



CSNA's 65th
Annual
Conference



The Price is Right for Smarter Lunchrooms

California Department of Education
Dairy Council of California

November 2017



Session at a Glance

- ◆ **Welcome —Introductions—Overview of Session**
- ◆ **What is SLM?- a brief refresher**
- ◆ **The Price is Right Game!**
- ◆ **Resources, Questions and Answers**



- ◆ Describe the Smarter Lunchrooms Movement (SLM) and behavioral economics theory
- ◆ Identify low-cost resources to market the school meal program using SLM techniques
- ◆ Consider how to apply SLM in your district
- ◆ Have fun!

Session Presenters

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Smarter Lunchrooms Movement..

A Grassroots Movement

- ❖ **Cornell University launched Smarter Lunchrooms Movement (SLM) in 2009**
 - ❖ Based on theory of behavioral economics
- ❖ **Created Cornell Center for Behavioral Economics in Child Nutrition (BEN Center) Programs**
 - ❖ Funded by the U.S. Department of Agriculture (USDA)





SLM of CA Collaborative

Supporting California Schools

Since 2013



Core Values of the SLM

- ◆ **Nudging Healthy Choices**
- ◆ **Keeping Variety**
- ◆ **Using Low Cost/No-Cost Solutions**
- ◆ **Focusing on the Lunchroom Environment**
- ◆ **Establishing Sustainability**



Six Principles of SLM

1. Manage portion sizes
2. Increase convenience
3. Improve visibility
4. Enhance taste expectations
5. Utilize suggestive selling
6. Set smart pricing strategies





School Nutrition Programs

Professional Standards Crediting Information

- ◇ Communications and Marketing (4000)
 - ❖ Communications and Marketing (4100)
 - Create an environment that engages students to select and consume healthy foods with minimum waste, including Smarter Lunchroom techniques. (4160)

Total Instructional Hours: 1

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