Welcome! A couple of notes before we get started...

- Your feedback is valuable to us! Please fill out the survey provided at the conclusion of the presentation. A link will be provided in the chat box.

- During the last 10 minutes of this presentation Kate will address your questions! Please submit them in the chat box and she will answer as many questions as time allows. If you have additional questions please direct them to healthy_food_choices_in_schools@cornell.edu.

Please enter your email address in the chat box if you wish to receive updates from Healthy Food Choices in Schools.
How to Measure School Lunchroom Success

Cornell Center for Behavioral Economics in Child Nutrition Programs

Funding provided by USDA ERS/FNS
It’s Not Nutrition.........
Until It’s Eaten

Kathryn Hoy MFN, RD, CDN
Manager, Cornell Center for Behavioral Economics in Child Nutrition Programs
Agenda

• What is success in school food?
• How can we prove it?
• How do we share it?
In School Lunchrooms, Success Looks Like…

- ↑ in participation
- ↑ in fruit and vegetable consumption
- ↓ food waste
- ↓ selection of competitive foods while maintaining revenues
- Happy kids, staff and community
- Involved kids, staff and community
Create Your Mission Statement

- Hard to measure change if you don’t know what you’re measuring...
- 42% more likely to complete something if you write it down
- SLM Philosophy Activity

**Mission Statement** = What’s wrong with the world and how you intend to fix it.

**Vision Statement** = What the world will look like after you’ve finished changing it.
If there is one thing you should learn…

If you don’t have **proof**, you won’t be a hero
Ways to Prove Success

• Three main types of information:
  – Production records
  – Sales records
  – Tray waste
Production Records: Servings Prepared and Taken

Salad Sales Increased by 263%

This comes straight from production records!
Sales Records: Students Receiving School Lunch

CMTS Program Encourages Greater Participation in High Schools

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<tr>
<th>School Level</th>
<th>No CMTS</th>
<th>CMTS</th>
</tr>
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<tbody>
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<td>ES (N = 4871)</td>
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<td>0.700</td>
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<tr>
<td>HS (N = 4070)</td>
<td>0.300</td>
<td>0.350</td>
</tr>
</tbody>
</table>

Legend: No CMTS, CMTS
Tray Waste Records: Food Servings Consumed and Wasted

The Total Lunchroom Makeover Nudged More Students to Consume At Least Half A Serving Of Fruits and Vegetables

Probability of Consuming at Least Half a Serving

- Starch
- Fruit
- Vegetable

Before the Makeover

After the Makeover
Qualitative Measures

• Student Surveys
  – 1-3 questions for K-3, 1-6 questions for 4-8, 5-10 questions for 9-12
  – SLM Sample Questions

• Sticker Charts
  – Quick way to gauge success of a meal/product/change

• Student Nutrition Action Committee
  – Focus group to help direct your program
Internal Methods of Communication

- Submit a story for newsletter or staff email update
- Present at school board meeting
- Meet with local wellness policy committee
- School food taste tests
- Local heroes promotion
- Menu promotions
- Cafeteria for learning
External Methods of Communication

• Send your success story to SLM!
• Submit a story to your district’s website
• Post about successes on Facebook/social media
• Share your success with your local SNA
• Send press release to local newspaper
• Send a letter home to parents
• Volunteer to speak at upcoming conferences/webinars
ANY questions?
Thank You

smarterlunchrooms.org

ben.dyson.cornell.edu
Thank you for attending!
We hope you found the presentation informative and useful!

Your feedback is important to us! Please help us evaluate our efforts by filling out this survey: https://vte.co1.qualtrics.com/SE/?SID=SV_dmAlVzcILsaFS3b (a clickable link is in the chat box)

A recording of this webinar will be available shortly at https://learn.extension.org/events/1649#.U6CLQfIdXuQ

If you have additional questions or would like to learn more about Healthy Food Choices in Schools please contact: healthy_food_choices_in_schools@cornell.edu