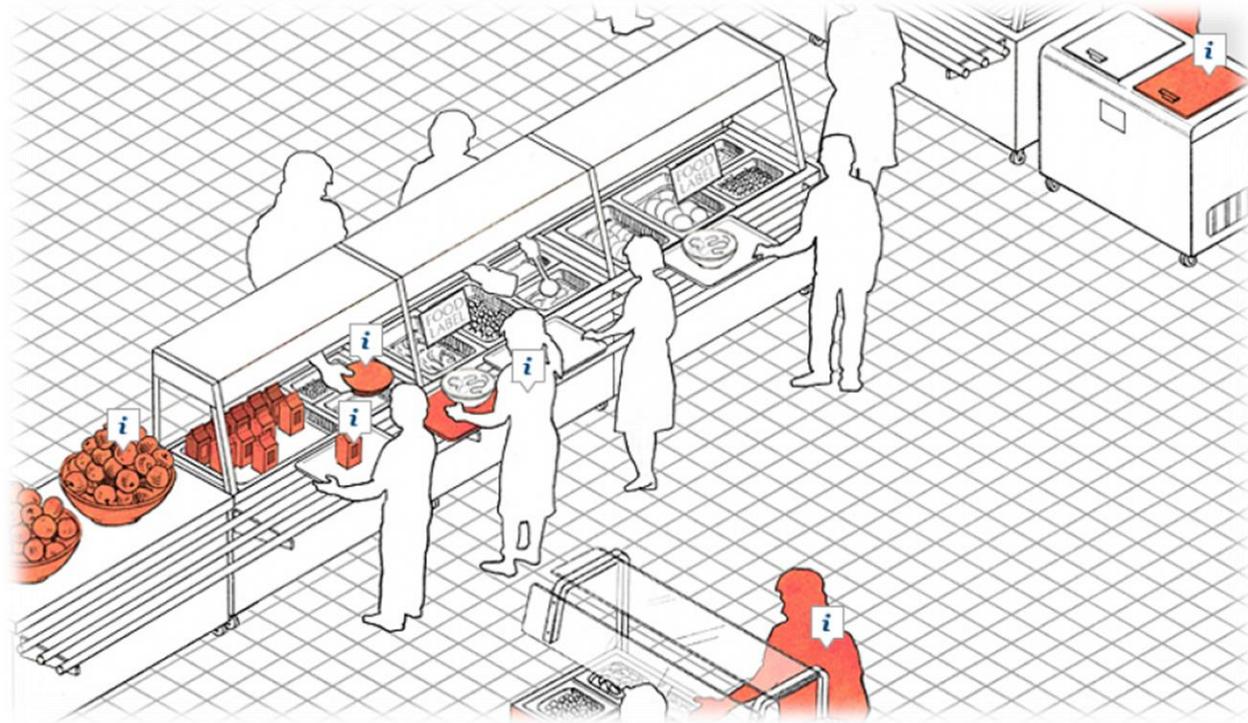


Smarter    Lunchrooms  
Movement



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PATTI DELGER  
CARRIE SCHEIDEL

# Learning Objectives

- Behavior Economics
- Smarter Lunchroom Movement
- Cafeteria Redesign Activity
- Next Steps



*What we notice  
first and most  
frequently, we  
remember best.*









# Behavior Economics in Child Nutrition



**How Our Environment  
Influences Our Behavior**

## Cornell University

- Dr. Brian Wansink
- Dr. David Just

## Funded by USDA

## School Focused Research

- Encourage healthy choices
- The Smarter Lunchroom Movement

# Most Important Behavior Economics

- **Visibility = Easy-to -See**
- **Convenience = Easy-to-Reach**

**Just knowing about behavior economics will not help people make better choices if their surroundings do not change.**

# What We Know: Mindless Eating

**Most food decisions are automatic or mindless, controlled largely by our environment rather than by our willpower.**

(Thaler & Sunstein, 2008)

# Power of Behavior Economics

Help students select, eat, and enjoy healthy food options in the lunchroom

- Increase participation and revenue
- Increase efficiency
- Improve relationships with students
- Improve feedback from students and parents

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



# What is the Smarter Lunchroom Movement?



- Tested in real schools around the country
- Nudge choices
- Increase sales
- Implement low-cost/no-cost changes
- Keep a variety of food choices

# Smarter Lunchroom Techniques

- Focusing on Fruit
  - [Fruit Front and Center](#)
- Promoting Vegetables & Salads
- Moving More White Milk
- Entree of the Day
  - [Name That Meal](#)
- Increasing Sales of Reimbursable Meals
- Creating School Synergies:
  - Signage, Priming, & Communication
  - Lunchroom Atmosphere
  - Student Involvement
  - Recognition & Support of School Food



# RULES

- Can't make noise, motion or otherwise communicate directly with your friend
- You can alter the duck and area surrounding, but can't remove any ducks



Add Color



Point the Way!



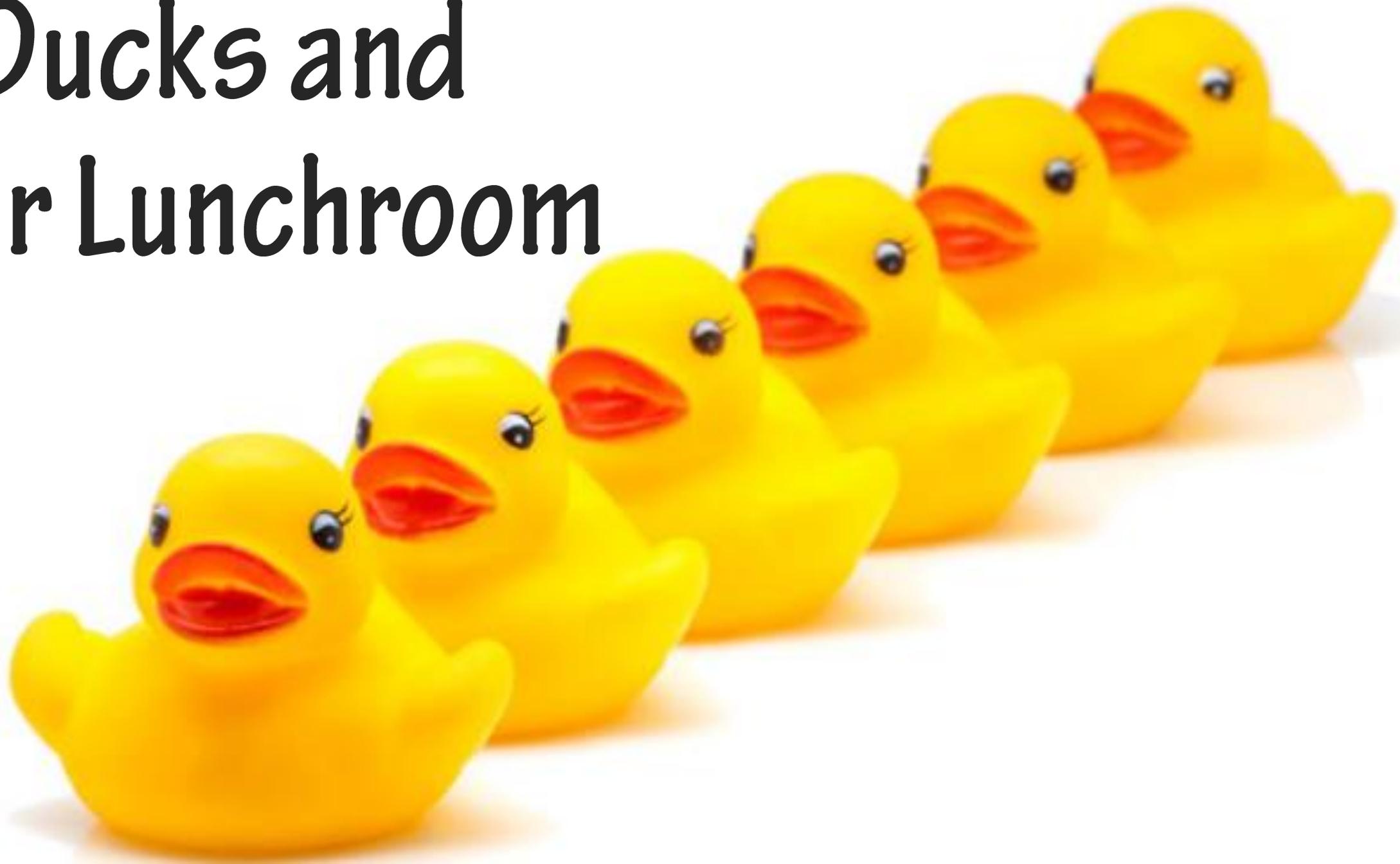
Make a  
Big Display!



Add Bling!



# Ducks and Your Lunchroom



# Color

- Add brightly colored linens
- Switch to bright plastic utensils and trays
- Contrast food colors
  - Handheld fruit of many colors in the same bowl
  - Fruits or vegetables in portioned cups in a checkboard or striped pattern
- Garnish sides of dishes
- Write menus and food labels in color



Clarke CSD

# Add Color

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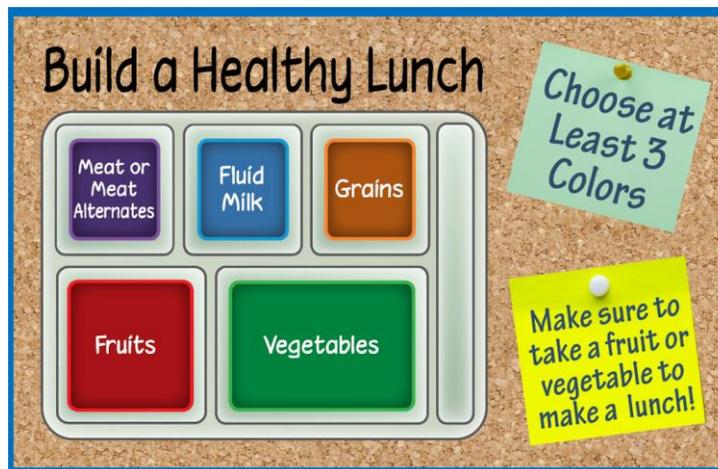






# Point the Way

- Use color, arrows, and pictures
- Signs work! Effective signs are neat, colorful, clear, and short
- Put fruits and vegetables first on the menu or in a starburst



# Point the Way





Eating  
Fruit Makes  
You **STRONG**

## Winterset Community Schools

# Lunch Menu

In addition to our daily entrée choices, we also offer a sandwich and/or salad

# MAY 2015

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Free & Reduced Price Meal Benefit information & application can be obtained by contacting the Food Service Office.	 Cilantro is spanish for coriander, which is the seed used to grow it.	 Choose <b>MyPlate</b> .gov		Grilled Cheese w/ Tomato Soup or Chicken Nuggets, Tomato Soup, WW Bread or Turkey Flatbread Sliced Radishes Broccoli Florets Cauliflower Choice of Fruit
Crispy Corn Dog or Italian Meatball Sub or Combo Sliders Calico Bean Bake* Baby Carrots Cauliflower Choice of Fruit	Roast Pork and Gravy, Dinner Rolls or Chicken Tenders, Dinner Roll or Crispy Chicken Wrap Mashed Potatoes* Broccoli Florets Corn Choice of Fruit	Beef Shepard's Pie, Cinnamon Roll or Chicken Patty WG Bun or Chef Salad Green Beans* Tomato Wedges Celery Sticks Choice of Fruit	Salsa Chicken Bowl -chicken, bean, rice, chips or BBQ Rib on a WG Bun or Honey Mustard Ham Cuban Carrot Salad (HOM) Cauliflower Romaine Lettuce Choice of Fruit	Pizza Parlor Cheese Pizza or Fish Filet on a Bun or Turkey BLT Salad Garlic Herb Broccoli* Cole Slaw Celery Sticks Choice of Fruit
WG French Toast Sticks, Syrup, Scrambled Eggs or Hot Turkey on a WG Bun or 7 Layer Salad Breakfast Potato* Cherry Tomatoes Celery Sticks Choice of Fruit	Asian Noodle Bowl, WG Bread or Cheeseburger WG Bun or Turkey Ranch Wrap Sweet Potato Fries* Broccoli Florets Cauliflower Choice of Fruit	Beef Soft Tacos w/ fixings, Mexican Rice or Chicken Nuggets, Rice or Turkey Sub Refried Beans* Cherry Tomatoes Shredded Romaine Lettuce Choice of Fruit	Roast Turkey and Gravy Whole Grain Dinner Rolls or BBQ Chicken WG Bun or Buffalo Chicken Wrap Mashed Potatoes* Baby Carrots Cauliflower Choice of Fruit	Pizza Parlor Pizza, Cheese or Pepperoni or Saucy Italian Meatballs WG Sub or Chef Salad Broccoli Florets Celery Sticks Cherry Tomatoes Choice of Fruit
Chicken & Cheese Quesadilla with Salsa or Hamburger WG Bun or Combo Slider Spiced Pinto Beans* Tomatoes Cauliflower Choice of Fruit	Pizza Burger Melt (like french bread pizza) Crispy Chicken Patty on a WG Bun or Chef Salad Garlic Herb Broccoli* Cucumbers Corn Choice of Fruit	Tex Mex Pork Bowl (pork, rice, salsa in "shell") or Beefy Nachos w/ Cheese or Taco Salad Kale Salad Baby Carrots Tomatillo Salsa (HOM) Choice of Fruit	Farmesan Chicken Bites, Marinara, WG Pasta or Hot Ham & Cheese WG Bun or 7 Layer Salad Green Beans* Tomatoes Cucumbers Choice of Fruit	Spaghetti w/Meat Sauce, Garlic Toast or Parmesan Cruised Fish, Pasta, Toast or Deli Sub Glazed Carrots* Green Peas Broccoli Choice of Fruit
	Chicken Alfredo Pizza or Pulled Pork Sliders or Turkey Ranch Wrap Baked Beans* Romaine Lettuce Celery Sticks Choice of Fruit	Turkey BLT Flatbread or Chicken Nuggets, WW Bread or Chef Salad Tator Tots* Cherry Tomatoes Celery Sticks Choice of Fruit	Italian Lasagna, Garlic Toast or Hot Ham on WG Bun or Salad Sliders Green Beans* Broccoli Florets Pepper Medley Choice of Fruit	Stromboli with Marinara Sauce or Crispy Chicken Sub or Deli Sub Glazed Carrots* Baby Spinach Radishes Choice of Fruit

PRICES	
K-3rd	\$2.00
4th-12th	\$2.25
Adult	\$3.30
Reduced	\$0.40
Snack Milk	\$0.40



**EXTRA INFO**  
Milk choice of 1% White, Skim or Chocolate Skim is included with lunch.  
For questions or comments, contact the FSD JoAnna Gustafson at: jgustafson@winterset.k12.ia.us or call 515-462-4271





**Electronic file  
available!**

# Make a Big Display

Orange Mountain



# Add Bling

- Add cheery art and decorations to create a fun, inviting atmosphere
- Choose items which feature healthy foods, seasonal flavors, and school spirit
- Keep decorations current, attractive, clean, & fresh





Healthy  
Elfie

Add Bling!



Solon CSD



Pick Me!

Scatter  
System?

# Cafeteria Redesign Activity





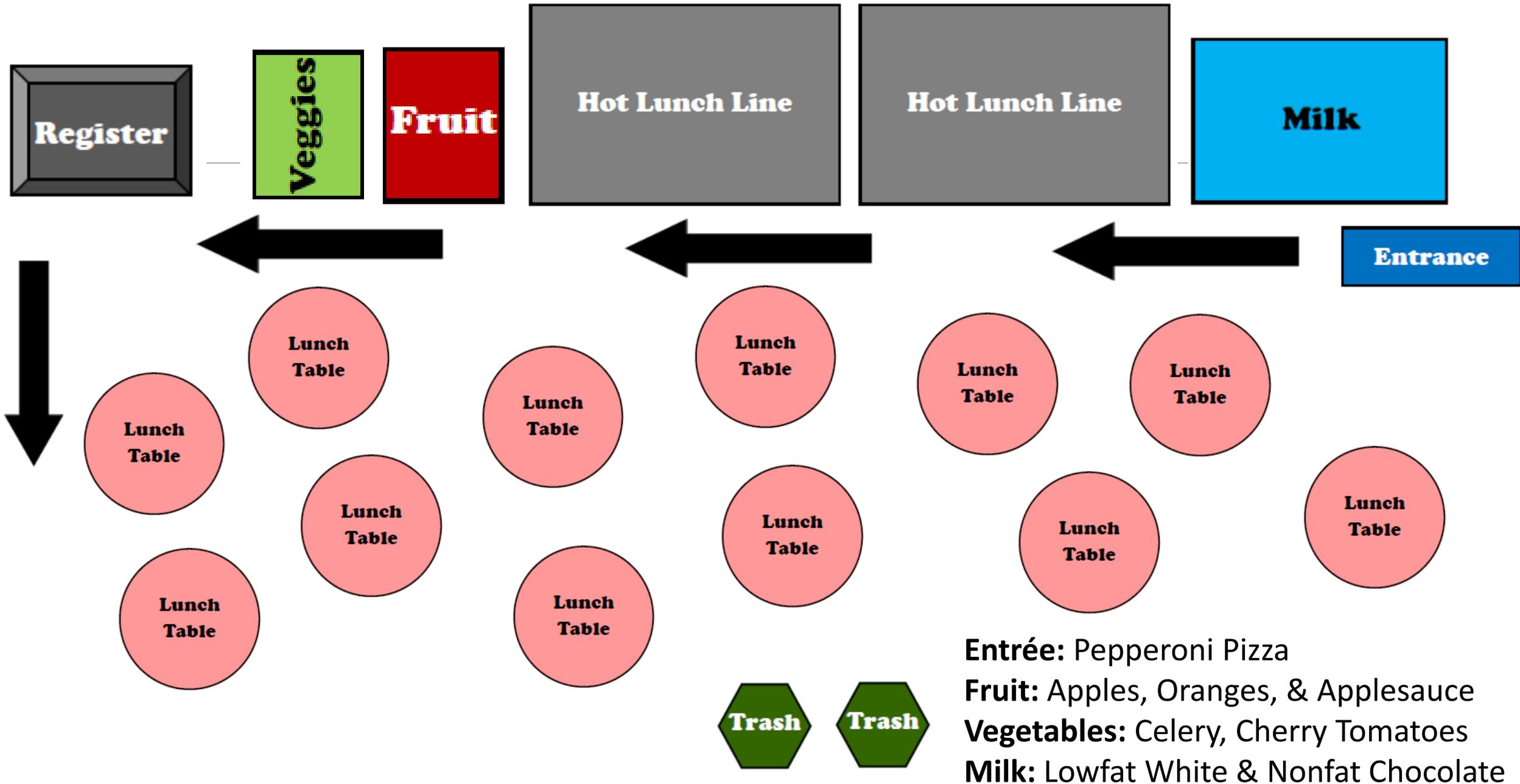






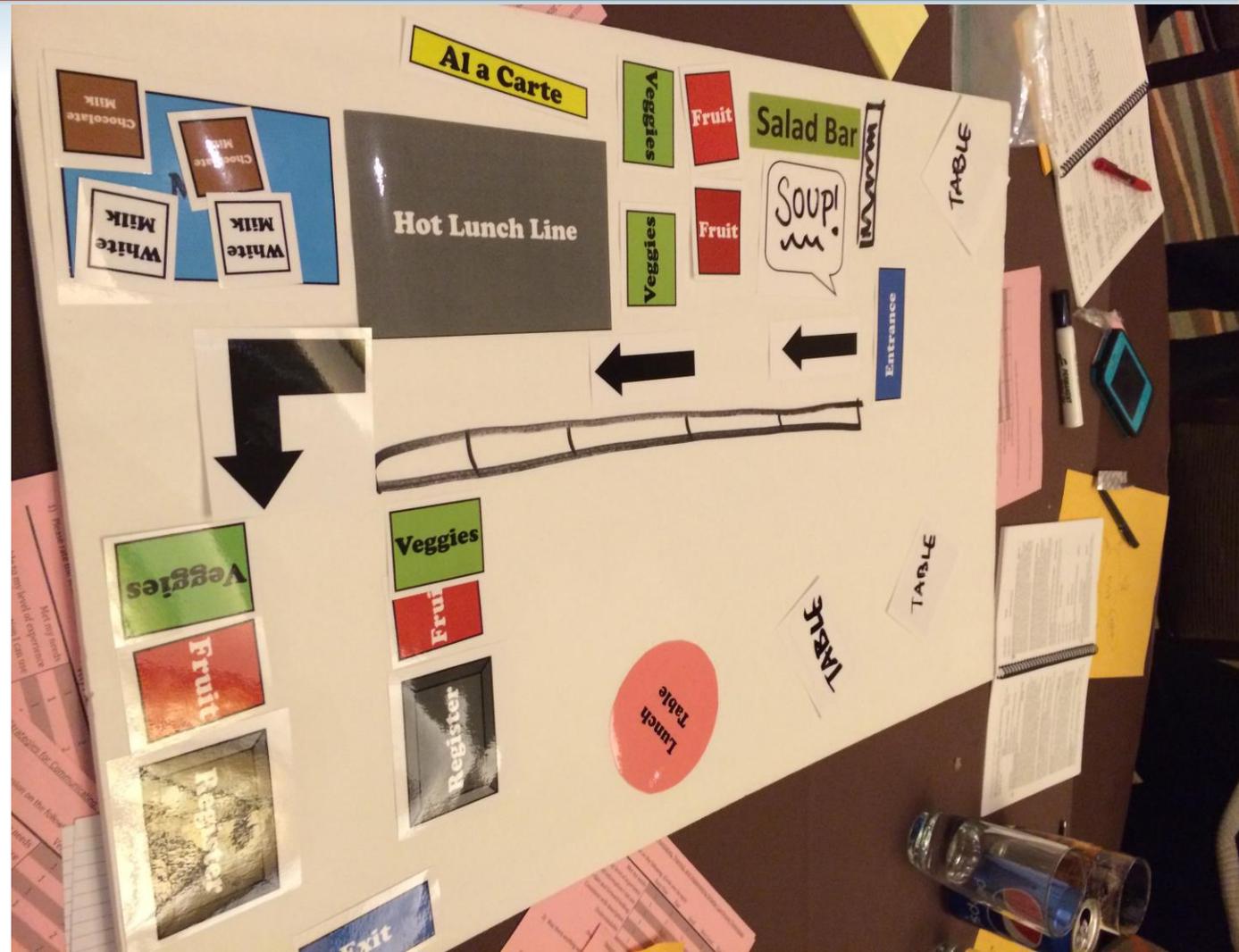






# Need a Smarter Lunchroom?

- ✓ Focusing on Fruit
- ✓ Promoting Vegetables and Salads
- ✓ Moving More Milk
- ✓ Increasing Reimbursable Meals
- ✓ Signage, Priming, & Communication
- ✓ Lunchroom Atmosphere
- ✓ Student Involvement



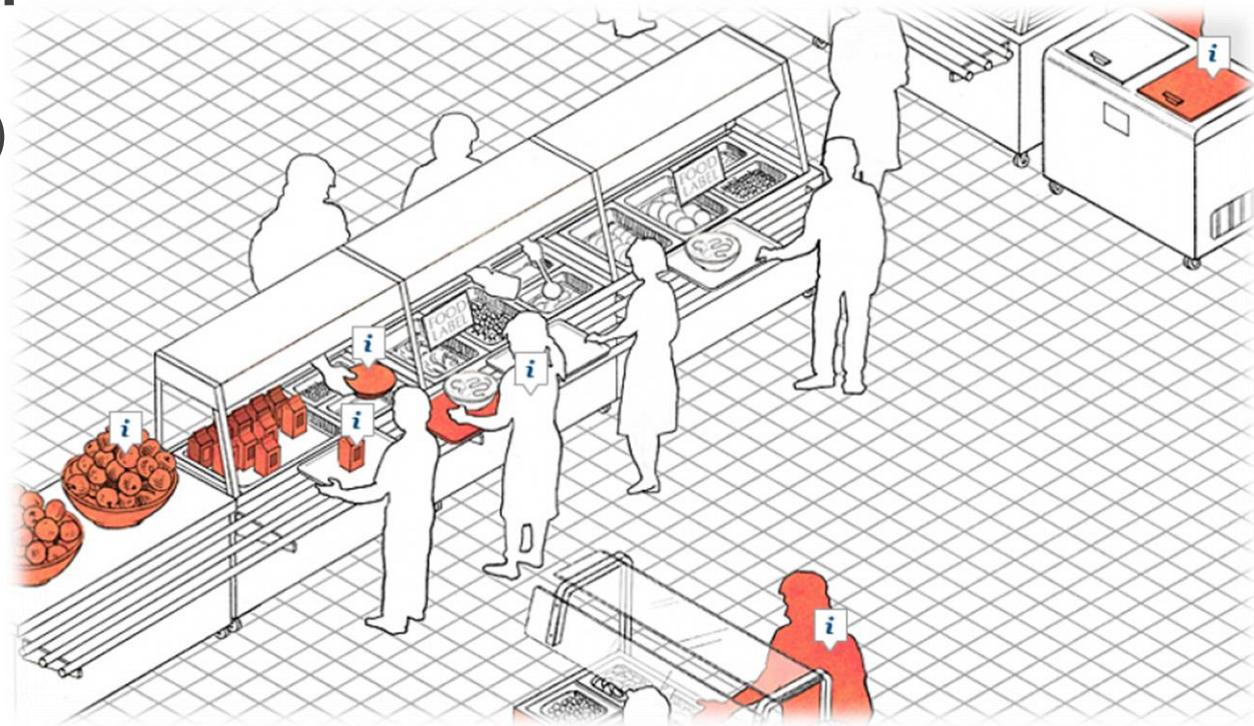
# Diagnose Your Lunchroom

- **Observe the lunchroom in action**

- You are the primary observer
- Recruit 2-3 others (students, teachers, parent, etc.)
- Each observer completes the scorecard
- If statement is not 100% do not check it
- Compile multiple observations
- Identify common areas of need
- Develop an implementation plan

- **Photos**

- Before and after changes
- At the eye level of the students



# There is an App for That!

- Automates the scorecard process
- Ability to upload pictures
- Track results over time
- Apple AppStore: <https://itunes.apple.com/us/app/smarter-lunchrooms-score-card/id922210627?mt=8>
- Android Google Play: <https://play.google.com/store/search?q=smarter%20lunchroom&c=apps>
- Web App: <https://scorecard.smarterlunchrooms.org/>

← 1 of 20 

Caroline Elementary School, Ithaca, NY 2014-06-14

Moving More White Milk

Is the White milk replenished so all displays appear “full” continually throughout meal service and after each lunch period?

Consider the average height of your students when determining eye-level

Example  Add Photo



**DOMS**  
ement

# Table Talk

**Share one  
thing you plan  
to implement?**



# Next Steps



- Utilize the Scorecard
- Share before and after photos with Carrie or Patti – Be recognized!
- Smarter Lunchroom Training for State-Level Staff (Fall 2015)
- Smarter Lunchroom High School Project

# Resources

## BEN Center

<http://smarterlunchrooms.org/>

- Archived webinars
- Tray waste lab and lesson plan
- Training materials
- Two hour training module

## • Iowa Dept of Education

<https://www.educateiowa.gov/smarter-lunchrooms>

## Michigan Videos:

[https://www.youtube.com/playlist?list=PLaqD6X6pQgmKGbGknhuaKn\\_L\\_e3dbWhn4](https://www.youtube.com/playlist?list=PLaqD6X6pQgmKGbGknhuaKn_L_e3dbWhn4)



# HealthierUS School Challenge

- New Smarter Lunchrooms Criteria
- Must complete the Smarter Lunchrooms Self-Assessment Scorecard
- Number of techniques from the scorecard
  - Bronze applicants must select at least 30 action items
  - Gold Award of Distinction applicants must select 70 action items
  - Silver/Gold applicants must select 50 action items
- Receive recognition and support of School Food!





Peach

Out ☮

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