

# The Smarter Lunchrooms Movement: Engaging Students in Your Cafeteria



November 10, 2017

9:15AM – 10:15 AM



CSNA's 65<sup>th</sup> Annual Conference  
November 10, 2017  
Sacramento, CA





# Speakers

- Phoebe Copp
  - Dairy Council of California



- April Mackill
  - Plumas Lake Elementary School District



- Barbara Lee
  - Livermore Valley Joint Unified School District




LIVERMORE  
SCHOOL DISTRICT



# Objectives

- Understand the Smarter Lunchrooms Movement
- Walk through the steps of a successful SLM implementation
- Learn how to use new resources and technology to engage students in your Smarter Lunchroom



# The Smarter Lunchrooms Movement - Overview

Phoebe Copp

Dairy Council of California





# Origin of the Smarter Lunchrooms Movement

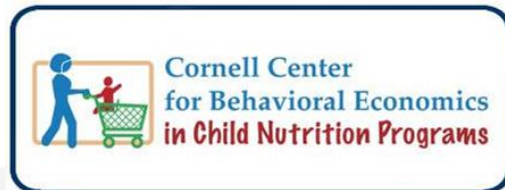
Cornell University Food and Brand Lab

- Consumer behavior research



The BEN Center

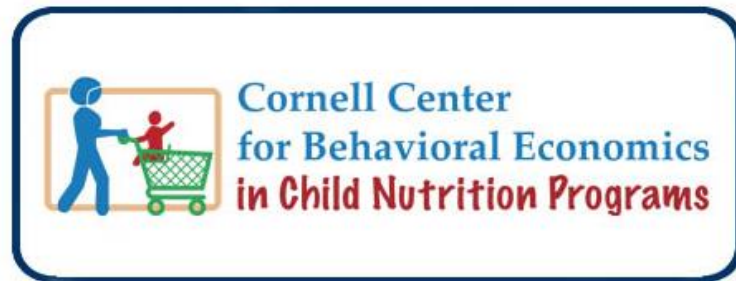
- School-focused research and outreach





# Smarter Lunchrooms Movement of California Collaborative

## Partner Organizations





# Behavioral Economics: How Choices are Influenced

- Which factors affect our choices?
  - Price
  - Appearance
  - Convenience
  - Information
  - State of Mind
  - Habit
  - Expectations



# Food Decisions

- Two decision-making mechanisms
  - Deliberative – rational
  - Emotional – naïve, knee-jerk reactions
- Which one takes over depends on the level of cognitive resources available
  - Stress or distraction lead us to eat more and worse
  - It takes effort and resources to resist temptation





# Choice Architecture

*Designing the choice to lead an individual to a particular outcome without forcing them*

Uses tools of psychology to access economic decision-making

- Attribution
  - It was my choice, I will repeat it in the future



# Choice Restriction

*Forcing a choice by eliminating options.*

Can lead to reactance.

Ex: 'You have to take carrots with your lunch'



# The Smarter Lunchrooms Movement

- What if we design the lunch room to gently encourage the decisions we want students to make?
  - Uses behavioral theory to encourage better choices
  - Avoid reactance
  - Encourage future healthy eating choices







# Plumas Lake Elementary School District Smarter Lunchrooms Movement



April Mackill

Nutrition Services Manager



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# Plumas Lake and the Tale of Sustainable Student Engagement

- The Foundation: Who We Are
- The Walls and Roof: Team Building
- The Kitchen Sink: We're All In! SLM In Practice
- The Happy Home: Sustainability For Years to Come





# The Foundation: PLESD

- Student Enrollment of ~1200
- 37-40% Meal Benefit Program Eligibility
- Nutrition Services Department: 9 Front Line Staff, one Manager
- Average Daily Participation: 45-50%





# PLESD SLM School Sites

## Cobblestone Elementary

- Enrollment: 402
- Meal Benefit Eligibility: 42%
- Average Daily Participation: 199, 50%
- Front Line Team Size: 2 - 3

## Riverside Meadows Intermediate

- Enrollment: 412
- Meal Benefit Eligibility: 37%
- Average Daily Participation: 208, 50%
- Front Line Team Size: 2
- Second Chance Breakfast Program



The Walls and Roof: We need to work together!



I tried to give the grant  
back...



Really!

# The Walls and Roof: We need to work together!



## Team Dysfunctions:

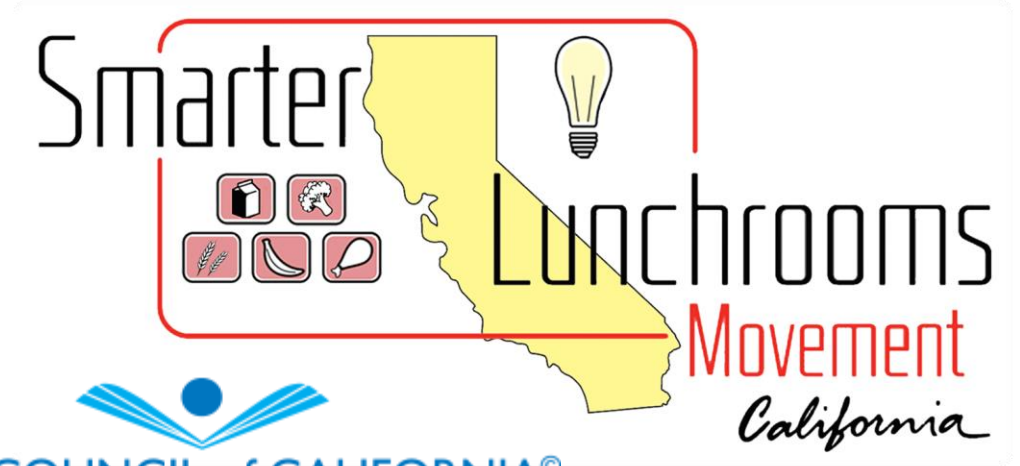
- Lack of trust – in me, in each other
- Guarding of resources
- Disinterest in Change



# The Walls and Roof: We need to work together!

## Partners and Support:

- SLM of CA Grant Team
- Dairy Council of California
- Site Principals
- Team Nutrition
- CSNA Local Chapter #35 - SUBA



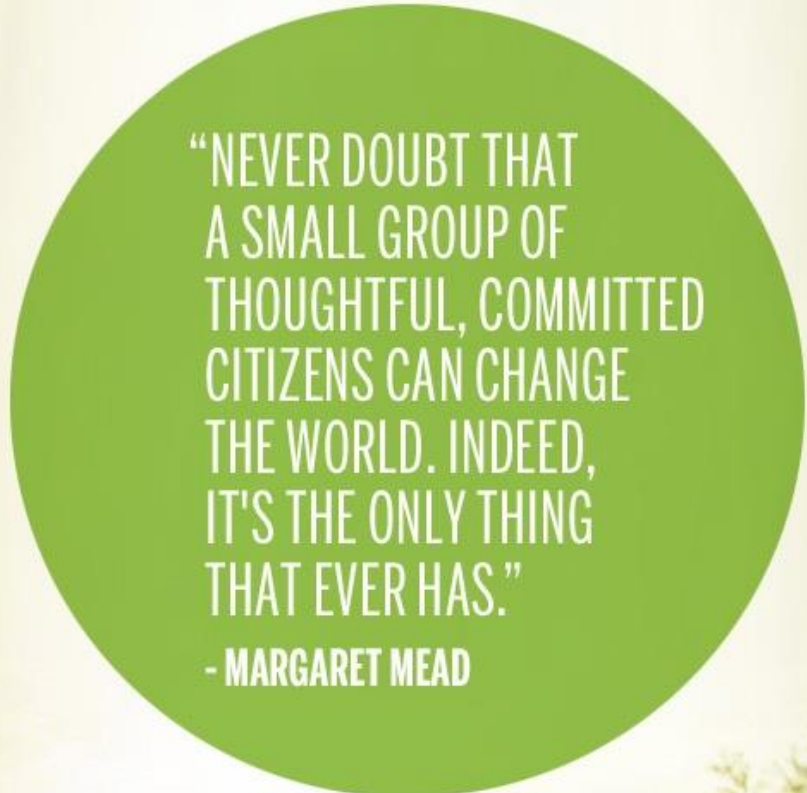




## The Walls and Roof:

### Professional Development

- Ownership over projects
- Involvement in changes
- Cross Training
  - Focus on the larger team



“NEVER DOUBT THAT  
A SMALL GROUP OF  
THOUGHTFUL, COMMITTED  
CITIZENS CAN CHANGE  
THE WORLD. INDEED,  
IT'S THE ONLY THING  
THAT EVER HAS.”

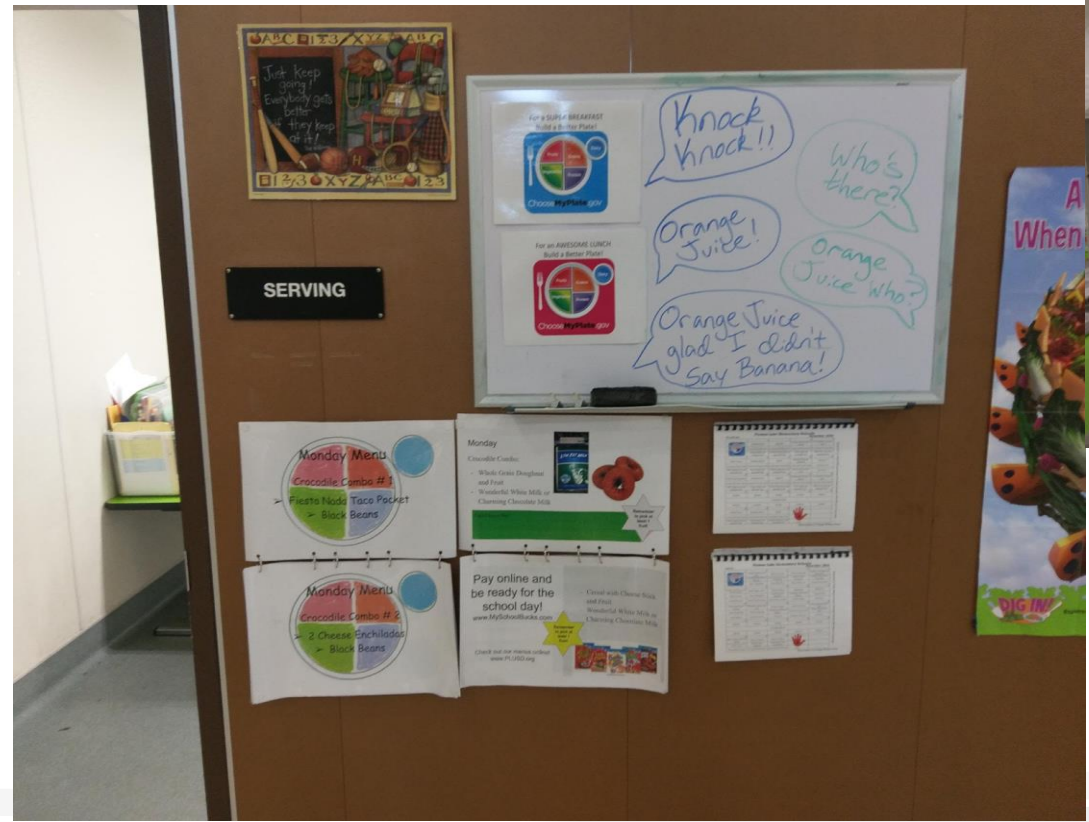
- MARGARET MEAD





# The Walls and Roof:

## Signage





# The Walls and Roof:

## Serving Line Presentation



Fruits of Our Labor...



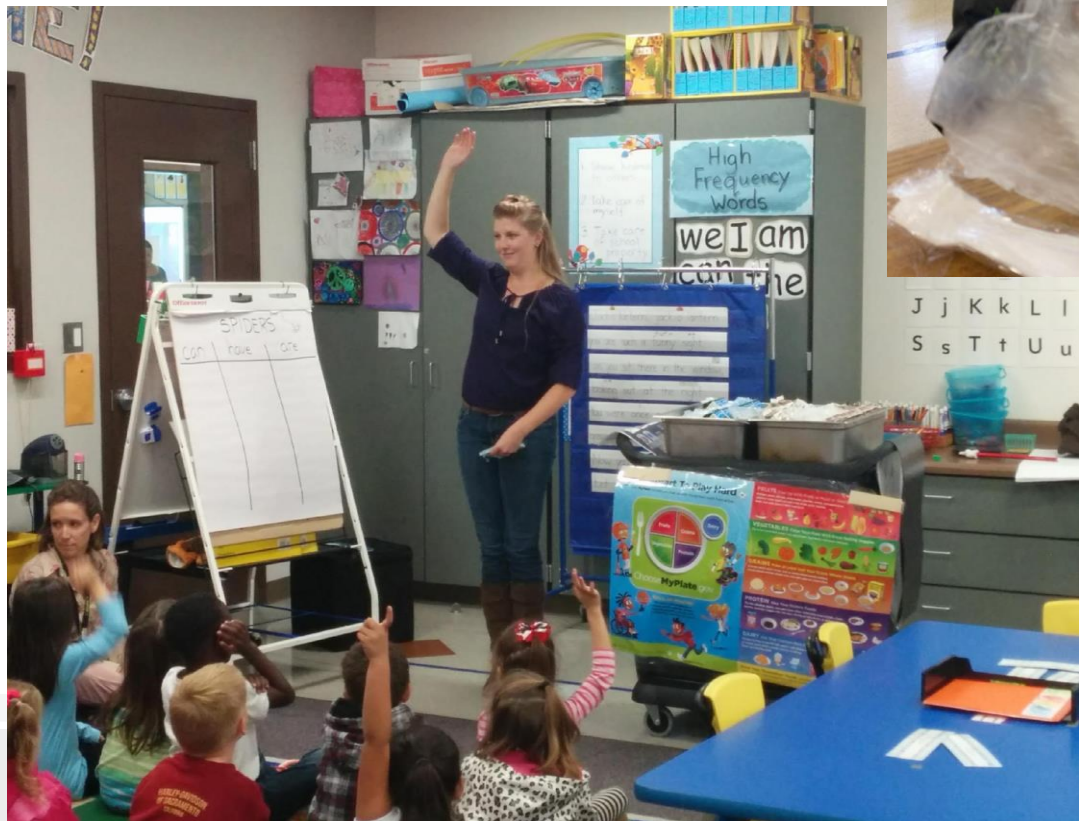
Student Nutrition  
Ambassador Council  
(SNAC)







SNAC





# The Kitchen Sink: SNAC

- Everyone is involved: the Principal, the Teacher, the Student, the Kitchen Leader, the Parent
- Peer to Peer Messaging: The positive aspect of social pressure
- New eyes, focused group



# The Kitchen Sink: Social Media

- Be where students are
- Be where parents are
- Control your message
- Highlight your successes
- Share your struggles



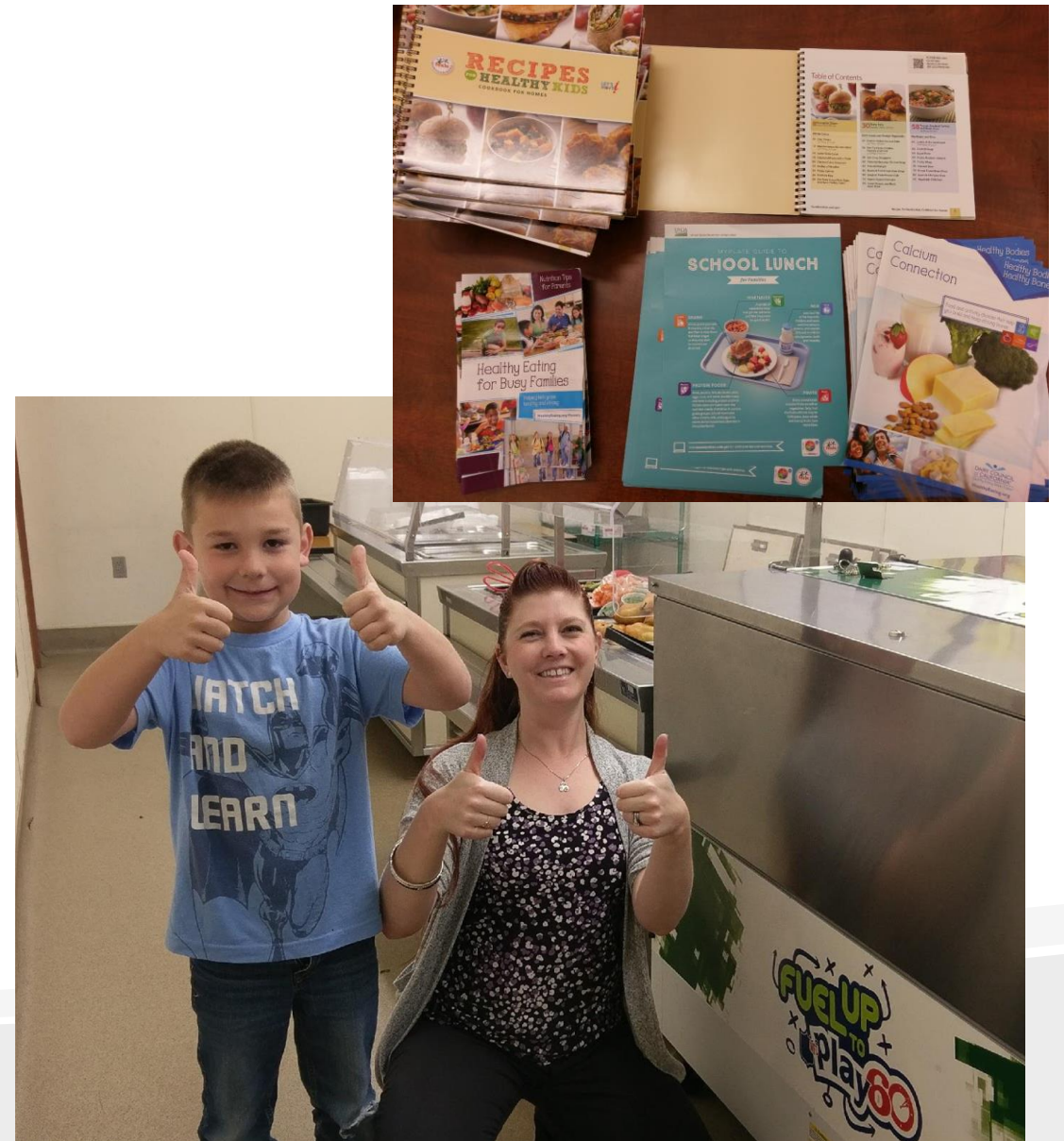
@PLESDWellness

- Max reach, min effort
- Accidental support
- Great tool to engage older students in SNAC



# The Happy Home: Sustainability for Years to Come

- Make it Manageable
- Make it Meaningful
- Make it Memorable







# The Happy Home: Sustainability for Years to Come

- Make it manageable – If an all at once change is too much, break it into pieces. Once a piece is fully integrated into daily routine, add another.
- Make it meaningful – What's the most important to your target audience right now?
- Make it memorable – Pictures and posters leave great impact long after the eyes have passed on

# The Happy Home: Sustainability for Years to Come

Celebrate your successes and your trials!

- Highlight on social media – HUGE impact with families and customers!
- Send out certificates of appreciation – signed by someone outside your department
- Make arrangements for your Leaders to attend special trainings
- Email the school principals
- Have lunch with students – make a “thank you” poster





Thank You!



April Mackill

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# Livermore Valley Joint USD Smarter Lunchrooms Movement



Barbara Lee

Director Campus Catering







# Livermore Valley Joint USD

## Smarter Lunchrooms Movement



- How Smarter Lunchrooms Movement impacted our Café
- Robust Foundation and Partnerships



# Livermore Valley Joint USD

## Smarter Lunchrooms Movement



- Value of Longevity
- New Administration
- Cafeteria versus Café



# Livermore Valley Joint USD

## Smarter Lunchrooms Movement





# Livermore Valley Joint USD

## Smarter Lunchrooms Movement



- Inspiration from Elmo.
- Creating School Synergies and communication in the language of the 21<sup>st</sup> Century.
- Signage-Static vs. Fluid.



# Livermore Valley Joint USD

## Smarter Lunchrooms Movement



# Livermore Valley Joint USD Smarter Lunchrooms Movement





# Livermore Valley Joint USD Smarter Lunchrooms Movement





# Livermore Valley Joint USD

## Smarter Lunchrooms Movement

- How it can work for you.
- Cause and Effect.
- The 3 M's.





## Entrée Options



Great Earth  
Cinnamon Roll\*



Breakfast Bar\*



One Cereal &  
String Cheese\*



Breakfast is  
**3 OUT OF 5**  
**FOOD**  
groups



# Questions?

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Thank You!