Welcome, thank you for joining!

To connect to audio, please click “Quick Start” towards the top left hand corner and then “Connect to Audio.” Then select one of the 3 connection options and follow the instructions.

During the last 10 minutes of this presentation Heidi and Kerri will address as many questions as time allows. To ask a question please use the Q & A feature.

If you are interested in joining the Healthy Food Choices in Schools Community of Practice or have any questions, please contact us at: healthy_food_choices_in_schools@cornell.edu
NUDGING CHILDREN TO EAT HEALTHIER

Welcome to

SMARTER LUNCHROOMS
OFFER VS SERVE IN SMARTER LUNCHROOMS
The Smarter Lunchrooms Movement

Brings evidence from the fields of

- economics
- marketing
- psychology
to the school cafeteria
A SMARTER LUNCHROOM
Uses low-cost or no-cost research based strategies to:

- Nudge Students
- Increase Consumption
- Expand Participation
- Grow Revenue

Smarter Lunchrooms maintain freedom of choice for students while guiding food decision.

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NUDGING CHILDREN TO EAT HEALTHIER
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THE SMARTER LUNCHROOMS SCORECARD 2.0

60 simple strategies to nudge students to make healthier decisions

- Applicable to grades K-12
- Incorporates new research
- Used to measure improvements to the school nutrition environment

The next webinar (February 27th at 1pm) will be dedicated to reviewing the new and improved Smarter Lunchrooms Scorecard

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OBJECTIVES

1. Describe offer vs serve (OVS) in the school meals program

2. Learn how to implement Smarter Lunchrooms strategies while maintaining OVS

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WHAT IS OVS?

- Concept that applies to menu planning and the determination of reimbursable meals
- Allows students to decline a certain number of food components (lunch) or items (breakfast) in the meal
- Can help reduce waste and increase consumption as students are selecting foods they want to eat
- Can reduce food cost
General Information

Students need to take at least 3 components (lunch)/items (breakfast)

- One must be ½ cup Fruit and/or Vegetable (breakfast & lunch)

Required in High School for lunch

- Optional K-8

Optional for all grade levels for breakfast
SIGNAGE REQUIREMENT

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Build a Healthy Breakfast!

Choose at least 3 items, make sure to take a fruit or vegetable!

<table>
<thead>
<tr>
<th>Entrée Choices</th>
<th>Milk Choices</th>
<th>Fruit &amp; Vegetable Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>WG Pancake = 2 items</td>
<td>Skim White = 1 item</td>
<td>Applesauce = 1 item</td>
</tr>
<tr>
<td>Egg Sandwich = 3 items</td>
<td>1% White = 1 item</td>
<td>Orange Juice = 1 item</td>
</tr>
<tr>
<td>Bagel = 2 items</td>
<td>Skim Chocolate = 1 item</td>
<td>Banana = 1 item</td>
</tr>
<tr>
<td>Cereal = 1 item</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other Choices that are Part of the Meal:

| Tri-Tator = 0 items |
Students must choose 1/2 cup of vegetable or fruit

Vegetable

Fruit

Lean Protein

Grains

Dairy

PLUS

at least 2 other food group “colors”
LUNCH

2 Easy Steps to a Healthy Plate

1. Take 3, 4 or 5 different colors for a full lunch
2. At least one must be Fruit or Veg

Grain (1)
Meat/MA (1)
Fruit (1)
Vegetable (Up to 2)
Milk (1)

ChooseMyPlate.gov
What’s For Lunch

Please Pick Up At Least 3

One Must Be 1/2 Cup Fruit Or Vegetable

Dairy
Milk

Fruit
Apple’s
Whole Wheat bean

Grains

Vegetables
Three bean
Salad

Protein
Hamburger
Cheese - Triple
Three bean

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OVS at Breakfast

- Optional at breakfast for all age and grade groups
- Must serve a minimum of 4 items containing the 3 components

- Students must select at least ½ cup fruit/vegetable
- Students must select at least 3 food items
- Menu planner decides what is considered a food item
OVS AT LUNCH

- Required for high school, optional for K-8
- Must offer 5 components

Meat or Meat Alternative
Grain
Fruit
Vegetable
Milk

- Students must select at least ½ cup fruit/vegetable
- Students can decline up to 2 food components

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Combination Foods

- Beef Taco: Grain/Bread, Vegetables, Meat/Meat Alternate
- Pepperoni Pizza: Grain/Bread & Meat/Meat Alternate
- Ham Sandwich: Grain/Bread Meat Alternate, Vegetables
- Macaroni and Cheese: Grain/Bread & Meat Alternate

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OFFER VS. SERVE SPECIAL SITUATION

When a student selects only 3 items and 2 are from the fruit and vegetable components, the student must select the full required minimum portion size of one fruit or vegetable and may select the $\frac{1}{2}$ cup minimum of the other.

Examples

K-8:
- $\frac{1}{2}$ cup vegetable
- $\frac{1}{2}$ cup fruit
- Milk

9-12:
- $\frac{1}{2}$ cup fruit
- 1 cup vegetable
- Grain

9-12:
- $\frac{1}{2}$ cup vegetable
- 1 cup fruit
- Meat
FREQUENTLY ASKED QUESTIONS ABOUT OFFER VS SERVE AND SMARTER LUNCHROOMS
SMATER LUNCHROOM RECOMMENDATION

Use suggestive selling

“Would you like x-ray vision carrots or celery swords today?”

“Do you want monster mashed potatoes or zesty glazed carrot coins with your turkey?”

Does this still maintain offer vs serve protocol?

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Students are still entitled to decline the items, but using suggestive language has made it convenient, visible and normative to take a fruit or vegetable.

Does using suggestive selling result in more waste?
NO

Research shows when kids are given options and are able to make their own decisions, they are more likely to actually eat what they select.
**SMARTER LUNCHROOM RECOMMENDATION**

Offer a reimbursable meal as a Grab-and-Go option

Examples:

- **Elem** - Crunchy Peanut Butter and Grape Jelly Sandwich, Carrots and Ranch, Apple, Milk
- **High** - Roasted Turkey and Swiss Wrap, Crunchy Rainbow Salad, Orange, Milk

Does this still maintain offer vs serve protocol?
YES

As long as the Grab-and-Go is not the only option, students can still choose!

- The Grab-and-Go Meal
- Hot Lunch Line
- Other Service Line
OTHER QUESTIONS ABOUT USING OFFER VS SERVE IN A SMARTER LUNCHROOM?
JOIN THE CONVERSATIONS

🌟 The Smarter Lunchroom Buzz

✍️ Private Facebook Group
🌟 Discussion, questions, brainstorming, problem solving

Find us today!

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Thank you for attending!
We hope you found the presentation informative and useful!

A recording of this webinar will be available shortly at: https://learn.extension.org/events/2970

Join our efforts! Become a member of the Healthy Food Choices in Schools Community of Practice. To learn more about the CoP and membership please contact us at: healthy_food_choices_in_schools@cornell.edu