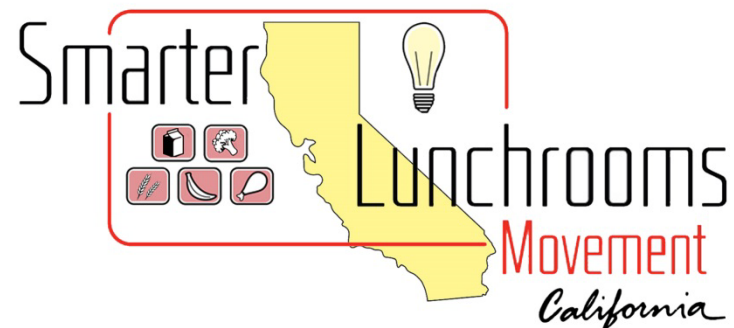




The Smarter Lunchrooms Movement of California



CSNA's 63rd Annual Conference
November xx, 2015
Ontario, CA



Presentation Overview

- **Introduction to Smarter Lunchrooms**
 - ❖ Crystal Young, California Department of Education
- **Introduction to Smarter Lunchrooms Principles**
 - ❖ Candice Sainz, Dairy Council of California
- **Smarter Lunchrooms Activity**
 - ❖ Mary Ann Mills, UC CalFresh Nutrition Education Program

Introduction to Smarter Lunchrooms

Crystal Young

Associate Governmental Program
Analyst

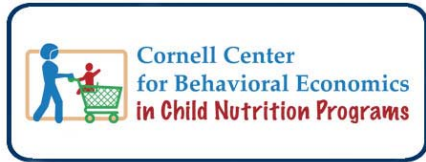
California Department of Education

cyoung@cde.ca.gov



The Smarter Lunchrooms Movement

- Started in 2009 by the Cornell Center for Behavioral Economics
- Evidence-based tools that improve child eating behaviors and thus improve the health of children.
- “It’s not nutrition until it’s eaten!”



SLM of CA Launched in 2013...

- Phased-in strategic plan
- Intentional design
 - Philosophy-One training is not enough!
 - Technical Advising Professionals (TAPs) essential





SLM of CA Leadership Team

- California Department of Education
- Dairy Council of California
- UC Cal Fresh Nutrition Education Program





Vision and Mission

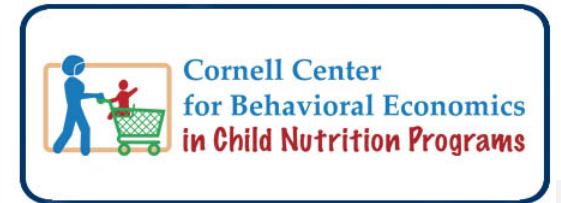
Vision: California will join the movement to encourage students to enjoy eating healthier foods in schools.

Mission: The SLM of California is working together to train food service staff to redesign cafeterias, using Cornell's Smarter Lunchrooms behavioral economics principles, to subtly nudge students to make healthy food choices. Our technical advising professionals support schools in creating a healthier school environment and sharing their success stories.



SLM of CA Partners

- Kaiser Permanente Thriving Schools
- California Department of Public Health
- California Food Policy Advocates
- The California Endowment
- Cornell University's BEN Center





What is the 'Smarter Lunchrooms Initiative'?

- ▶ The Smarter Lunchrooms Initiative seeks to...
 1. **Nudge choices**
 2. **Increase sales**
 3. **Implement low-cost/no cost changes**
 4. **Keep a variety of food choices**

- ▶ The Smarter Lunchrooms core values include:
 1. **Low Cost/No-Cost Solutions**
 2. **Focus on Lunchroom Environment**
 3. **Promotes Healthful Eating Behaviors**
 4. **Sustainability**

What We Know About Food Decisions

- We have two decision-making mechanisms
 - Deliberative – Rational
 - Emotional – Knee-jerk reactions
- Which takes over depends on the level of cognitive resources available
 - Stress or distraction leads = eat more and eat worse
 - It takes effort and resources to resist temptation



Cold vs. Hot State



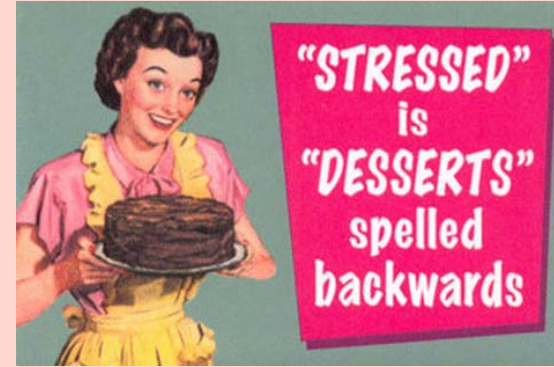
Cold State

We consider:

- Prices
- Health information
- Logic

We buy:

- Smaller portions
- Moderate foods



Hot State

We Consider:

- Taste
- Convenience
- Size
- Visual effect

We buy:

- Bigger



Introduction to Smarter Lunchrooms Principles



Candice Sainz
Community Nutrition Advisor
Dairy Council of CA
csainz@dairycouncilofca.org



6 Basic Smarter Lunchrooms Principles to Consider

The following principles are based on research concerning various **environmental cues that influence eating behavior**. They are true in school lunchrooms as well as in restaurants, food courts, and even in your home kitchen!

Manage
Portion
Size

Increase
Convenience

Improve
Visibility

Enhance
Taste
Expectations

Utilize
Suggestive
Selling

Set Smart
Pricing
Strategies

Manage Portion Sizes

Increase
Convenience

Improve Visibility

Enhance
Taste
Expectations

Utilize Suggestive
Selling

Set Smart Pricing
Strategies

Use smaller containers, plates, and serving utensils.

Large portions = eating more



Small portions = eating less



Pay attention to the number of
servings *per container!*

Nutrition Facts	
Serving Size	4 cookies (30g)
Servings Per Container	4
Amount Per Serving	
Calories 220	Calories from Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 6g	30%
Trans Fat 0.5g	
Cholesterol 10mg	2%
Sodium 70mg	4%
Total Carbohydrates 25g	8%
Dietary Fiber 1g	4%
Sugars 20g	
Protein 3g	

Manage Portion Sizes





Make healthy foods more convenient.

- ▶ The easier it is to eat a food, the more likely we are to eat it!
- ▶ Make healthy foods easy to get to by putting them on the middle shelves of the pantry and refrigerator, in front.
- ▶ Put indulgent treats at the very top or bottom shelves, in the back.

*Just, D.R., Mancino, L., and Wansink, B. (2007, June). Could behavioral economics help improve diet quality of nutrition assistance program participants? Economic Research Report Number 43. Washington, DC: U.S. Department of Agriculture, Economics Research Service.



Increase Convenience



Manage
Portion
Sizes

Increase
Convenience

**Improve
Visibility**

Enhance
Taste Expectations

Utilize Suggestive
Selling

Set Smart Pricing
Strategies

- Research has found that items displayed more visibly, at eye level, or first in line tend to be chosen more often than other items*
- Put healthier choices at eye level, less healthy options at the bottom or way up top



Improve Visibility

Farmsville USD- After



LAUSD-After



Manage
Portion
Sizes

Increase
Convenience

Improve
Visibility

**Enhance
Taste
Expectations**

Utilize Suggestive
Selling

Set Smart Pricing
Strategies

If it looks delicious and sounds delicious... it must be delicious

- ▶ Food tastes how we expect it to taste – which is why it's such a shame that people are taught to think healthy foods are yucky!
- ▶ Name, appearance, and reputation create our expectations.



Enhancing Taste Expectations with Creative Naming



Manage
Portion
Sizes

Increase
Convenience

Improve
Visibility

Enhance
Taste Expectations

**Utilize
Suggestive
Selling**

Set Smart Pricing
Strategies

Say what??

- Attitudes are contagious! We are influenced by people around us.
- Signs and verbal prompts influence us to see and desire products.



Would you like
some salad with
that pizza?

Try Today's
Special! It's
delicious!

Fruit comes
with your meal!





Utilize Suggestive Selling





- Make a Bundle with Healthy Bundling: Encourage lunchrooms and restaurants to offer healthy food “bundles” for a discounted price: for example, a salad or sandwich + fruit + milk instead of a soda and fries.
- Why it works: A way to save money and feel better? Two, please!



Set Smart Pricing Strategies



The Smarter Lunchrooms Scorecard



Smarter Lunchrooms Self-Assessment

2014
Scorecard

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Since its founding in 2009 the Smarter Lunchrooms Movement has championed the use of evidence-based, simple low and no-cost changes to lunchrooms which can simultaneously improve participation and profits while decreasing waste. This tool can help you to evaluate your lunchroom, congratulate yourself for things you are doing well and identify areas of opportunity for improvement

Instructions

Read each of the statements below. Visualize your cafeteria, your service areas and your school building. Indicate whether the statement is true for your school by checking the box to the left. If you believe that your school does not reflect the statement 100% do not check the box on the left. After you have completed the checklist, tally all boxes with check marks and write this number in the designated area on the back of the form. This number represents your school's baseline score. The boxes which are not checked are areas of opportunity for you to consider implementing in the future. We recommend completing this checklist annually to measure your improvements!



Important Words

Service areas: Any location where students can purchase or are provided with food

Dining areas: Any location where students can consume the food purchased or provided

Grab and Go Meals: Any meal with components pre-packaged together for ease and convenience - such as a brown bag lunch or "Fun Lunch" etc.

Designated Line: Any foodservice line which has been specified for particular food items or concepts - such as a pizza line, deli line, salad line etc.

Alternative entrée options: Any meal component which could also be considered an entrée for students - such as the salad bar, yogurt parfait, vegetarian/vegan or meatless options etc.

Reimbursable "Combo Meal" pairings: Any reimbursable components available independently on your foodservice lines which you have identified as a part of a promotional complete meal - For example you decided your beef taco, seasoned beans, frozen strawberries and 1% milk are part of a promotional meal called the, "Mi Amigo Meal" etc.

Non-functional lunchroom equipment: Any items which are either broken, awaiting repair or are simply not used during meal service - such as empty or broken steam tables, coolers, registers etc.

Good Rapport: Communication is completed in a friendly and polite manner

All Points of Sale: Any location where a register/pin-pad is located for example: deli-line, snack window, a la carte line, hot line, kiosks/carts etc.

- ☐ Fruit is available at all points of sale (deli-line, snack windows, a la carte lines etc.)
- ☐ Daily fruit options are available in at least two different locations on each service line
- ☐ At least one daily fruit option is available near all registers (If there are concerns regarding edible peel, fruit can be bagged or wrapped)
- ☐ Whole fruit options are displayed in attractive bowls or baskets (instead of chaffing/hotel pans)
- ☐ A mixed variety of whole fruits are displayed together
- ☐ Daily fruit options are easily seen by students of average height for your school
- ☐ Daily fruit options are bundled into all grab and go meals available to students
- ☐ Daily fruit options are written legibly on menu boards in all service and dining areas

Promoting Vegetables & Salad

- ☐ At least two types of vegetable are available daily
- ☐ Vegetables are not wilted, browning, or otherwise damaged
- ☐ At least one vegetable option is available in all foodservice areas
- ☐ Individual salads or a salad bar is available to all students
- ☐ The salad bar is highly visible and located in a high traffic area
- ☐ Self-serve salad bar utensils are at the appropriate portion size or larger for all fruits and vegetable offered
- ☐ Self-serve salad bar utensils are smaller for croutons, dressing and other non-produce items
- ☐ Daily vegetable options are available in at least two different locations on each service line



- ☐ Available vegetable options have been given creative or descriptive names
- ☐ All vegetable names are printed/written on name-cards or product IDs and displayed next to each vegetable option daily
- ☐ All vegetable names are written and legible on menu boards
- ☐ All vegetable names are included on the published monthly school lunch menu

Moving More White Milk

- ☐ All beverage coolers have white milk available
- ☐ White milk is placed in front of other beverages in all coolers
- ☐ White milk crates are placed so that they are the first beverage option seen in all designated milk coolers
- ☐ White milk is available at all points of sale (deli-line, snack windows, a la carte lines etc.)
- ☐ White milk represents at least 1/3 of all visible milk in the lunchroom
- ☐ White milk is easily seen by students of average height for your school
- ☐ White milk is bundled into all grab and go meals available to students as the default beverage
- ☐ White milk is promoted on menu boards legibly
- ☐ White milk is replenished so all displays appear "full" continually throughout meal service and after each lunch period

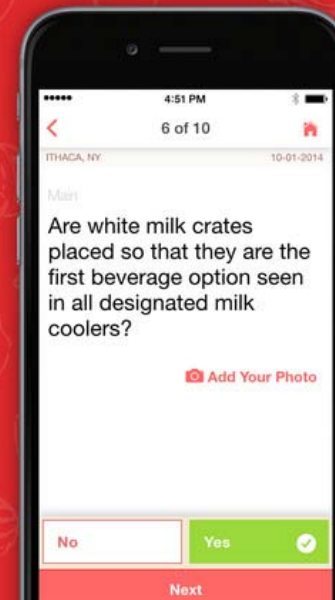


Entrée of the Day

- ☐ A daily entrée option has been identified to promote as a "targeted entrée" in each service area and for each designated line (deli-line, snack windows, a la carte lines etc.)
- ☐ Daily targeted entrée options are highlighted



Start Learning How You
Can Make Your School's
Lunchroom Healthier



Focusing on Fruit





Smarter Lunchrooms Activity: Make Fruits and Veggies First, Fast and Fabulous



Mary Ann Mills
Program Representative III
UC CalFresh Nutrition Education
Program

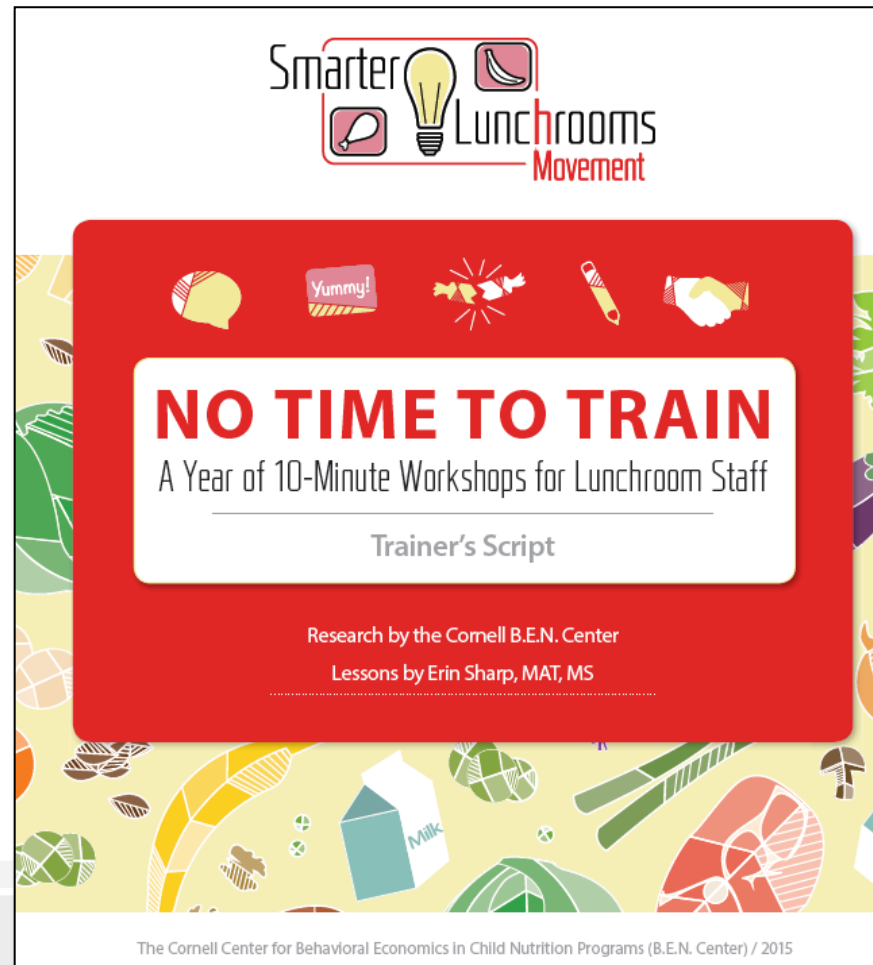
UNIVERSITY of CALIFORNIA
cal fresh Nutrition Education



No Time to Train Manual

Find it Online:

<http://smarterlunchrooms.org/resource/no-time-train-trainers-script>



WARM-UP CHALLENGE

Look at this crowd of rubber ducks. Pick one. **Don't say anything,** though—keep your choice secret.

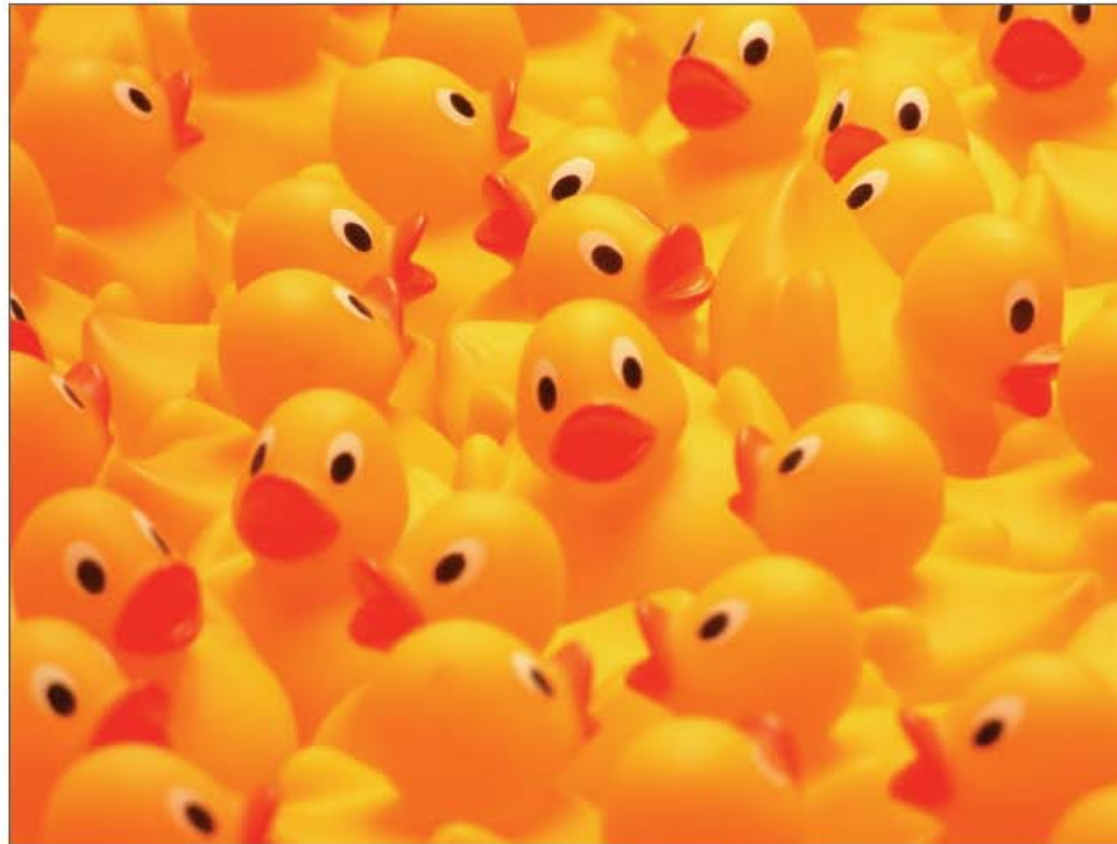


Photo by gaslanlee (wikimedia commons)



WARM-UP CHALLENGE



Photo by goetartee (wikimedia commons)

Now imagine you will win \$100 if you can get your friend to choose the same duck from the crowd.

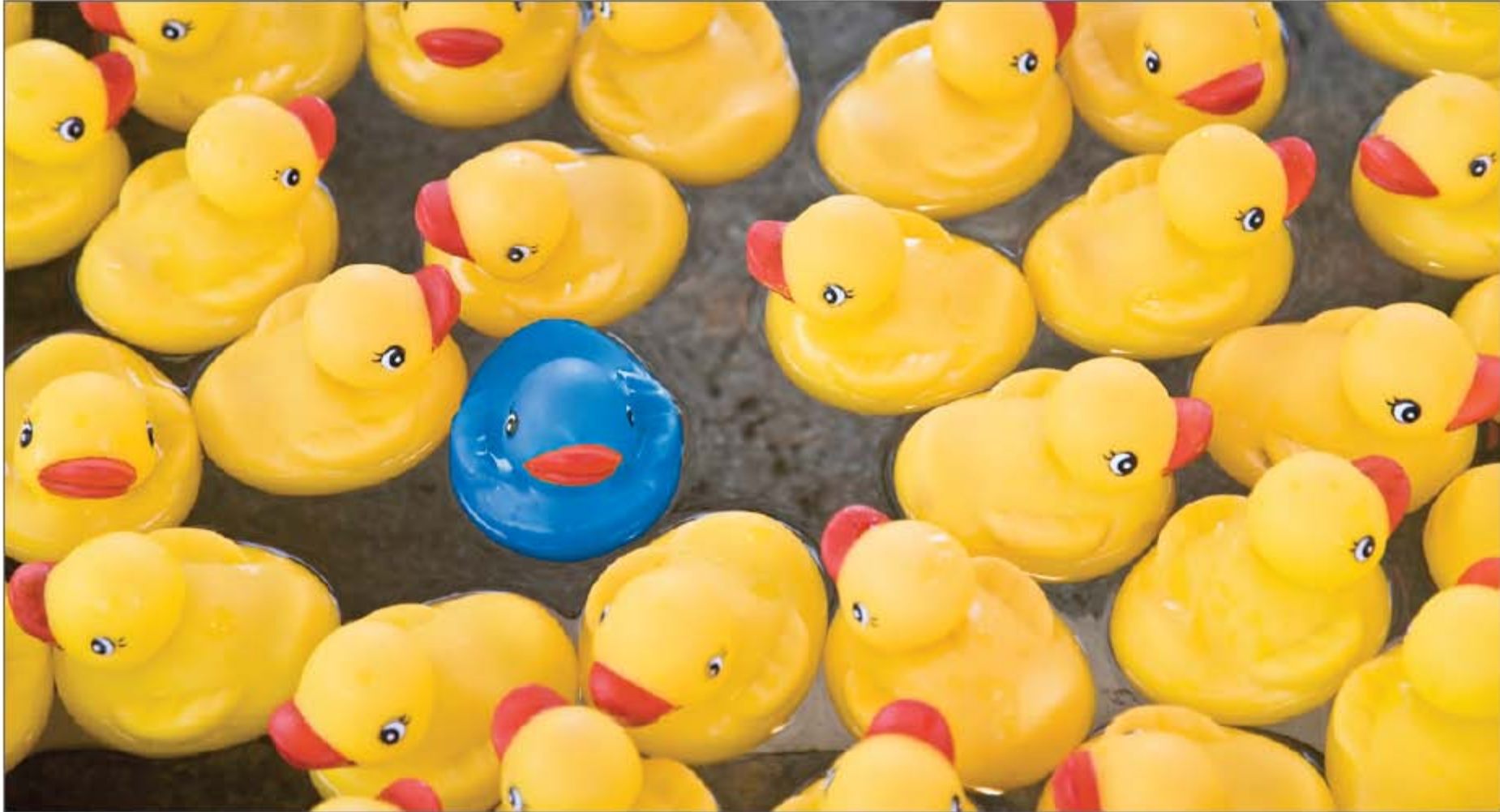
The rules are:

- You can't make noise, motion, or otherwise communicate directly with your friend
- You can alter the photo or duck pond in any way you want prior to your friend seeing it, as long as you do not remove any of the ducks

How would you get your friend to choose the \$100 duck?



ADD A SPLASH OF COLOR



POINT THE WAY

This one! →



MOVE YOUR DUCK TO THE FRONT



Photo by Kristen Wong (wikimedia commons)



MAKE A BIG DISPLAY



ADD BLING! DECORATE YOUR DUCK!

So fabulous!



Photo: Judith Leiber clutch (bagbliss.com)



MAKE YOUR FRUITS AND VEGGIES JUST AS SPECIAL AND UNFORGETTABLE



- ▶ Break through the fog.
- ▶ Get noticed.



ADD A SPLASH OF COLOR



- ▶ **Bright trays, linens, utensils, and servingware**
- ▶ **Contrasting colors**
 - checkerboard-style rows of pre-portioned cups of canned peaches and red grapes
 - red and green apples together
- ▶ **Colored marker/chalk on menus**
- ▶ **Garnishes**

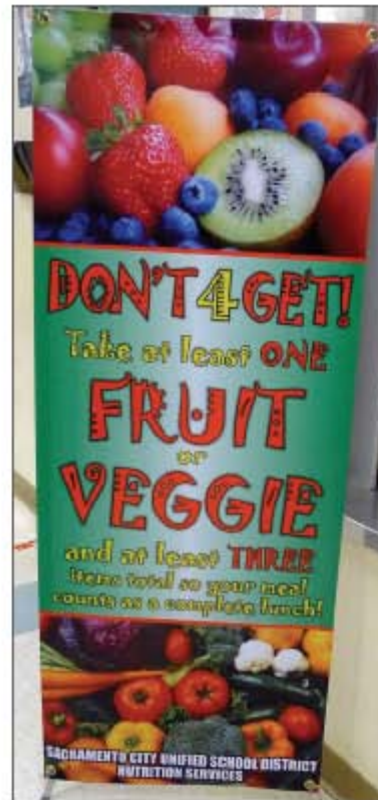
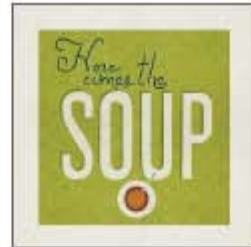


POINT THE WAY



► Signs and menus

- Be colorful, clear, and direct
- Use color, arrows, pictures/photos, short messages



Images: Juanyer (soup sign), gindandwin.es.com (daily specials sign), Sam Howell (fresh fruit sign), whosaidchodunch.com (banner), nelsonandmore.com (salad bar sign)



MOVE TARGET FOODS TO THE FRONT



Photos by Shutterstock (fruit), latfusa.com (salad bar)

Put fruits and veggies in prominent places on the line

- **First** and **last** places (*at least 2 places in every serving line*)
- **Front & eye-level** of coolers and displays
- By slow-moving traffic spots
 - If you cannot put actual food there, use signs or food models
- Place the salad bar in the middle of the traffic flow so students walk by it and notice it. Orient it so they see the food, not the ends of the apparatus.



MAKE A BIG DISPLAY



- ▶ **Put handheld fruit in a colorful, well-lit basket or bowl in a prominent place in line**
 - Use tongs or wrapped fruit when peel is edible
 - Add a sign
 - Shine a light on it
 - Prompt students to take piece
- ▶ **Feature “Today’s Special!” or “Fruit/Veggie of the Day” on attractive menu board**
 - Personalize with color, fun doodles, mascot, or fonts



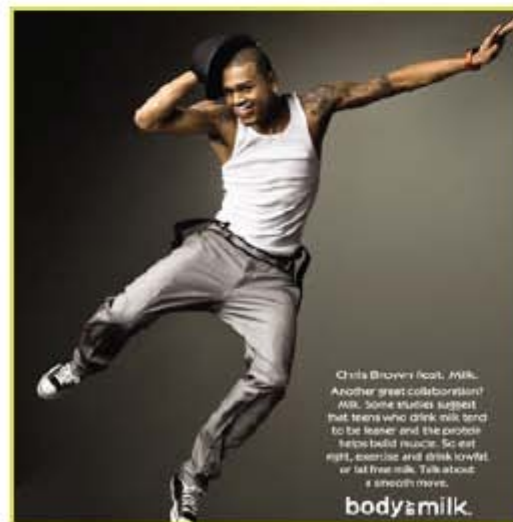
Photo by gany.org



DECORATE (ADD BLING)

- ▶ Colorful, cheerful, purposeful decorations can help make your lunchroom an inviting, fun place to eat and belong

- Clean
- Colorful
- School spirit
- Age-appropriate
- Food-centered
 - Involve students in making art
 - Themes: veggie of the month, school celebs' faves
 - Free from partners ("Got Milk?" posters, local farmers)
- Update every 1-3 months



LET'S TRY IT OUT!

Make fruits and veggies the stars of our lunchroom this month.





Thank You!!!



Questions? Comments?