presented before approaching serving area	
Menu uses descriptive words	
Cheerful lunchroom staff	
Teaching staff present	
Free cold water available	
Free cold water advertised & promoted	

Dining Area	Rating
Cleanliness	
Attractive healthy food posters	
Monitors circulating	
Monitors' rapport with students	

Check Out	Rating
Cheerful lunchroom staff	
Efficient	
Only healthy items by check out	
Positive verbal prompts	

Directions:

Write "+" for positive impression

Write "N" for neutral impression

Write "-" for negative impression

Write "n/a" for not applicable or not present

Serving and ala carte area	Rating
Cleanliness	
Sample reimbursable meal on display	
Healthiest food offered at beginning of serving line	
Food's appearance	
Fruits and Vegetables in (2) locations	
Fruit displayed in bowls or baskets	
Cut up fruit available	
White milk 50% stock	
White milk front or first beverage	
Salad bar in main line of traffic	
Less healthy ala carte items away from flow of traffic	

Adapted from www.smarterlunchrooms.org

One thing this cafeteria is doing really well:

One suggestion you have for this cafeteria:

One thing you see in this cafeteria that you can bring to your cafeteria:

Source: www.extension.org/sites/default/files/Cafeteria%20Observations.pdf

Getting Support from Administration

- Talking points:
  - SLM changes are low cost/no cost.
  - SLM recommendations and techniques are evidence and research bases.
  - SLM is a growing trend nationwide.

- Source: www.extension.org/pages/68794/generating-buy-in-from-school-administration-officials#.U0QN4sbQdaQ

Smarter Lunchrooms Movement

How can I know if these changes are making a difference???

- Easiest way: compare production records from before & after the change
- Most accurate & hands-on way: tray waste study

Smarter Lunchrooms Movement

Additional Resources

- SLM 2 hour training module http://smarterlunchrooms.org/training

Smarter Lunchrooms Movement

Additional Resources

- Smarter Lunchrooms Movement http://smarterlunchrooms.org/
  - Certified online course
  - Videos
  - Training materials
  - Checklists
  - Products/posters
- Extension www.extension.org/healthy_food_choices_in_schools

Smarter Lunchrooms Movement

Smarter Lunchrooms Movement