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 1/3 as Much

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!

Cold State

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

Grab the Cups!
Activity

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?

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

Our word? Opportunity!

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!

Video

- Lunch’d Part One Video
  https://www.youtube.com/watch?v=2B0Ncy3Gz24
- Lunch’d Part Two Video
  – https://www.youtube.com/watch?v=YXg0lfjgZJg

6 Guiding Principles

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

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

2. Increase Convenience of Healthy Choices

- Increased sales by 200-500% within two weeks!

  ![Old location for Salad Bar](Old.jpg)
  ![New location for Salad Bar](New.jpg)

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](Video.jpg)
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!

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%!

4. Enhance Taste Expectations

• If it looks delicious and sounds delicious...it must be delicious!

Extremo 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

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

Time to Role Play!
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
In progress! Will be updated annually by 8th grade art students.
Something you could do tomorrow

Make take more planning

Make take some assistance (staff training, students or $)

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.smarterlunchrooms.org](http://www.smarterlunchrooms.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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