

# Promoting Your Child Nutrition Programs

## WEBINAR

January 28, 2020

Professional Standards Learning Code: 4120





# Jessica Krug, RD

School Nutrition Programs Specialist

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Thank you for joining me today!



# Agenda

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- Why promote your programs
- Marketing strategies
  - Social media
  - Traditional media
  - Other ideas to engage



Parents outraged by viral photo of student's  
'pathetic' school lunch

## **OPINION: School Lunches Have Been Getting Worse**

15 Sad School Cafeteria Lunches That Will  
Make You Cringe

**Teens Are Sharing Gross Pictures Of  
Their School Lunches With The  
Hashtag #ThanksMichelleObama**



THE REAL  
SCHOOL LUNCH STORY

 schoolnutritionassoc

 schoolmealsthatrock • Following

 schoolmealsthatrock Many thanks to @schoolnutritionassoc for promoting the #realstory of #schoolfood

9w

 dnice117 ❤️

9w 1 like Reply

300 views

NOVEMBER 16, 2019

Add a comment... [Post](#)



The image features decorative geometric patterns in the corners. The top-right corner has a red triangle with yellow wavy lines and a yellow triangle with blue star patterns. The bottom-left corner has a yellow triangle with blue star patterns and a blue triangle with red dot patterns.

# Sixteen School Lunch Programs Making a Difference

**Rubbery square pizza is out and vegan lunches are in at Portland elementary schools**

Friends with the lunch lady: At Waverley elementary its the case for many students

**5 Ways Healthy School Lunches Meet Goals of National Nutrition Month**

# Marketing Goals

 Awareness

 Mythbusting

 Engagement

 Increase Participation



# Know Your Audience

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How do your customers like to communicate?

- Social media
- Newsletters
- Phone calls
- School website
- In person





# Social Media

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*Is it worth investing in social media for your program?  
Should social media be a focus area for your marketing strategy?*

## Benefits of social media:

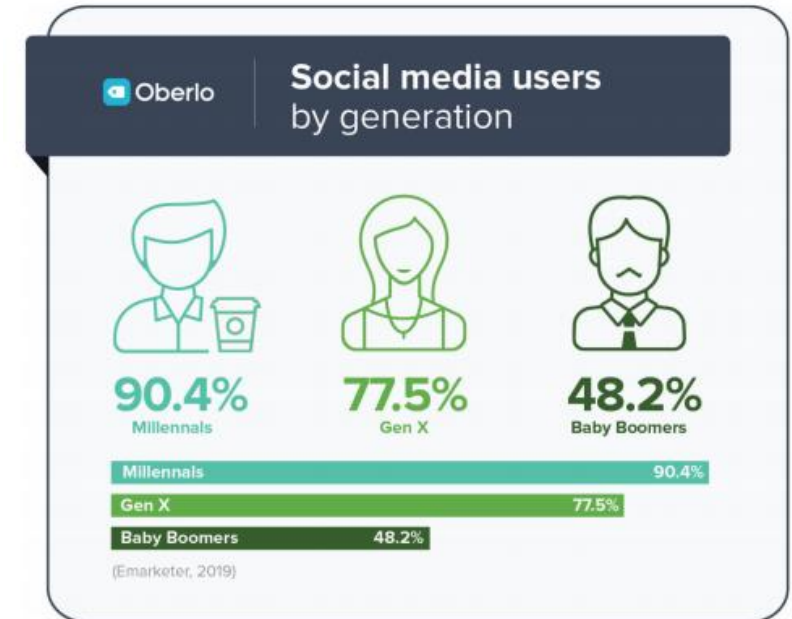
- Higher level of customer engagement
- Ease of measuring results
- Bigger audience range
- Less expensive and more effective

73% of marketers believe social media marketing has been **"somewhat effective"** or **"very effective"** for their business.



# Social Media

- Millennials are your parent or older student population; Gen Z is your current student population.



# Social Media

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- 85% of Gen Zers use YouTube
- 69% of Gen Zers use Snapchat
- 72% of Gen Zers use Instagram

What is your overall goal with social media? Who is your target audience?

- Facebook → Parents
- Instagram, Snapchat, YouTube → Students

Facebook is still the most widely used app, with **68% of adults** reporting that they are Facebook users.



# Social Media

## Create a content calendar for posts

- Keeps you organized
- Ensures you have at least one post going up every day

<https://blogs.constantcontact.com/social-media-posting-schedule/>

| Sample Content Calendar |                |  |
|-------------------------|----------------|--|
|                         | Campaign       | Example  |
| Sun                     | Humor          | Sunday meme • Sunday blessings<br>Inspiration/motivation • Meal prep<br>Mom of kids (funny) • Inspiring story          |
| Mon                     | Motivation     | Motivational Monday • WAHM/SAHM<br>Consultant life post (mail run, product<br>order arrived, using product) • Beauty   |
| Tue                     | Engagement     | Take it Tuesday - out of office • Try It<br>Tuesdays - sample requests • Office<br>funny • Recipe Share • This or That |
| Wed                     | Giving Back    | Wed meme • Wednesday Wisdom<br>Working Womens Wed • Way Back<br>Wednesday • Blog post • Contest                        |
| Thu                     | Business Promo | Thoughtful Thursday • Thankful Thurs<br>Thirsty Thursday (drink recipe) • TBT<br>Business Promo • Selfie w/ Product    |
| Fri                     | Family Fun     | Friday meme • Freebie giveaway<br>Fitness post • Fun with family<br>Weekend movie • Blog post • FBF                    |
| Sat                     | Lifestyle      | Saturday Selfie • Life hack • House<br>cleaning tip • Me time • Special Offer<br>Saturday Social • Whats Your Why      |
| cinchshare              |                |  |



# Social Media

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## Timing

- Best day: Wednesday
- Worst day: Sunday
- Best times: Wednesday 11am – 1pm
- Worst times: Before 7am and after 5pm



# Social Media

- Show off the human side of your program
- Connect with your audience
- Be authentic



# Social Media

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- Hashtags (#)
- Search what's trending







# Social Media

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## Building relationships, not just gaining followers

- @mention people you reference in your posts
- Answer questions people ask or address comments
- Reply when people @mention you or share your content

Having hundreds of followers who regularly engage with you and your content is more valuable than thousands that ignore you.





# Social Media

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- Photos of breakfast and lunch trays
- Photos of staff
- Students enjoying meals or engaging with you
- Events
- Behind the scenes
- Quotes
- Infographic
- Videos created by students

**QCUSD Child Nutrition**  
 January 8 at 12:19 PM · 🌐

Spotlight Alert 📢 high school students are digging the açai parfaits made with açai, blueberries, strawberries, yogurt, and topped with whole grain granola and optional peanut butter! 26.5g of protein! #qcleads #healthykids



👍❤️ 13

**QCUSD Child Nutrition**  
 November 7, 2019 · 🌐

There were a lot of empty bowls and full bellies today as we served Chicken Alfredo!



👍❤️ 22







Facebook page for Osborn School District. The page header shows the name "Osborn School District" and a search bar. The profile picture is a shield with "1879 est". The cover photo features a young boy smiling. The main post is titled "Learning Comes Easily When Kids Eat Well" and includes a "Learn More" button. Below the post are 3 likes and a comment section. The page also shows a sidebar with navigation links like Home, Photos, Videos, Posts, Events, About, Community, and Jobs.

Instagram post by NutriliciousOsborn. The post shows a school lunch tray with a red apple, a carton of Shamrock Farms Chocolate Milk (Fat Free), a bowl of green peas and carrots, a bowl of yellow pudding, and a plate of chicken nuggets and rice. The caption reads: "Instagram Post by NutriliciousOsborn • September 9, 2019 at 12:55PM MST via instagram.com". The post has 9 likes.





 **Greenville County Schools Food and Nutrition Services** · 5 hrs · 🌐

The Pasta Bar at Northwest Middle is 🔥



 **Greenville County Schools Food and Nutrition Services** ...  
January 17 at 12:33 PM · 🌐

Outstanding job by the Riverside High cafe staff today 🍌🍌





**Tammy Bell**  
January 17 at 10:13 AM

Riverside High showed out today! A perfect way to end a Friday before a long weekend!

Rita Anders, your team ROCKS!

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  33

7 Comments 5 Shares

# Social Media

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- Share images of the social media platforms you use and share widely
- Hyperlink your page to the icons
- Encourage the use of hashtags







# Pages to Follow

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- Queen Creek Unified School District
- Madison School District Food & Nutrition Services
- Balsz Child Nutrition Services
- Nutrilicious Osborn
- TIPS for School Meals That Rock (group)
- Greenville County Schools Food and Nutrition Services
- Austin ISD Food Services
- Loudoun County School Nutrition Services
- Lexington One Food Service and Nutrition



### REASONS TO LOVE THE LEGUMES SUBGROUP

- Punch in fiber! Fiber keeps us full and helps keep your digestive system operating correctly.
- Improves heart health! Beans contain many important vitamins and minerals like potassium and calcium to keep our hearts healthy.
- High in protein! Half a cup of beans contains around 7 grams of protein.



### Produce to FALL for:

Pears  
Butternut squash  
Kale  
Peppers  
Apples  
Sweet Potatoes  
Grapes  
Cauliflower  
Brussels sprouts  
Beets  
Broccoli  
Pumpkin  
Cabbage



>175  
MILLION

MEALS & SNACKS SERVED  
IN PY 18



# Resources

Canva [www.canva.com](https://www.canva.com)

- Create a free account and gain access to templates, pictures, graphics, icons, fonts, etc.

Photo layout mobile apps

- Word Swag
- Layout
- VideoShow
- Boomerang
- Videoleap



# Traditional Media

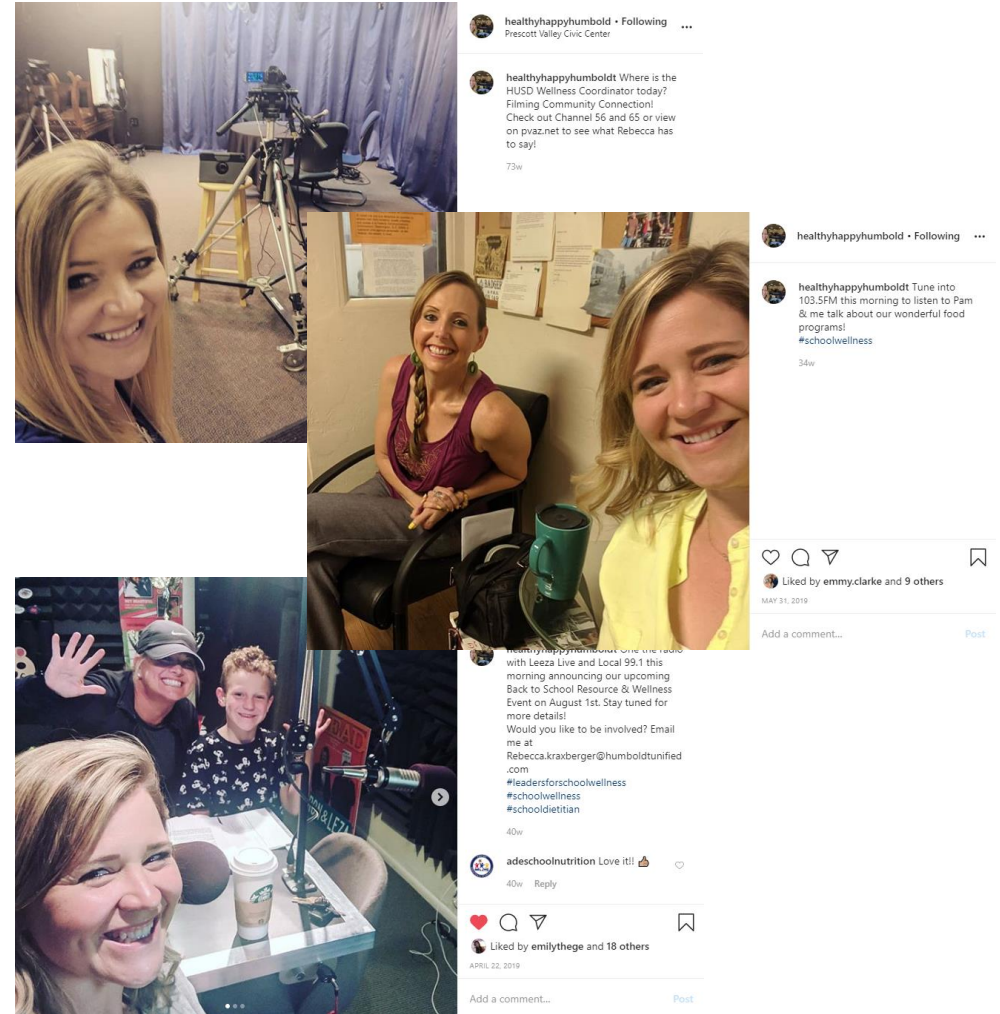
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- Develop a relationship with your PR person



# Traditional Media

- Local news and radio stations





# Catering

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- Cater for board meetings, PTO/PTA meetings, or other school events



20217 E. Chandler Heights Rd.  
For Information please contact  
Dustin Walker, Director of Child  
Nutrition.  
Phone: (480) 987-5983 Email:  
dwalker2@qcusd.org



Logo created by  
Queen Creek High School  
sophomore student  
Adam Murset.



# Other Ideas

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- Brand your cafeteria, e.g. Cub Café
  - Involve the students in the naming
- Deliver brochures to local doctors' and dentists' offices, libraries, etc.
- Caught You Being Healthy Challenge
  - 5<sup>th</sup> graders snap photos to be publicly posted of staff and peers practicing healthy habits, such as drinking water, washing their hands, eating veggies, etc.



# Engage with Administration

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- Connect the outcomes of healthy school meals with the education and wellbeing goals your administration has for the students.
- Invite them to serve lunch
- Bring samples of the day's menu items
- Provide opportunities for nutrition education
  - Community can see you as a partner, not just provider of meals







**QCUSD Child Nutrition**  
· March 8, 2019 ·

Community is everything in Queen Creek, and thanks to the partnerships that have formed over the years QCUSD was honored to host Mayor Gail Barney & Town Manager John Kross as they served pancakes to the students in celebration of National School Breakfast Week. Superintendent Dr. Berry & QCE Principal Chasity Cruz showed their support and ensured the students enjoyed their breakfast! #community #NSBW19 #TownofQC #excellencethroughleadership 🍌🍌🍌

8

Like Comment Share

Write a comment...





**QCUSD Child Nutrition**

· June 18, 2019 ·

Thank you Discovery Kids for working with us to provide a hands-on cooking class with your students! DK students were taken through step-by-step instructions for salsa 🍅, and while most students were hesitant to taste the tomatoes at first, once their salsa was assembled, they were so excited to try it! A study in the journal of Public Health Nutrition found that kids who cook, eat more fruits and vegetables and salsa is the perfect recipe to give kids creative freedom and independence in the kitchen. 🍳👩🍳

24

5 Comments 6 Shares

Like

Comment

Share

Most Relevant ▾



Author

QCUSD Child Nutrition This activity was very engaging for our students!



Like Reply · 31w



Author

QCUSD Child Nutrition More photos from this fun day!



Write a comment...



# Other Ideas

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- Find any opportunity to get in front of stakeholders
- Prepare samples of new items on the menu or some options the students love
  - Teacher meetings
  - Board meetings
  - PTO/PTA
  - Health fairs/wellness events
  - Back to school events
- Clear up misconceptions of school meals





# Host a Food Show

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[https://www.theindependent.com/news/local/grand-island-public-schools-students-parents-staff-sample-potential-school/article\\_81a5e8be-f136-11e9-a672-437a9422b88c.html](https://www.theindependent.com/news/local/grand-island-public-schools-students-parents-staff-sample-potential-school/article_81a5e8be-f136-11e9-a672-437a9422b88c.html)

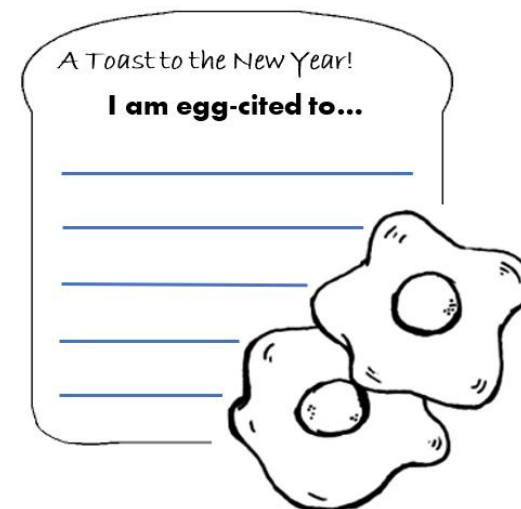


# Connect with Parents

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*Vista College Prep holds a monthly event for parents to come in, have breakfast and interact both with their students and their teacher.*

*Teachers can highlight recent work and have an activity for the student and parent to do together.*





*Share the cost of a billboard with neighboring districts*

# Other Ideas

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- Include staff in marketing—they are the face of your program.
- Recognize staff or provide incentives







# Outside Support

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- Outsource marketing to an outside agency
- Work with your school menus mobile app to see if you can connect your social media outlets to the app



# Resources

## upLIFT Teach Resources

**THE ARIZONA TEACHER'S GUIDE TO SCHOOL NUTRITION PROGRAMS**

**WHAT MEALS ARE OFFERED?**

There's more to school nutrition programs than school lunch. Eligible schools have the potential children three balanced meals a day, plus a healthy snack, if they choose to operate all programs.

**NATIONAL SCHOOL LUNCH PROGRAM (NSLP)**

**SCHOOL BREAKFAST PROGRAM (SBP)**

**AFTERSCHOOL CARE SNACK PROGRAM**  
Must be eligible by site or area.

**AT-RISK AFTERSCHOOL MEALS**  
Must be eligible by site or area.

**SUMMER FOOD SERVICE PROGRAM**  
Must be eligible by site or area.

**WHO DECIDES WHAT FOOD IS SERVED?**

**USDA REGULATIONS, LOCAL DECISION**

The Healthy Hunger-Free Kids Act of 2010 called for new United States Department of Agriculture (USDA) guidelines for school meals. A committee from the Institute of Medicine and Center for Disease Control and Prevention developed scientific recommendations which USDA nutrition requirements. We call these nutrition requirements the "NSLP" model.

The actual menu offered to students are planned at the school or district level. The Arizona Department of Education (ADE) reviews each school or district to ensure meeting USDA requirements.

**SUMMARY OF LUNCH MEAL PATTERN REQUIREMENTS**

- At least 1/2 cup of vegetables offered daily
- Vegetables from each sub-group must be offered throughout the week (dark green, red/orange, legumes, starchy, and other)
- At least 1/2 cup of fruit offered daily
- Fruit must be 100% juice
- Only 50% of fruit offered each week can be in the form of juice
- Grains must be offered daily, and at least half of grains offered must be whole grain-rich
- It is encouraged that all grains offered be whole grain-rich
- Milk must be offered as a beverage based on fat
- A meat or meat alter
- Total calories offered appropriate range by grade
- Less than 10% of total calories from saturated fat
- Any food served must be sodium must be low, which varies by grade

**HOW ARE THESE PROGRAMS FUNDED?**

**FEDERAL REIMBURSEMENT, NON-PROFIT OPERATION**

Schools receive reimbursement from USDA for serving " reimbursable meals." A reimbursable meal is a meal that meets the meal pattern and contains enough food to support a healthy diet. USDA gives money to ADE and ADE gives reimbursement money to school nutrition programs. The Code of Federal Regulations (CFR) is very explicit about how school food service reimbursement funds can and cannot be spent. Essentially, school food service funds must be used to pay for labor, equipment, food, kitchen utilities, and building the program in general.

**WHY DO STUDENTS HAVE TO TAKE THREE ITEMS?**

ADE and USDA take serving nutrition meals to children very seriously. To ensure federal money for serving school meals, menus must meet USDA standards. Schools must offer five components daily (milk, grains, meat/meat alternate, fruit, and vegetables). To reduce food waste, many schools choose to operate a model called "Offer versus Serve" (OVS). OVS means students choose at least three of the five components, and one of those items must be a fruit or vegetable. Students may choose to take more than three items if they like, but there is a maximum in an OVS model. OVS is intended to ensure that students take a complete and balanced meal while reducing the amount of food thrown away. Some schools operate a "Serve-Only" model, which means all students are served all five components in order for the meal to be eligible for federal reimbursement.

**WHAT IS THE BENEFIT OF SCHOOL NUTRITION PROGRAMS?**

**FILLING HUNGER GAPS**

School nutrition programs are the first line of defense against food insecurity and hunger in school-aged children. Roughly 25% of children in Arizona suffer from food insecurity. School nutrition programs give students access to balanced meals during the school week and summer months.

**IMPROVING DIET QUALITY**

Research has indicated that children who eat school lunch eat more fruit and vegetables and consume less sugar-sweetened beverages and empty and fatty meals at lunch.

**NUTRITION EDUCATION**

Many children are not exposed to healthy meals at home and may very rarely be offered a fruit or vegetable. By serving balanced meals every day, including fruits and vegetables, students are taught what a complete and balanced meal should look like.

**HOW CAN TEACHERS HELP?**

**MODEL GOOD NUTRITION BEHAVIOR**

Many children are not exposed to healthy meals at home and may very rarely be offered a fruit or vegetable. By serving balanced meals every day, including fruits and vegetables, students are taught what a complete and balanced meal should look like.

**ENCOURAGE FAMILIES TO SUBMIT HOUSEHOLD APPLICATIONS**

There should be a form to submit an application, but help make sure they don't get lost in the binder.

**KNOW WHO RUNS YOUR DISTRICT AND SCHOOL NUTRITION PROGRAMS**

Know who is planning and preparing your students' food so you can be a positive role model for children who are well-fed.

**JOIN YOUR LOCAL WELLNESS COMMITTEE**

You can help create policies and programs promoting healthy habits at your school by joining the local Wellness Committee. Every district should have one. Ask your School Nutrition Director for details.

**COMMUNICATE STUDENT NEEDS**

You know what your students need better than anyone in the school. If you think a student isn't getting enough to eat at home, communicate needs to the cafeteria manager and school counselor.

**SUPPORTING STUDENT SUCCESS THROUGH SCHOOL BREAKFAST**

**Administration of School Nutrition Programs**

**USDA**

- Sets federal nutrition standards
- Passes funding to State Agencies

**ADE**

- Oversees district nutrition departments
- Provides training for school nutrition programs
- Passes on federal funding to district nutrition departments

**District Nutrition Departments**

- Receive federal meal reimbursements from state agency
- Plan menus to meet USDA nutrition standards
- Manage the district's school nutrition budget separately from the district's general fund

**School Nutrition Programs**

- Serve breakfast and lunch to students
- Count and claim meals served
- Report to District Nutrition Department

**Benefits of School Breakfast**

Increased student attendance ↑    Increased standardized math scores ↑    Student tardies ↓

- Students who eat school breakfast more frequently consume milk and fruit with breakfast
- Children in low-income families who eat school breakfast have more nutritionally complete diets than low-income children who do not eat school breakfast

**Why aren't more students participating in school breakfast?**

- There can be stigma associated with school breakfast that only low-income students participate
- Students are not hungry first thing in the morning
- Students would rather spend time playing with friends than eating breakfast
- Late school buses/rushed mornings at home result in students arriving after breakfast service has ended
- Cafeterias are sometimes not conveniently located for students
- Families qualifying for reduced-price or paid meals may still struggle to afford school meals

**Alternative Breakfast Models Explained**

**Breakfast in the Classroom**

- Average Participation: 88.0% (ADE Chain Data SY 17-18)
- Funds are packed into bags and transported to classrooms
- Students eat at their desks during instruction, announcements, attendance, etc.
- Eliminates the stigma associated with breakfast by serving it in the classroom to all students

**Grab 'N Go Breakfast**

- Average Participation: 47.0% (ADE Chain Data SY 17-18)
- Students grab a meal from a cart, book or the cafeteria
- Breakfast can be served at convenient locations, making access easier for students
- Students eat in common areas or grab a meal on their way to class

**Second Chance Breakfast**

- A second breakfast service occurs later in the morning, usually after first period
- Provides a nutritious meal to students who may not be hungry first thing in the morning or who missed the first breakfast service
- Can be served in the cafeteria or grab 'N go style

**Breakfast on the Bus**

- Breakfast is served to students on the school bus
- Ideal for areas where students spend long periods of time on the school bus
- Eliminates the issue of students missing breakfast due to late buses

**What's the solution?**

Moving breakfast out of the cafeteria and bringing it to students through alternative breakfast models.

Alternative breakfast models improve access to breakfast by making it more convenient for students to participate.

**How Teachers Can Help**

- Use positive language when talking about school breakfast
- Collaborate with food service staff to improve programs
- Encourage students to eat breakfast, especially fruit and protein
- Work to reduce stigma around school breakfast
- Take note of which students seem extra hungry on Monday mornings as these students may need additional services around hunger
- Utilize breakfast time to build relationships with students by eating with them



# Resources

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- March *up*LIFT webinar *#PlanYourBrand: Branding Your School Nutrition Programs*
- Institute of Child Nutrition (ICN) eLearning Course *Marketing Your School Nutrition Programs*  
[www.theicn.org](http://www.theicn.org)
- SNA Webinars
  - *#ANC18: Marketing to Generation Z*
  - *#ANC19: Social Media: Marketing Strategies to Build Your Following*
  - *Media 101: Best Ways to Work with the Media*
  - *Best of #SNIC19: Creative Ways to Engage Your School Community*
- PR Resources from SNA  
[www.schoolnutrition.org/pr](http://www.schoolnutrition.org/pr)





# Resources

## School Nutrition Association Promotion Calendar





# Thank you!

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**Any questions?**  
**Please type them now into the chat bar now.**

If you are attending the live webinar, you will receive a link to complete the survey in EMS. After completing the survey you can print a certificate of completion.

If you are watching the recorded webinar, you can access the survey link and certificate of completion at the end of the webinar slides.





# Question 1

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Which generation is your current student population?

- A. Baby Boomers
- B. Millennials
- C. Generation X
- D. Generation Z



# Question 1

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Which generation is your current student population?

- A. Baby Boomers
- B. Millennials
- C. Generation X
- D. Generation Z**



# Question 2

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Which social media platform would be best if you want to connect with parents?

- A. Facebook
- B. Instagram
- C. Twitter
- D. Snapchat



# Question 2

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Which social media platform would be best if you want to connect with parents?

- A. Facebook
- B. Instagram
- C. Twitter
- D. Snapchat



# Question 3

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What is the best day to post on social media to connect with your followers?

- A. Monday
- B. Tuesday
- C. Wednesday
- D. Thursday
- E. Friday



# Question 3

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What is the best day to post on social media to connect with your followers?

- A. Monday
- B. Tuesday
- C. **Wednesday**
- D. Thursday
- E. Friday





# Congratulations!

You have completed the *Recorded Webinar: Promoting Your Child Nutrition Programs*

To request a certificate, please go to the next slide.

In order to count this training toward your Professional Standards training hours, the training content must align with your job duties.

*Information to include when documenting this training for Professional Standards:*

- Training Title: *Recorded Webinar: Promoting Your Child Nutrition Programs*
- Learning Codes: 4120
- Key Area: 4000-Communications and Marketing
- Length: 1 hour

## Please Note:

*Attendees must document the amount of training hours indicated regardless of the amount of time it takes to complete it.*



Request a  
Certificate

# Requesting a Training Certificate

Please click on the link below to complete a brief survey about this webinar. Once the survey is complete, you will be able to print your certificate of completion from Survey Monkey. *\*This will not appear in your Event Management System (EMS) Account.*

<https://www.surveymonkey.com/r/RecordedWebinarOnlineSurvey>

The information below is for your reference when completing the survey:

- Training Title: ***Recorded Webinar: Promoting Your Child Nutrition Programs***
- Professional Standards Learning Codes: 4120