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*Small Changes that Make a Big Difference!*



## Learning Objectives

- Knowledge of the Smarter Lunchroom Movement
- Recognize the six principles
- Identify 3 low-cost/no-cost changes to make your lunchroom smarter



## BEN (Behavior Economics in Child Nutrition) Center

- Cornell University
  - Dr. Brian Wansink
  - Dr. David Just
- Funded by USDA
- School focused research and outreach
  - Changes schools can make to encourage healthy choices
  - The Smarter Lunchroom Movement



## HIDDEN INFLUENCES IN THE DAILY DIET



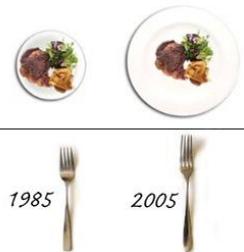
## Distractions

- On average, you will consume 28% more food while eating in front of a computer or TV



## Larger Plate, Larger Meal

- Using a bigger plate to serve a meal typically results in a 25% increase in the amount of food consumed



## Fat-Free?

- People given low-fat granola ate 35% more than people who thought they were eating regular granola



## Hide the Candy

If the Candy Dish is 6 Feet Away, you Eat  
 $\frac{1}{2}$  as Much



Wansink, Painter & Lee, *International Journal of Obesity*, 2006

## What Factors Affect Our Choices?

- Price
- Appearance
- Convenience
- Information
- State of Mind
- Habit
- Expectation



## Choice Architecture



- Designing the choice to lead and individual to a particular outcome without forcing them
- Uses the tools of psychology to access economic decision-making
- Generally, has big bang for your buck!

## Cold vs. Hot Decisions

### Hot State

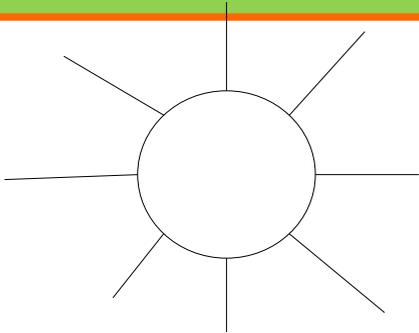
- We eat for
  - Taste
  - Convenience
  - Size
  - Visual Effect
  - This decision is "an exception"
- We buy bigger! **Grab the Cups!**



### Cold State

- We consider
  - Price
  - Health info
  - Logic
- We buy
  - Smaller portions
  - Moderate foods

## Activity



## Activity

- Why do you love your favorite eating spots?
- How many of these words can also relate to your lunchroom?
- How many words would you *like* for students and staff to relate to your lunchroom?



## What do you think??

- In a group of 3-5 come up with ONE word that you think defines/identifies school food.
- How do these words impact the school health environment?
- What is your mission?



## Our word? Opportunity!



## The Challenges of School Lunch

- Improve nutritional content of meals
- Maintain low cost
- Maintain participation
- Encourage longer-term healthy decisions
- Informing stakeholders about what is REALLY going on in School Lunchrooms

## What is Your Elevator Pitch?



- What makes your job unique?
- Show passion
- Added value/solve Problems
- Build a relationship
- Be natural

**Only 20-40 seconds!**

## What is the Smarter Lunchroom Movement?

- Nudge choices
- Increase sales
- Implement low-cost/no-cost changes
- Keep a variety of food choices



## Where Would Children Rather Eat?



## Why Create a Healthier Lunchroom?

- Simple, low-cost and no-cost changes
- Get students to **take and eat** more healthy foods
- Healthy eating is associated with improvement to health, morale and academics
- Increased reimbursable meals and increased revenue for school food service!

It's Not Nutrition...Until It's Eaten!



## Video

- Lunch'd Part One Video  
<https://www.youtube.com/watch?v=2B0Ncy3Gz24>
- Lunch'd Part Two Video  
– <https://www.youtube.com/watch?v=YXg0lfigZlg>



## 6 Guiding Principles

## 6 Basic Principles

- Manage portion sizes
- Increase convenience
- Improve visibility
- Enhance taste expectations
- Utilize suggestive selling
- Set smart pricing strategies



Mason City CSD

## 1. Manage Portion Sizes

- Use smaller containers, plates, and servings utensils for foods you wish to limit.

**Large Portions =  
Eating More**

**Small Portions =  
Eating Less**



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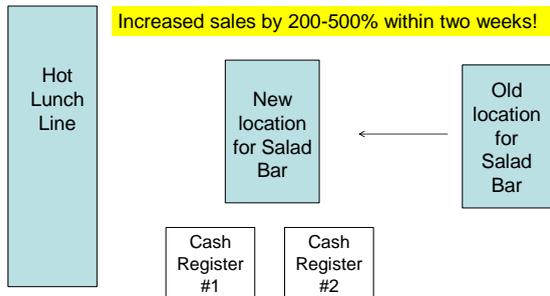
## Make Healthy Food More Convenient

- The easier it is to eat a food, the more likely we are to eat it!
  - Middle of display or refrigerator
  - Put indulgent treats at the very top or bottom of shelves and in the back



Mason City CSD

## 2. Increase Convenience of Healthy Choices



## Give Milk the Edge

- Rearrange milk to highlight white milk
  - ↑ rate of purchase by 46%
- Remove flavored milks in lunchroom
  - ↓ all milk sales nearly 11%



## 3. Improve Visibility

- Out of sight, out of mind
  - Simply seeing a brownie can lead to unplanned consumption
    - We crave it and eat it before we think twice
  - However, the idea of a healthy food option can lead to consumption of healthier foods
  - It's easier to avoid temptation when you desire healthy foods



## Give Them a Choice

- More satisfied when they can choose!
- When kids were given a choice between carrots and celery ATE 91% of the vegetable take vs. 69% when carrots alone were offered
- [Video](#)



## Chocolate Milk Controversy

- School wanted kids to drink more white milk
- So they banned chocolate What happened?



## 4. Enhance Taste Expectations

- If it looks *delicious* and sounds *delicious*...it must **be delicious!**



Sample trays  
Pictures  
Taste Testing

## The Name Game

- Use cool or appealing names to describe foods
  - Carrots → X-Ray Vision Carrots
    - Doubled the consumption of carrots!
  - Bean Burrito → Big Bad Burrito
    - Increased burrito consumption by more than 40%!

**Extreme Yogurt**

**Champion Cheese**

**Mega-Milk**

**Macaroni Veggie Mania**

## 5. Utilize Suggestive Selling

- Say what??
  - Attitudes are contagious!
  - Signs and verbal prompts influence us to see and desire products
  - [Video](#)
  - Peer pressure

Take an apple for later!

Try today's special! It's delicious!

Would you like some salad with that pizza?

Fruit comes with your meal!

## Time to Role Play!



## 6. Set Pricing Strategies

- Money Talks
  - People like to save money, but it can backfire
  - “Bundling” results in LOTS of unplanned, unnecessary calories
  - A Value Meal is a bad idea!
- How Can You Make it Work?
  - Healthy bundling!
  - Make healthy bundles less expensive than a single less healthy item

## NAME SOME FOODS THAT ARE A HARD SELL?

## HOW CAN YOU PROMOTE THESE ITEMS?

### How to Promote Target Foods

- Be #1! - Place item first in line
- Strength in numbers - Set out plenty of servings
- Be Visible -Use short signs, colors (linens, bowls, lights), and arrows to direct students to them
- Talk it Up - Use suggestive selling with a smile!
- Give Food Friends  
Complementary side dishes



### Increasing Fruit Sales

- Display fruit on all serving lines in 2 locations  
– 1 should be near the cash register
- Display whole fruit in a bowl or basket instead of a stainless steel bin or tray
- Employ signs and verbal prompts to draw attention to the fruit



### Increasing Vegetable Sales

- Give vegetables fun names  
– Use on menu and with signs by the food
- Create a student group to help create the names
- Give them a friend!



Fruit and vegetable choices should be convenient, well lit and available in at least two locations in the lunchroom.



### Smarter Lunchrooms in Iowa



**Decorah**



**Decorah**



**Algona**



**Algona**



**Assumption Granger**



**Waukee Middle School**



In progress! Will be updated annually by 8<sup>th</sup> grade art students.

**Smarter Lunchrooms** **Smarter Lunchrooms Self-Assessment** **2014 Scorecard**

**Case 20 Standing in 2009** The Smarter Lunchrooms program has been implemented in over 10,000 schools across the United States. The program is designed to improve the nutritional quality of school lunches and reduce the amount of food waste. The program is based on the following principles:

- Healthy Choices:** Increase the amount of fruits and vegetables, whole grains, and low-fat dairy products. Reduce the amount of sodium, added sugars, and saturated fats.
- Portions:** Increase the amount of fruits and vegetables, whole grains, and low-fat dairy products. Reduce the amount of sodium, added sugars, and saturated fats.
- Labels:** Use the Nutrition Facts label to make healthier choices. Look for the % Daily Value to help you understand how much of each nutrient you are getting.
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**2014 Scorecard**

**70-100 – Smarter Lunchrooms Gold**

**50-70 – Smarter Lunchrooms Silver**

**30-50 – Smarter Lunchrooms Bronze**

**Total Checked**

**Scoring Brackets**

**70-100 – Smarter Lunchrooms Gold**

**50-70 – Smarter Lunchrooms Silver**

**30-50 – Smarter Lunchrooms Bronze**



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**Cornell Center for Behavioral Economics in Child Nutrition Programs**

**Smarter Lunchroom Best Practice Evaluation & Implementation Guide**

- Something you could do tomorrow
- Make take more planning
- Make take some assistance (staff training, students or \$)

	<b>Objective A</b> Increasing the number of Students that select <b>Fruit</b>	<b>Objective B</b> Increasing the number of Students that select <b>Vegetables</b>	<b>Objective C</b> Increasing the number of Students that select <b>White Milk</b>	<b>Objective D</b> Increasing the number of Students that select <b>Targeted Entree</b>	<b>Objective E</b> Increasing the number of Students that select <b>Relishable Meats</b>
<b>A</b>	Display <b>Fruit</b> in all lunch lines in 2 locations. 1 location should be near the register.	Give <b>Vegetables</b> creative/descriptive names and display names next to or with <b>Vegetables</b> on the line.	Place <b>White Milk</b> in every cooler in the lunchroom.	Give the <b>Entree</b> the greatest nutrient density the first or second promotion in the lunch line.	Place components of <b>RM</b> at each window. Add an <b>8 1/2" x 11"</b> sign in the window.
<b>B</b>	Display <b>White Bread</b> in all lunch lines in 2 locations. 1 location should be near the register.	Display the age targeted <b>Vegetables</b> on the line.	Place <b>White Milk</b> in every cooler in the lunchroom.	Give the <b>Entree</b> an age targeted creative/descriptive name and display it with the <b>Targeted Entree</b> .	Place components of <b>RM</b> at each window. Add an <b>8 1/2" x 11"</b> sign in the window.
<b>C</b>	Employ signs and verbal prompts to draw attention to and encourage kids to buy <b>Fruit</b> .	Create a student <b>DMAC</b> committee responsible for planning and signage for <b>Vegetables</b> .	Make sure <b>White Milk</b> accounts for at least 1/3 of all the <b>Milk</b> displayed in lunchroom coolers.	Display the new and creative/descriptive name on a placard or name board outside the coolers (DMAC Committee)	Place components of <b>RM</b> at each window. Add an <b>8 1/2" x 11"</b> sign in the window.

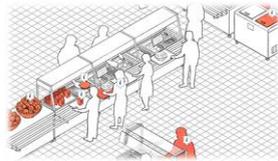
**Next Steps?**

- Identify 3 areas of change
- Take "before" pictures
- Make 3+ changes
- Take "after" pictures
- Evaluation method?
  - Production records
  - Meal sales
  - Plate waste



**Smarter Lunchroom Resources**

- [www.smarterlunchroom.org](http://www.smarterlunchroom.org)
- Training materials for lunchroom staff
- Tray waste lesson plan
- Implementation of best practices



**Middle School TN Posters**



**Elementary  
School TN  
Posters**



**THANK YOU!!**

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