



## Outreach Toolkit

To Promote California School Meal Programs

Linda Sweeney Coordinator, Cal Pro NET Heather Reed California Department of Education









## 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





Community

## Outreach Toolkit Web site





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 Background Acknowledgements Contact us

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
- 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. Turlock USD Your Outreach Story Other School Meal Outreach Web Sites BMARTCampaign

Florida - Fresh For Florida Kids

Minnesota - Great Trays Campaign USDA Tookit

Partnerships

California Food Policy

Nutrition Association The California Endowment

The Dairy Council of California

Additional Resources

USDA Team Nutrition







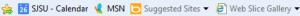














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#### **Outreach Plan**

Developing YOUR outreach plan

#### Target Audiences

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Food Service Staff

**Parents** 

Teachers/Administration

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#### Menus & Cafeteria **Promotions**

Menu Ideas

Cafeteria Promotions

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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

#### **Partnerships**

California Food Policy Advocates

California School **Nutrition Association** 

The California Endowment

The Dairy Council of California

#### Additional Resources

California Department of Education - Nutrition

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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 creatively 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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#### Additional Resources

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## 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





### \* Actual Price

\* Discounts

\* Value





## 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

