MARKETING TO INCREASE PARTICIPATION
MONTHLY WEBINAR, NOVEMBER 28, 2016
WELCOME!!

- To a monthly live link to the Bureau of Nutrition and Health Services for new and not so new school nutrition managers.

- To a forum for you to ask questions and get answers.
If at any point during the webinar you have a question please click on the Questions and Answers button to bring up the Q&A box. Type your question and click “Send”.
Document the time you spend watching this webinar or other webinars presented by our Bureau.

Documentation of Participation in handouts

Learning Objectives for today are under Communication and Marketing (4100)
MONTHLY MEMO REVIEW

- Sent to designated Authorized Representative and Food Service Director in IowaCNP
- Contact patti.harding@iowa.gov to receive these
- History since 2012 on
  - DOE WEBSITE - - https://www.educateiowa.gov
CURRENT MEMOS

- Verification and Verification Reporting

- USDA Memos (no longer a copy of the memo)

# School Meals

## Policy

The following list contains policy memos for the National School Lunch Program, School Breakfast Program and the Special Milk Program.

To perform a full-text search on policy memos, click “View All” at the bottom of this page, then use your browser menu Edit/Find or Control-F5 to initiate the search.

<table>
<thead>
<tr>
<th>Date</th>
<th>Document #</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/19/2016</td>
<td>SP05 CACFP03</td>
<td>Q&amp;A: Purchasing Goods and Services Using Cooperative Agreements, Agents, and Third-Party Services</td>
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<tr>
<td>10/19/2016</td>
<td>SP06-2017</td>
<td>FFVP: Funding Allocation Distribution</td>
</tr>
<tr>
<td>10/07/2016</td>
<td>SP04-2017</td>
<td>Model Functional Requirements for State and Local Information Technology Systems</td>
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<tr>
<td>10/06/2016</td>
<td>SP01-2017</td>
<td>Release of the Revised Federal State Agreement for Child Nutrition and Food Distribution Programs (form FNS-74)</td>
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<tr>
<td>10/06/2016</td>
<td>SP02 CACFP01</td>
<td>Updated Fiscal Year Reporting Timeline and Reporting Table</td>
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<tr>
<td>10/06/2016</td>
<td>SFS02-2017</td>
<td>Draft Tool for Local Agency Procurement Reviews for School Food Authorities in SY2016-2017 - Revised</td>
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<tr>
<td>09/30/2016</td>
<td>SP50-2016</td>
<td>Indirect Cost Guidance</td>
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</table>
Enter Questions!
WELCOME TEAM UP MENTORS!

Cheryl Dickman: Howard – Winneshiek
cdickman@howard-winn.k12.ia.us

Jessy Sadler – Saydel
sadlerjessy@saydel.net

Jeannie Allgood – Waukee
jallgood@waukeeschools.org

Stephanie Hawkins – Fairfield
stephanie.hawkins@fairfieldsfuture.org
BEST PRACTICES IN BUILDING STUDENT PARTICIPATION IN SCHOOL BREAKFAST AND LUNCH PROGRAMS

CHERYL DICKMAN
HOWARD-WINNESHIEK CSD
Student population: 1099
Free & Reduced: 47%
Employees: 16
Budget: $750,000
# of Schools: 3

Participation
Breakfast: 23.12%  Combined
Lunch: Elementary=92.91%  Jr. High/High School=71.96%
RELATIONSHIPS AND EDUCATION

Build a strong working relationship.

Educate your

- Superintendent
- Building Principals
- Staff
- Students
BEST PRACTICES

- Create an atmosphere that is student friendly
- Employee training on customer service
- Faster POS stations
- Cafeteria updated and not institutional
- Good presentation of salad bar and serving line
HOWIE’S CAFE
SALAD BAR WITH COLORFUL WRAP
MORE SALAD BAR CHOICES
RESTAURANT-STYLE SEATING
MASCOT TABLES
SERVICE WITH A SMILE
PICTURES AT POINT OF SALE
WE LIKE SCHOOL LUNCH!
USE YOUR RESOURCES

- Team Nutrition
- Iowa Department of Education
- Communicate with other Directors
- School Nutrition of IA/Attend Chapter Meetings
- Participate in Webinars
TASTING FUN
“TAKE HOME MOMENT”

Always be open and willing to deal with change and new ideas

The kids are our #1 priority

Get familiar with social media such as your school’s twitter account and toot your horn on all the great things that you do.
GENERATING PARTICIPATION AND MARKETING STRATEGIES

JESSY SADLER
SAYDEL COMMUNITY SCHOOL DISTRICT
## DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Buildings</th>
<th>Staff employed</th>
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<tr>
<td>Cornell Elementary (CEP)</td>
<td>5 (2 FTE, 3 PTE)</td>
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<tr>
<td>Woodside Middle School</td>
<td>4 (2 FTE, 2 PTE)</td>
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<tr>
<td>Saydel High School</td>
<td>5 (2 FTE, 3 PTE)</td>
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<td><strong>Total</strong></td>
<td><strong>14</strong></td>
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<table>
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<th>Free and Reduced</th>
<th><em>SY 2014-2015 (4/1/15)</em></th>
<th><em>SY 2015-2016 (4/1/16)</em></th>
<th><strong>SY 2016-2017 (9/9/16)</strong></th>
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<tr>
<td>Cornell Elementary</td>
<td>66.15%</td>
<td>CEP</td>
<td>CEP</td>
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<tr>
<td>Woodside Middle School</td>
<td>59.74%</td>
<td>58.46%</td>
<td>62.93%</td>
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<tr>
<td>Saydel High School</td>
<td>51.78%</td>
<td>51.88%</td>
<td>56.94%</td>
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# Demographics Cont.

<table>
<thead>
<tr>
<th>Student Population SY 14-15</th>
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<tr>
<td>Cornell Elementary</td>
<td>466</td>
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<tr>
<td>Woodside Middle School</td>
<td>391</td>
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<tr>
<td>Saydel High School</td>
<td>444</td>
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<tr>
<td><strong>District Totals</strong></td>
<td><strong>1301</strong></td>
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<table>
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<th>Student Population SY 15-16397</th>
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<tr>
<td>Cornell Elementary (CEP)</td>
<td>456</td>
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<tr>
<td>Woodside Middle School</td>
<td>397</td>
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<td>Saydel High School</td>
<td>420</td>
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<td><strong>District Totals</strong></td>
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<table>
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<th>Student Population SY 16-17</th>
<th><strong>As of 9/27/16</strong></th>
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<td>Cornell Elementary</td>
<td>469</td>
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<tr>
<td>Woodside Middle School</td>
<td>410</td>
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<tr>
<td>Saydel High School</td>
<td>427</td>
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<td><strong>District Totals</strong></td>
<td><strong>1362</strong></td>
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MARKETING STRATEGIES

We incorporated new marketing strategies to increase meal participation and build a supportive network.

Our goal last year was to increase communication between:

- Parents
- Teachers
- Students
- Community
MARKETING STRATEGIES/FAMILIES

- Newsletters, websites, menus, and other school communication channels to reach parents in a variety of ways.
- Attended parent organization meetings to discuss.
- Invited parents to lunch and showed them what choices their children can make in the cafeteria.
WE INCLUDED SCHOOL LUNCH PICTURES AS OFTEN AS POSSIBLE IN OUR NEWSLETTERS
Saydel Community School Food Services

National School Lunch Week 2015

Saydel Community School District recognizes National School Lunch Week from October 12-16, 2015. Events were held at all schools throughout the week. Thank you to everyone who came and joined us this year! On Wednesday, we “Bring an Adult to School Lunch” and eat school lunch with your child. Thank you to our special guest from Weather Vane Catering who came and helped prepare our lunches. The week also featured the announcement of the Sony camcorder winner. Alix May, 5th grade student, won the Sony camcorder at the opening assembly! Saydel Elementary School. The winning entry randomly chosen from this wave to enter a school lunch during National School Lunch Week.

Saydel Community School Food Services

HAVE YOU HEARD!
Breakfast and lunch are provided to all students at no charge!

Cornell Elementary participates in the Community Eligibility Provision. Through this program, all students are eligible to receive breakfast and lunch at no cost.

*There will be a charge for extra milk or for a second entrée.

You are invited!
National Take Your Parents to Lunch Day

October 14, 2015

Please join your child for a meal in the school cafeteria. Learn how school meals are meeting new federal nutrition standards and let us know what you think about our lunch program!
MARKETING STRATEGIES TEACHERS/STAFF

- We involved teachers with marketing through art, writing, and food and consumer science classes.

- We worked with teachers to connect classroom activities to the lunchroom reading books about fruits and vegetables.
MARKETING STRATEGIES- STUDENTS

- We promoted our daily meals by posting them on age-appropriate school posters or menu posted.

- Information regarding fruits and vegetables were always displayed and rotated during service lines.

- The Student Food and Nutrition Advisory Council met once every other month to give feedback, ideas, and answer any questions they had regarding the program.

- We constantly surveyed students on their likes and dislikes.

- We also invited students to write announcements, design logos, and create posters and labels for new products and promotions.
MARKETING STRATEGIES FOR STUDENTS/POSTERS

[Images of various posters and flyers about healthy eating habits and nutrition.]
MARKETING STRATEGIES FOR STUDENTS/MENU POSTERS
MARKETING STRATEGIES FOR STUDENTS/EZ TAGS
MARKETING STRATEGIES/COMMUNITY

- We send out a quarterly district newsletter “to every household in the district.
  In it, we created a Saydel Food Service page that features themed and various topics, recipes and “did-you-know facts”.

- ISU Dietetic intern students assisted with school nutrition marketing programs by creating activities, new recipes, etc...
  We also reached out to the nutrition undergrad students if they are interested in presenting an activity/game for the students.
MARKETING STRATEGIES EXAMPLES

**Eat Back on Added Sugars**

I am sure you’ve received the memo that cutting back on added sugar is one of the best things you can do for your health, something that is highly encouraged in the new Dietary Guidelines for Americans.

The Dietary Guidelines for Americans suggest added sugar intake should be less than 10% of a person’s total daily calories. This does not include naturally occurring sugars, such as those found in milk or fruits. Extra sugars not only add empty calories, spike blood sugar levels, and increase the risk of several other health issues but also dramatically increase your risk of dying from a heart attack.

So now the question is: How do I cut back on added sugars?

- Be aware of what your ingredients label reads; again, syrup, brown sugar, fructose, honey, malt syrup, fruit juice concentrate, sucrose, cane sugar, and more are how sugars are labeled.
- Keep tabs on how much sugar you consume: Sugar doesn’t need to be an all-or-nothing deal. Keep your daily total sugar consumption to 10 teaspoons (160g).
- Make fruit-flavored water by adding a splash of juice or fresh fruit.
- Satisfy your sweet cravings nutritionally. Avoid the chocolate and head for the fresh or dried fruit. You may be surprised how well fruit satisfies your craving.

*Published in April 2015 AAMDS Internal Medicine.*

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**Harvest of the Month Recipe—Mango Raspberry Smoothie**

**Ingredients:**

- 1/3 cup Frozen or fresh mango, chopped
- 1/3 cup Frozen or fresh raspberries
- 1/3 cup Plain yogurt
- 1/3 cup Apple juice

Combine all ingredients in a blender and puree until smooth.

Prep and cook time: 15 minutes

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**Nutrition Snapshot:**

- Per serving: 170 calories, 39g carbohydrates, 5g sugar, 4g protein, 42mg sodium, 5g fiber

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This Institution is an equal opportunity provider.
79,792 BREAKFAST MEALS SERVED

<table>
<thead>
<tr>
<th>Building</th>
<th>Breakfast Meals 2015-2016</th>
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<tbody>
<tr>
<td>Cornell Elementary (CEP and BIC)</td>
<td>42,144</td>
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<tr>
<td>Woodside Middle School</td>
<td>16,791</td>
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<td>Saydel High School</td>
<td>20,857</td>
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<td>District Totals</td>
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BREAKFAST MEALS COMPARISON

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<tbody>
<tr>
<td>Cornell Elementary</td>
<td>36,559</td>
<td>38,715</td>
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<td>Woodside Middle School</td>
<td>21,387</td>
<td>19,629</td>
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<td>Saydel High School</td>
<td>15,090</td>
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<td>District Totals</td>
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<td>77,144</td>
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177,032 LUNCH MEALS SERVED

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<td>Saydel High School</td>
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<td><strong>District Totals</strong></td>
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LUNCH MEALS COMPARISON

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<td>Cornell Elementary</td>
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<td>Woodside Middle School</td>
<td>63,651</td>
<td>62,128</td>
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<td>Saydel High School</td>
<td>50,443</td>
<td>52,496</td>
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<td><strong>District Totals</strong></td>
<td><strong>171,646</strong></td>
<td><strong>172,672</strong></td>
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SUMMER FOOD SERVICE PROGRAM POSTERS

To market our SFSP, flyers and postcards were made. Flyers were sent home with every student the first week of May.
The postcards were mailed to each household on the third week of May.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Lunch Meals</th>
<th>Year</th>
<th>Total Lunch Meals</th>
<th>Year</th>
<th>Total Lunch Meals</th>
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<tbody>
<tr>
<td>Summer 2014</td>
<td>44 days 5058 meals</td>
<td>Summer 2015</td>
<td>50 days 7044 meals</td>
<td>Summer 2016</td>
<td>49 days 7530 meals</td>
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THIS YEAR...

Continue the same marketing strategies

Expand our food service catering
- With the partnership of Food and Consumer Sciences

Market feature new “hot” items
- Creative names
- Introducing new menu items
  - Sweet and sour chicken
  - Hot wings
  - Build-your-own bar: Potato bar, mac n cheese bar, pasta bar
- To-go “lunchables”
TAKE AWAY......

DON'T BE SCARED OF THE WORD “MARKETING”

CHOOSE YOUR AUDIENCE, AN IDEA AND BUILD ON IT
STRATEGIES TO INCREASE SCHOOL BREAKFAST AND LUNCH PARTICIPATION

JEANNIE ALLGOOD, DIRECTOR OF NUTRITION SERVICES
WAUKEE COMMUNITY SCHOOL DISTRICT
Waukee CSD Demographics 2016-2017

- Student population 9,800
- Free and Reduced = 16%
- 83 Employees
- 13 Buildings
INCREASING BREAKFAST PARTICIPATION

• “Breakfast After the Bell” or “Second Chance Breakfast”
• Grab N Go Kiosk
• Offer choices to make a reimbursable breakfast
• Communication
SECOND CHANCE BREAKFAST
GRAB-AND-GO KIOSKS
MIDWEST DAIRY FUEL UP TO PLAY BREAKFAST CART & DISPLAY REFRIGERATOR
OFFER CHOICES
COMMUNICATION

- Student Advisory
- PTO Groups
- Social Media
- School Newsletters
- School website
- SNA has new PR Campaign materials

https://schoolnutrition.org/Resources/MktComm/PRCampaign
No time for breakfast at home?

We've made it easy for your student to enjoy a healthy breakfast at school. School breakfast is proven to improve student behavior, test scores and attendance, so don't let your student miss out on the most important meal of the school day!

Breakfast is served e.g. in the cafeteria.
Enjoy the convenience of a well-balanced school breakfast at the low price of:

$1.70

Visit http://www.waukeeschools.org/nutrition/ menus to learn what's on the menu.
SAMPLE TWEETS:

It’s Friday! What makes Fridays better? That’s right, #schoolbreakfast

Beat those Monday morning blues with #schoolbreakfast at 7 AM! The breakfast of “WARRIORS”.

There’s a reason they call it “brain food” #finalsweek

The early bird gets the worm. #gotbreakfast?

It’s negative WHAT outside?! Come warm up in the cafeteria with a nice, hot #schoolbreakfast

There are two types of people in the world: people who love bagels and liars. #TryOurBreakfastBagels
INCREASING LUNCH PARTICIPATION

- Evaluate current participation, cut unpopular entrée items
- Offer choices for reimbursable meals
- Sample new products with students, keep roll-out of new items close to sample date
- Presentation of food
- “Toot your own horn”
  - Open House, Conferences
  - SNA PR Campaign materials
  - Pictures on social media, Tweets
  - Market your own a la carte items
- Friendly professional staff
OFFER *CHOICES* TO INCREASE PARTICIPATION
WARRIOR BOXED SALAD
SAMPLE NEW PRODUCTS WITH STUDENTS
PRESENTATION

• “Dress up” the products, butter spray, garnishes
• Colorful menus
• Dark trays “show off” the food
TOOT YOUR OWN HORN
MARKET YOUR OWN GRAB AND GO ITEMS
MORE GRAB AND GO ITEMS
FRIENDLY PROFESSIONAL STAFF
TAKE HOME MOMENT

Choices, choices, choices

Toot (tweet) your own horn, Communication
If you are not willing to risk the unusual, you will have to settle for the ordinary.

Jim Rohn
WHY SHOULD I MARKET MY PROGRAM?

- You are already doing great things!
- Marketing lets people know the great things you are doing.
- Your customers are already responding to marketing.
- Social Media is a low or no cost marketing tool that can have great results.
- As a part of Fairfield’s marketing strategy, social media has helped increase participation by 6,369 meals in 39 school days during Sept. and Oct. compared to last year.
DON’T BE AFRAID TO USE IT, YOUR CUSTOMERS DO!
SNAPCHAT

- Snapchat is a picture and text that lasts just a short time.
- FCSDlunchlady snaps two snaps a day to her followers. 141 followers at this time.
- A breakfast snap with a motivational quote and the breakfast menu at 7:30am.
- A lunch snap with the lunch menu at 10:00am.
- Occasionally a picture of featured item being prepared.
FACEBOOK

FCSD Lunchlady

- 166 friends
- I post nightly the next day’s menus for each building.
- Facebook is followed more by adults than students but is a platform to keep parents informed.
- I also use it as a way to publicly appreciate our cooks and staff.
Twitter allows a 140 character limit per tweet.

Another way to get a quick message out to a lot of people at once.
WHAT IF YOU’RE NOT COMFORTABLE WITH TECHNOLOGY

 Your students are your customers…Talk to them!!

 FHS Principal allowed me to speak directly to each class the first day of school explaining menus and grab and go options.

 I spoke to Health Class on menu planning and got their ideas on items for the menu.

 Work with a student advisory council for Middle School and High School.

 This generation of students are foodies. Use that!
THE AIM OF MARKETING
is to know and understand
THE CUSTOMER
so well the product or service
fits him and sells itself.

- Peter Drucker
UPCOMING TRAINING OPPORTUNITIES

New Manager Series
January 11
What’s my Job Description?

February 8
Menus and Food Production

March 8
Serving for Success

What’s New in School Nutrition —
January 23
USDA Foods: Using Your Planned Assistance Level (PAL)
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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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