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(1) Mail: U.S. Department of Agriculture
    Office of the Assistant Secretary for Civil Rights
    1400 Independence Avenue, SW
    Washington, D.C. 20250-9410;
(2) Fax: (202) 690-7442; or
(3) Email: program.intake@usda.gov.

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Smarter Lunchrooms Movement: Nudging Students to Eat Healthy

Karen McGrail, Christianne Harrison, Kristin Morello and Kim Purcell
Today we will...

- Highlight the coach-guided Smarter Lunchrooms approach used in Massachusetts and successful strategies

- Share Smarter Lunchrooms experiences from two school districts

- Provide an update on the NEW! Smarter Lunchrooms resources
Research in schools:
Discover the best ways to nudge students to select and consume healthy foods.

Dissemination to schools:
Translate the research into practice via the Smarter Lunchrooms Movement National Office.
The Smarter Lunchrooms Movement

Brings evidence from the fields of
- Economics
- Marketing
- Psychology

to the school lunchroom to reduce food waste and increase consumption.

NUDGING CHILDREN TO EAT HEALTHIER
SMARTERLUNCHROOMS.ORG
How We Got Started

Massachusetts Department of Elementary & Secondary Education

The John C. Stalker Institute of Food and Nutrition at Framingham State University

Smarter Lunchrooms Movement

NUDGING CHILDREN TO EAT HEALTHIER

SMARTERLUNCHROOMS.ORG
Initial Site Visit (3 hours)

Arrival/Introduction (20 min)

Observation & Scorecard (90 minutes/at least 2 lunch periods)

Wrap-up and Evaluations (5 minutes)

Staff Training (35 minutes)

Debriefing/Collect Production and Sales Records (30 minutes)
Post-Visit

- Upload pictures, Scorecard, and Smarter Lunchrooms Goals to Google drive folder
- Email link to the director
Technical Assistance

- Up to two hours TA per school
- Follow-up by phone or email at least once a month
- Share resources to accomplish goals

NUDGING CHILDREN TO EAT HEALTHIER
SMARTERLUNCHROOMS.ORG
Final Assessment (2 hours)

Arrival & Introduction (15 min)

Observation & Scorecard (45 minutes/at least 1 lunch period)

Debriefing/Collect Production and Sales Records (30 minutes)
Final Report

- Complete *Smarter Lunchrooms Final Report* and *Photo Addendum*
- Upload all documents and pictures to Google drive folder
- Email link to director/manager
Unique Aspects that Create Success

- Cadre of coaches and coordinator
  - Consistent messages and communication
  - Consistent contact person
  - Guide for setting goals
  - Experience, resources and ideas

- Streamlined site visits, TA, and follow-up

- Predetermined data collection for evaluation

100% Schools were Satisfied or Very Satisfied with MA SL experience

NUDGING CHILDREN TO EAT HEALTHIER
SMARTERLUNCHROOMS.ORG
What did you find the most helpful about the MA Smarter Lunchrooms Initiative?

- Help with setting goals
- Final report
- Completion of Scorecard/Pictures
- Staff training on SL
- Technical assistance

**Percentage**
Favorite Strategies 2016
Top 5 SL Goals Selected by Schools

1. Daily fruit options are written legibly on menu boards in all service and dining areas
2. All vegetable names are written and legible on menu board
3. Daily targeted entrees have been provided creative or descriptive names
4. Available vegetable options have been given creative or descriptive names
5. Menu boards featuring today’s meal components are visible and readable with all service areas
Favorite Strategies

Daily fruit and vegetable options are written on menu boards or name-cards (#1 and #2)
Favorite Strategies
Providing creative names for target entrees, fruits and veggies (#3 and #4)

Woburn Elementary, Wilmington

Tue

3

Ming’s
Asian
Sloppy Joes
Oven Fries

Ashland HS

Lawrence HS
Favorite Strategies

Menu boards featuring today’s meal components (#5)
Favorite Strategies 2017
Top 5 SL Goals Selected by Schools

1. Menu boards featuring today’s meal components are visible and readable with all service areas
2. Daily fruit/vegetable options are written legibly on menu boards in all service and dining areas
3. Posters displaying healthful foods are visible and readable within all service and dining areas
4. A dedicated space/menu board is visible and readable within all service areas where students can see tomorrow's menu
5. White milk crates are places so that they are the first beverage option seen in all designated milk coolers
Favorite Strategies

Menu boards featuring today’s meal components are visible and readable with all service areas.
Favorite Strategies
Daily fruit/vegetable options are written legibly on menu boards in all service and dining areas.

Oak MS, Shrewsbury

Oakham Central School, Quabbin

Chelsea HS

22% Fruit Served
Favorite Strategies

Posters displaying healthful foods are visible and readable within all service and dining areas.
Favorite Strategies

A dedicated space/menu board is visible and readable within all service areas where students can see tomorrow's menu.

Locke MS, Billerica
Grey Jr. High, Acton-Boxborough
Eddy ES, Brewster
Favorite Strategies

White milk crates are places so that they are the first beverage option seen in all designated milk coolers.

Qualters MS, Mansfield

Wareham HS
Smarter Lunchrooms: A Director’s Perspective

Kristin Morello, SNS
School Nutrition Director
Reading Public Schools and Wakefield Public Schools
Prioritizing Goals

💡 Involve the staff

1. Allow the initial meeting to include the school staff even if the Director is not included
2. Let the staff choose the first initiative or change
3. Ensure the scorecard is shared with them
4. Review changes as they happen or you see evidence of the change
5. Include them in the closing meeting and share future goals with them
Prioritizing Goals

Do cheapest and easiest first

1. Items that can be re-positioned can be done almost immediately by school staff. For instance, moving the milk so the white milk is the easiest to grab is an easy and free.

2. Changing the wording on a menu can be done by a manager or director for the next posted menu.

3. If you have any electronic signage, contact the Principal and question whether you can add your menu, or specials, to the display.

4. Everyone has a cellphone these days so taking a quick picture and texting or emailing it so pictures of the food can be on electronic display or on a poster is SIMPLE!
Prioritizing Goals

- ID 1 challenging goal that will take planning and collaboration and use that as a School Goal
Likes

- Involved Managers and Workers not just Directors
 Measures made the training personal and it was great to have a contact person vs. a book or slide show.
Likes

- Self-Assessment tool made it easy to find things to improve on after the coach left.
 Likes

🎉 Self-Assessment tool is a great way to empower the staff to make their own changes. Like posting the menu at the main office with a “Pick of the Week” made from a piece of paper by the Manager.
Challenges

- Some of the tasks were too expensive like painting the cafeteria or buying better display equipment.
- Some of the tasks were too time consuming like beginning a new salad bar program.
- Buy-in from the staff or administration wasn’t easy for each item like getting the student art group involved.
Pictures of Things That Worked!
TELL THEM WHAT’S FOR LUNCH

Fast Food:
- Hamburgers/Cheeseburgers
- Hot dogs
- Grilled Cheese
- BLT
- Spicy Chicken Sand
- Variety of Vegetables

Main Lunch: Pizza Palooza

Special of the Day: Class of 2016

Class of 2016
Smarter Lunchrooms: A Manager’s Perspective

Kim Purcell
School Nutrition Manager
Central Street Elementary, East Bridgewater
Vegetable Variety in Grab and Go

SL Strategy:
A daily vegetable option is bundled into grab and go meals available to students.
Creative Names/Working with Students

SL Strategy:
Daily fruit options are given creative, age appropriate names.

- Working with students
- Creating signage/holder
Better Signage/Display on the Line

SL Strategy:
Daily targeted entrees have been provided creative or descriptive names.
A Variety on the Line

SL Strategies:
Serve whole and cut fruits and vegetables in multiple locations,
Offer Grab-n-Go,
Use signage for items on the line.
New Menu Board

SL Strategies:
Menu boards featuring today's meal components are visible and readable within all service areas.
AND
A dedicated space/menu board is visible and readable within all service areas where students can see tomorrow's menu.
De-clutter = Big results

SL Strategy:
Clutter is removed from service and dining areas promptly.
Collaborations within School

SL Strategy:
The dining space is used for other learning activities beyond meal service.

- Working with teachers
- “What am I?” game through school and cafeteria
- Taste testing
Yellow Food Taste Test
## SMARTER LUNCHROOMS SCORECARD

### Date

**Completed by**

---

#### INSTRUCTIONS

1. Review the scenario below before beginning.
2. Discuss in a lunch period. Check off statements that reflect
   the lunchroom.
3. Discuss with nutrition staff, teachers, or administration about items that have an asterisk (*).

#### FOCUS ON FRUIT

- At least 1 fruit is offered daily.
- A variety of fruits is displayed in a fruit bowl or cart.
- A serving of fruit or juice is served with breakfast or lunch.
- Fruit is offered at least twice per week on all service lines, one of which is a fresh fruit platter at least once a week.

#### VARY THE VEGETABLES

- At least two kinds of vegetables are offered.
- Vegetables are offered on all service lines.
- Both fresh and canned vegetables are offered.
- White rice and brown rice are offered.
- A variety of vegetables is incorporated into an entrée item at least once per week (e.g., beet and broccoli bowls, spinach black bean burritos). *

#### HIGHLIGHT THE SALAD

- Prepackaged salads or a salad bar is available to all students.
- Prepackaged salads or a salad bar is offered in a high traffic area.
- Salad bar has tuna, sting, and containers are larger for students, dressing, and other non-dairy items.

#### MOVE MORE WHITE MILK

- Milk alternatives are sold full throughout meal service.
- White milk is offered on all beverage coolers.
- White milk is organized and represents at least 1/3 of all milk in each designated milk cooler.
- White milk is displayed in front of other beverages in all coolers.

#### BOOST REIMBURSABLE MEALS

- Criteria staff sending prompt students who do not have a full reimbursable meal to select a fruit or vegetable.
- One entree is identified as the featured entree/beverage, which is labeled with a creative name next to the point of selection, and the first entree offered.
- A descriptive name and an entree for featured items on the counter.
- A featured entree of the day is labeled with a creative name.
- A featured entree of the day is featured on the menu board.
- A served entree of the day is labeled with a creative name.
- A serving of a featured entree of the day is displayed on a sample tray or photograph.

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### LUNCHROOM ATMOSPHERE

- Cafeteria staff smile and greet students upon entering the service line and throughout the service.
- Attractive, well-lit food stations are displayed in dining and service areas.
- A menu board with today’s featured meal options with creative names is available in the cafeteria within five feet away from where students come into the service area.
- A menu board is positioned in a way that reveals the featured meal.
- Covered tables and utensils/tray/cutlery equipment are not visible during meal service.
- All lights in the dining and meal service areas work and are turned on.
- Commercially and trash cans are at least five feet away from the serving station.
- There is a slow traffic pattern, signs, floor tiles, or rope lines are used when appropriate.
- Trash cans are spotless and match.
- All trash cans are emptied at least four times during lunch service.
- Non-food service items/cutlery with creative names are available from five feet away in the service or dining area.

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### SCHOOL COMMUNITY INVOLVEMENT

- A monthly menu is posted in the lunch area.
- A menu board with creative, descriptive names for today’s featured meal options is located in the main cafeteria.
- A menu board is visible to families, teachers, and administrators.
- Information about the benefits of school meals provided to teachers and administration in local area.
- Nutrition education is incorporated into the school day.
- Students are engaged in growing food (e.g., gardening, weed pulling, farm tours, etc.).

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### AWARD LEVEL

- Bronze: Less than 40 points.
- Silver: 40-65 points.
- Gold: 66-100 points.

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### DEFINITIONS

**Smart Food (USDA):** Any food that students leave the line with food and are charged or counted, such as a soft drink, chips, or a drink in a cup.

**Smart Service Line:** A designated line for meal donation—dine in, grab and go, service line. A designated line for meal donation—dine-in, grab-and-go, service line.

**Grande Salas:** A prepackaged reimbursable meal.

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NUDGING CHILDREN TO EAT HEALTHIER

SMARTERLUNCHROOMS.ORG
SMARTER LUNCHROOMS SCORECARD

- Used to create change and evaluate the school cafeteria environment
- Free to all schools
- Used by school nutrition and food service staff or by Smarter Lunchrooms Technical Assistance Providers

Easy  Fun  Empowering

NUDGING CHILDREN TO EAT HEALTHIER
SMATERLUNCHROOMS.ORG
List of 60 simple, low cost or free ideas to
increase participation
increase consumption
decrease waste

Based on research and best available evidence
New and Improved
60 Point Scorecard

SMARTER LUNCHROOMS SCORECARD

Date ____________________ School Name ____________________ Completed by ____________________

The Smarter Lunchrooms Scorecard is a list of simple, research-backed strategies based on research from Cornell University that can increase participation, reduce waste, and increase selection and consumption of healthy school foods.

INSTRUCTIONS
1. Review the scorecard before beginning.
2. Observe a lunch period. Check off statements that reflect what you see.
3. Ask six student nutrition staff, teachers, or administrators about items that haven’t been observed.

FOCUS ON FRUIT
1. Are two kinds of fruit offered?
2. Is fresh cut fruit served?
3. Are at least two kinds of fruit available in the self-serve area?

VARY THE VEGETABLES
1. Are two kinds of vegetables offered?
2. Are vegetables offered on all service lines?
3. Are vegetables offered in variety?
4. Are vegetables Jonesed in a manner that makes them visible?

HIGHLIGHT THE SALAD
1. Are prepackaged salads or a salad bar available to all students?
2. Are prepackaged salads or a salad bar located in a high traffic area?
3. Are containers large enough for students to modify the contents?

MOVE MORE WHITE MILK
1. Are glass containers kept full throughout meal service?
2. Are flavored milk offered in flavored containers?
3. Are high-fat white milk options available?

BOOST REIMBURSABLE MEALS
1. Do students who order reimbursable meals also order a fruit or vegetable?
2. Are reimburseable meal items at least a mock-jar meal or a five-piece meal?
3. Are reimbursable meal items marked with a creative name on the point of selection?
4. Are reimbursable meal items marked with a creative name on the point of selection?

SMARTER LUNCHROOMS MOVEMENT

Nudging Children to Eat Healthier
SMARTERLUNCHROOMS.ORG
INTRODUCING THE NEW AND IMPROVED 60 POINT SCORECARD

New research
Streamlined
Applicable to all grade levels
User friendly
Bronze, silver and gold categories

NUDGING CHILDREN TO EAT HEALTHIER
SMARTERLUNCHROOMS.ORG
Shorter, quicker, easier

8 sections, each with itemized scoring
  Provides focus in planning stage

Each section is listed in order of simplest → hardest
New and Improved
60 Point Scorecard

SMATER LUNCHROOMS MOVEMENT
SMATERLUNCHROOMS.ORG
WHY SHOULD I USE THE SCORECARD?
It offers research-based strategies that can increase participation in school meal programs, reduce food waste, and increase consumption of healthy foods. It provides a snapshot of how many strategies are currently in place in a lunchroom and which ones the lunchroom can work toward. The Scorecard can be filled out repeatedly to measure improvement over time.

WHO SHOULD COMPLETE THE SCORECARD?
The Scorecard is a valuable tool for school nutrition professionals to use in their own lunchroom(s). School nutrition professionals are encouraged to welcome stakeholders such as students, administrators, PTO members, and outside professionals to complete a Scorecard to give diverse perspectives. Always seek permission before completing a scorecard in a lunchroom that is not your own and always provide results and feedback to the lunchroom leaders afterwards.

HOW CAN I MAKE THE SCORECARD WORK FOR MY SCHOOL?
Each school is unique and may not be able to implement all the items on the Scorecard – that’s OK! Mark off items that currently reflect the lunchroom and use the Scorecard as a list of items to consider for the future.

WHAT IF A STRATEGY IS ONLY HALF TRUE FOR THE SCHOOL?
Only mark an item if it is completely true for the school. Consider partially true strategies to be prime candidates to implement first!

IS THE SCHOOL NUTRITION STAFF RESPONSIBLE FOR IMPLEMENTING ALL OF THE STRATEGIES ON THE SCORECARD?
The Smarter Lunchrooms Movement was designed to include support from students, administrators, and the wider school community. These stakeholders can assist with some strategies, especially those in the Student Involvement and School Community Involvement sections.

THE SCORECARD ITEMS WITH ASTERISKS * ARE NOT OBSERVABLE. HOW DO I KNOW IF I SHOULD CHECK IT OFF OR NOT?
Check in with your school nutrition director, teachers, or administrators for input on items that are not easily visible.

HOW LONG SHOULD I OBSERVE WHEN COMPLETING THE SCORECARD?
Arise 20 minutes before the first meal service begins and plan to stay for at least one entire lunch period. The best practice is to stay for at least two lunch periods.

MY SCHOOL DOESN’T HOLD RECESS, HOW WILL THAT AFFECT MY SCORECARD TOTAL?
Recess before lunch results in kids eating more fruits and vegetables! However, many middle and high schools don’t have recess. If your school doesn’t hold recess, do not check off this box. It will not prevent the school from achieving the gold award level.

WHAT IF ONLY HALF OF THE STUDENTS GO TO RECESS BEFORE LUNCH AND THE OTHER HALF GO AFTER?
Only check off a strategy if it is completely true for all students. If only half the students get recess before lunch, do not check off the strategy.

WHAT IS AN EXAMPLE OF A GRAB-AND-GO MEAL?
A grab-and-go meal at an elementary school might consist of a turkey sandwich, apple, carrots and ranch, and milk. A grab-and-go meal at a middle or high school might include a grilled chicken salad with whole grain crackers, an orange, and milk. The grab-and-go meal should be pre-packaged for quick service and, ideally, be branded with a creative name and/or image. These meals may be served from a special line, window or cart for added speed and convenience.
THE SMARTER LUNCHROOM STRATEGIES
<table>
<thead>
<tr>
<th>SCORECARD CATEGORIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on fruit</td>
</tr>
<tr>
<td>Vary the Vegetables</td>
</tr>
<tr>
<td>Move More White Milk</td>
</tr>
<tr>
<td>Highlight the Salad</td>
</tr>
<tr>
<td>Boost Reimbursable Meals</td>
</tr>
<tr>
<td>Lunchroom Atmosphere</td>
</tr>
<tr>
<td>Student Involvement</td>
</tr>
<tr>
<td>School Community Involvement</td>
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</tbody>
</table>

**NUDGING CHILDREN TO EAT HEALTHIER**

[SMARTELLUNCHROOMS.ORG](http://smarterlunchrooms.org)
New SL Strategies: Fruit/Vegetable

- At least one fruit/vegetable is identified as the featured fruit-of-the-day and is labeled with a creative, descriptive name at the point of selection.

- A fruit/vegetable taste test is offered at least once a year.
New SL Strategies: Vegetables

- Both hot and cold vegetables are offered.
- When cut, raw vegetables are offered, they are paired with a low-fat dip such as ranch, hummus, or salsa.*
- A serving of vegetables is incorporated into an entree item at least once a month.*
- Self-serve spices and seasonings are available for students to add flavor to vegetables.

Ashland HS

NUDGING CHILDREN TO EAT HEALTHIER
SMARTERLUNCHROOMS.ORG
New SL Strategies: Salad

- Pre-packaged salads or salad bar choices are labeled with creative, descriptive names and displayed next to each choice.

Ford MS, Acushnet
New SL Strategies:
Reimbursable Meals

- One entree is identified as the featured entree-of-the-day, is labeled with a creative name next to the point of selection, and is the first entree offered.

- Signs show students how to make a reimbursable meal on any service line (e.g., a sign that says "Add a milk, fruit and carrots to your pizza for the Power Pizza Meal Deal!")
The combo meal of the day or featured entree-of-the-day is displayed on a sample tray or photograph.
New SL Strategies: School Community

- Nutrition education is incorporated into the school day.*
- Students are engaged in growing food.*
- Elementary school provides recess before lunch.
- SL strategies are included in the Local School Wellness Policy.*
Massachusetts Smarter Lunchrooms Collaborative

Massachusetts Department of Public Health

The John C. Stalker Institute of Food and Nutrition at Framingham State University

UMass Extension
Nutrition Education Program
SNAP-Ed

Massachusetts Department of Elementary & Secondary Education

Chefs in Schools

Project BREM
A fresh approach to ending hunger

Nudging Children to Eat Healthier

SmarterLunchrooms.org
Final Comments

For more information, please contact:
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