



Outreach Toolkit

To Promote California School Meal Programs

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Outreach Toolkit

- **Review of Outreach Toolkit
Online Resource**
- **Marketing Basics**
- **Developing your Own Plan**



Background

- **Work of an Advisory Board**
- **Created to help districts:**
 - Promote their school nutrition programs
 - Improve perception of school meals
 - Increase participation
- **Resources from a variety of sources**



Marketing Audiences

- Students
- Nutrition Service Staff
- Parents
- Teachers/Administrators
- Community



Outreach Toolkit Web site



Outreach Toolkit

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School Food Service Operation Of The Month

[Twin Rivers Unified School District](#)
Twin Rivers USD Director Jill Van Dyke told us about a new mascot to promote school meals. Their SEAL was developed by Nutritionist, Lisa Vorce, R.D. and has been hugely successful in delivering their nutrition message to students.

Outreach Plan

[Developing YOUR outreach plan](#)

Target Audiences

[Students](#)
[Food Service Staff](#)
[Parents](#)
[Teachers/Administration](#)
[Community](#)

Working with Media

[Tips for Media Outreach](#)
[Social School Lunch](#)
[USDA \(Tweet Library\)](#)

Menus & Cafeteria Promotions

[Menu Ideas](#)
[Cafeteria Promotions](#)

News

[California News](#)

About us

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Welcome to the Outreach Toolkit for California School Food Service

California school districts are doing a remarkable job feeding our children and it is important to let others know of your successes. This Outreach Toolkit was created to help you promote the work you are doing to serve delicious, fresh meals to California school children. You will find a variety of no-cost/low-cost resources on this Web site that you can use to promote your school nutrition program, improve community perception, and increase meal participation.

Your main customers are your students; however, it is important for all stakeholders to be aware of the work you are doing and know the benefits of school lunch to the health of children. Therefore, we have included materials designed for your staff, students, parents, teachers and administrators, and the general community.

This Outreach Toolkit has something for every district, regardless of size or finances. We've made it easy for you to get started.

1. Review the Web site for a complete listing of what is included.
2. Use the easy "Steps to Developing YOUR Outreach Plan" to focus your plan.
3. Select the online resource links to help you implement your plan.

Each resource comes with suggestions for use. Most resources are Microsoft Word documents that can be edited to include your school information or logo.

Best Practices

[Alum Rock USD](#)
[San Marcos USD](#)
[Turlock USD](#)
[Your Outreach Story](#)

Other School Meal Outreach Web Sites

[Idaho - SMART Campaign](#)
[Florida - Fresh For Florida Kids](#)
[Minnesota - Great Trays Campaign](#)
[USDA Toolkit](#)

Partnerships

[California Food Policy Advocates](#)
[California School Nutrition Association](#)
[The California Endowment](#)
[The Dairy Council of California](#)

Additional Resources

[California Department of Education - Nutrition Services Division](#)
[School Nutrition Association](#)
[USDA Team Nutrition](#)



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- Outreach Plan**
 - [Developing YOUR outreach plan](#)
- Target Audiences**
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Target Audience: Students

Students are customers. Participating in the school meal program is always a choice, so in order for students to decide to participate, you must ensure that they recognize the value of the school lunch. When marketing to students focus on what the benefit would be to them in participating in the NSLP. For instance, students want to socialize during meal times, so focus on speed of service. Students want a say in what they eat, so include them in testing new products, and provide them choices.

- Tips:*
- Use terms/methods that are meaningful to students (i.e. social media)
 - Partner with student groups on campus to market the meals.
 - Piggyback onto commercial advertisements to promote school meal choices.

The resources below provide practical information and simple tools to market directly to students in an appropriate and positive manner.

- [Know Your Customers \(pdf\)](#)
- [USDA Student Messages \(pdf\)](#)
- [Taste Testing Tips \(pdf\)](#)
- [USDA Educators - Students Toolkit \(pdf\)](#)

Best Practices

- [Alum Rock USD](#)
- [El Monte USD](#)
- [San Diego USD](#)
- [San Marcos USD](#)
- [Turlock USD](#)
- [Your Outreach Story](#)

Other School Meal Outreach Web Sites

- [Idaho - SMARTCampaign](#)
- [Kansas City, Missouri](#)
- [Minnesota - Great Trays Campaign](#)
- [USDA Toolkit](#)

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Cafeteria Promotions: SMART Lunch Ideas

Cafeteria promotions can add interest and excitement to your meal service. Ideas are plentiful and the resources listed here will help you spark your creativity to bring fun ideas to life. The result will be greater participation and an increased positive perception of your program.

This resource from the U.S. Department of Education and the Kentucky Department of Education was produced a while ago (2002) but contains many timeless ideas that can be adapted for current outreach work.

- [Celebration and Promotions \(pdf\)](#)
 - [Marketing Healthy Choices in the School Cafeteria \(pdf\)](#)
- The Smarter Lunchrooms Movement was started in 2009 with the goal of creating sustainable research-based lunchrooms that guide smarter choices. It is a grassroots movement of those concerned with the way children eat and wish to change these behaviors through the application of evidence-based lunchroom focused principles that promote healthful eating. Visit their Web site at <http://www.smarterlunchrooms.org>.

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Marketing mix





Purpose of Marketing

*** Engage Customers**

*** Generate Sales**

*** Showcase Benefits**

5 ps of marketing

* **Product**

* **Price**

* **Place**

* **Promotion**

* **People**



Product

*** Products Satisfy a Need**

*** People Buy Benefits**



Price

* Actual Price

* Discounts

* Value

The screenshot shows the paypams Parent Account Management System website. At the top, there is a banner with a woman on the left and a boy on the right. The text in the banner reads: "paypams Parent Account Management System" and "Money goes directly into your child's account. No more lost money!". Below the banner is a navigation bar with three items: "MY ACCOUNT SETTINGS", "ABOUT PAMS", and "HELP". Below the navigation bar is a grid of six colored buttons, each with a title and a description of the feature.

PAY NOW	ACCOUNT BALANCE	AUTOMATIC PAYMENTS	EMAIL NOTIFICATION	CAFETERIA PURCHASES	VIEW MENU
Pay for your child's meals from the convenience of your home or office 24/7	View your child's meal account balance	Schedule automatic payments based on account balance	Receive low balance email reminders	View daily spending reports and cafeteria purchases	View your school cafeteria's menu

Place

* **Distribution**

* **Visibility**

* **Timing**



Promotion

- * Brand Awareness

- * Public Relation

- * Reputation Management



People

* **Market to the Audience**

* **Build Relationships**

* **Perception Adds Value**

* **Responsiveness**





Outreach Plan





Outreach Plan Could . . .

*** Share What is Already Being Done Well**

*** Serve as a Tool for Improvement**



Identify And Prioritize Needs

*** What do You Need/Want?**

*** What Resources Do You Have Available?**

*** Outreach Toolkit Website**



No One Can Tell Your Story Like You

*** Commitment**

*** Passion**

*** Hard Work**



Activity

