

SETTING THE TABLE FOR CHANGE

LIVEWELL@SCHOOL FOOD INITIATIVE

A FOOD SERVICE DIRECTOR TOOLKIT



LiveWell
@SCHOOL
Food Initiative



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Welcome to the LiveWell@School Food Initiative

CONGRATULATIONS!

By joining the LiveWell@School Food Initiative, you take a leadership role in the battle against childhood obesity — a role that has a positive impact on the lifelong health of students in your district. We applaud your commitment to becoming a lunchroom hero.

As you know, students consume up to half of their daily calories at school, which is why the lunchroom is an optimal venue for introducing students to new foods, promoting healthy eating habits and supporting the development of growing bodies and brains. And before you know it, students start demanding this tastier food that happens to be so good for them.

So, don your chef's hat and sharpen your knives. Together, we can ensure that all children in Colorado have access to and choose healthy food at school by 2022.



A SMALL GROUP OF THOUGHTFUL PEOPLE CAN CHANGE THE WORLD. INDEED, IT'S THE ONLY THING THAT EVER HAS.

— MARGARET MEAD

About this Toolkit

While changing your current school food operation may feel challenging at times, the great news is you don't have to do it alone. The LiveWell@School Food Initiative is sure to generate interest and excitement among parents and students. Be ready to harness this collective energy as you move through the process. This guide offers simple tools to engage partners as you transition your kitchen operations to serve more freshly prepared, nutritious and delicious student meals.

Be sure to share this guide with your district communications staff as they can be instrumental in helping you market your efforts.

Why Marketing Matters

You're familiar with the old conundrum: "If a tree falls in the forest and no one is there to hear it, does it still make a sound?" From a marketing perspective, the answer is always "no." If nobody hears it, nobody knows about it. Throughout the process, inform parents and students that the transition to serving healthier, scratch-cooked food takes time. But with the help of the LiveWell@School Food Initiative, you are taking tangible steps identified through a strategic planning process. Even those few naysayers will become champions when they understand that your school district is doing everything in its power to make major improvements to its school food. With these supporters on your side, your voice is stronger and more successful in influencing other important audiences. That's why it's important to develop a plan that utilizes parents, students and other champions to:

- Understand the LiveWell@School Food Initiative's goals and processes
- Share the good news
- Provide support for your school meal makeover
- Promote the connection between health and academic success
- Provide helpful feedback
- Help the school meal program thrive through increased meal participation

This is where parent and student advisory teams come in. More detail about these teams is provided below. (Also see "Setting the Table For Change: A Parent Toolkit" and "Setting the Table For Change: A Student Toolkit." You can use these guides to recruit and counsel parent and student advisors.)

Developing a Marketing Plan

Your marketing plan should answer the following questions:

- Who do you want to reach? (your audience)
- What is the best way to reach them? (communications channels)
- What do you want to tell them? (your message)
- When do you want to reach them? (timing)
- What do you want them to do? (call to action)

Your Audience: Your School Food Champions

School food champions include anyone interested in student health, great food or both. They include:

- Parents
- Superintendents
- Parent groups
- Students
- Teachers
- Student groups
- Principals
- Community groups
- Food service staff
- Board members
- District health or wellness teams
- School staff
- Administrators

“YOU CAN DO ALL THE WORK TO IMPROVE SCHOOL MEALS, BUT UNLESS PEOPLE KNOW WHAT YOU ARE DOING, THEY’LL CONTINUE TO ASSUME EVERYTHING IS STILL THE SAME.”

– CINDY VENEY, MANAGER OF NUTRITION SERVICE, ADAMS COUNTY SCHOOL DISTRICT 14

Wherever you see our tool icon in the margins of this guide, we've referenced specific tools (found in the "Tools" section) designed to help you successfully carry out your healthy school food movement.



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- **Tips for Converting Unhappy Parents to Champions** *PAGE 17*



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- **Calendar Opportunities** *PAGE 13*

An Unhappy Parent or an Overlooked Champion?

While sometimes difficult to hear, feedback provided by an unhappy parent or student may be key to promoting your school meal makeover because it:

- Provides important information about how school meals are perceived
- Gives you the opportunity to explain what is really happening in your lunchrooms
- Offers insights about what other parents or students may be thinking, but not saying (to you)
- Serves as an opportunity to engage parent and student champions

Shifting A Mindset

Nancy, a parent in Adams County School District 14, attended a meeting with the food service director to register a complaint about the chicken. Her son “didn’t like it.” Invited to lunch, Nancy came to taste the chicken, firsthand. Nancy tasted the slow roasted chicken, with homemade BBQ sauce and declared it “delicious.” Nancy now serves as a healthy school food champion, sharing the good news about the LiveWell@School Food Initiative in her school.

Reaching your Audiences

There are a variety of ways to get your message to your audience(s). These may include advertisements in school or district newsletters, e-mail blasts, social media, flyers, presentations at meetings, taste testing events and in-person opportunities wherever parents or students gather. As a busy food service director, you can’t be in all of these places at once. So, engage your staff to help establish and oversee parent and student advisory teams.

What Do You Want to Tell Them and When?

The school year has its own rhythm. For example, excitement and energy levels tend to boil up at the year’s beginning and then simmer down as summer approaches. Your transition to scratch cooking also has a rhythm. Remember to time your marketing efforts to accommodate both. Review the “Tools” section of this guide for a list of school-year events that may complement your messages. We have outlined key marketing opportunities related to LiveWell@School Food Initiative milestones.



Key Marketing Opportunities: A New View of School Food

The LiveWell@School Food Initiative includes five phases – each of which provides a unique opportunity to deliver a key message.

Key Marketing Opportunity #1: Assessment

Share Your Recipe for Change

During the assessment phase, you and your team decide how to improve school meals. This is an exciting time as you take a critical look at how to change everything from the food you order to how your kitchen is organized. While it's early on, you can still let folks know that change is coming. After the assessment, you can share facts about the LiveWell@School Food Initiative, explain the process the district undertakes and recruit champions to help with the effort.

Key Message:

“Exciting news: Our school district has joined the LiveWell@School Food Initiative. This means change – for the better – is underway in our school kitchens and lunchrooms. Watch as we transform our school food from boring and bland to delicious and nutritious with more fresh fruits and veggies and entrees free of preservatives and additives. Better yet, ask us how you can help in our lunchroom revolution!”

Reaching Your Audience

The following channels are excellent ways to reach parents, students and staff:

- Registration
- District accountability meetings
- Back-to-school nights
- News releases to local media
- All-staff meetings
- Sporting events and field trips
- Principal meetings
- Automated calls
- Parent meetings
- Any community gathering

Key Marketing Opportunity #2: The Strategic Action Plan

Invite Parent and Student Advisors to the Table

Armed with data from your school meal assessment and results from the food service director seminar, you develop a strategic action plan. This is your first opportunity to really engage parents and students. Take this opportunity to invite parents and students to “sit at your table” and advise and promote the process. Let them know you are developing a comprehensive plan and need their feedback to be successful. With your encouragement, parents and students can become some of your strongest program ambassadors.



- **Sample News Release Announcing District Participation** PAGE 24
- **Sample School Newsletter Article** PAGE 18
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- **Sample Back-to-School Letter for Staff** PAGE 26



- **Parent Advisor Recruitment Ad** PAGE 27
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- **Gathering Parent and Student Advisor Input** PAGE 29





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- *Setting the Table For Change: A Parent Toolkit*
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Key Message:

“The district is developing an action plan to move to more freshly prepared student meals. We welcome your input as we begin to take on a school food makeover for our district. Your insights and experiences will inform our vision, and help us determine what we can realistically accomplish given available resources.”

Key Marketing Opportunity #3: LiveWell Colorado Culinary Workshop

Sparkling Change in the Kitchen

Now that your staff is trained to prepare fresh, healthy meals, it's time to try some of those delicious new recipes. Invite parents, students and staff to sample the new offerings and give their feedback about what they do and don't like.

Key Message:

“Our district is making progress in its efforts to offer fresh and healthy student meals. Come see and taste the difference, tell us what you think and help us spread the word about the transformation occurring in our lunchrooms.”

NOTE: Remember to manage expectations by reminding participants that full implementation may take two to four years and that patience is the secret ingredient for the success of this initiative.



Key Marketing Opportunity #4: Chef Consultations

More Cooks Needed in the Kitchens

With the culinary workshops complete, the transition to preparing freshly made student meals is underway in earnest. Periodically, chef consultants are on hand to give practical advice on fresh food prep, meal planning and much more. This is the time to work with your parent and student advisors to ratchet up efforts to promote the program. “Setting the Table For Change: A Parent Toolkit” and “Setting the Table For Change: A Student Toolkit” offer lots of suggestions for engaging these teams and unleashing their creativity. Keep building the momentum and garnering feedback to fuel your success.

Key Message:

“We’re entering the final phase of improving the nutrition of student meals. Help us grow this movement! Let others know about our progress and invite them to come taste the difference for themselves.”

Taste Testing Events

Taste testing events are a great way to engage your community at a sensory level. In fact, there may not be a better way to gain and maintain buy-in than by having your community dig into this wholesome, tasty food. Consider offering samples from the new school menu at the following events:

- Registration
- Parent meetings
- Back-to-school nights
- District accountability meetings
- All-staff meetings
- Sporting events
- Principal meetings
- Field trips

TIP: Invite the district public information officer (and/or photographer) to take photos and submit a short article about the event to a community newspaper.

Key Marketing Opportunity #5: Evaluation

Sharing the Results of Your Efforts

LiveWell Colorado evaluates the impact of the LiveWell@School Food Initiative by measuring participants’ progress. This ensures that strategies are being implemented effectively and allows for processes to be improved. As your district nears completion of the school meal makeover, LiveWell Colorado will develop a final snapshot report to highlight your successes. Work with your district communications staff to use data from this report to promote your progress.

Key Message:

“Our school district has made the move to healthy and delicious student meals.” (Offer “before-and-after” details about the school meal program to demonstrate how the process worked and how dramatic the changes are.)



- **Parent Cooking Classes** *PAGE 32*
- **Cooking Class Announcement** *PAGE 33*
- **Cooking Class Survey** *PAGE 34*
- **Setting the Table For Change: A Parent Toolkit**
- **Setting the Table For Change: A Student Toolkit**





Community Engagement Parent Advisory Teams

As we mentioned earlier, parents are key to the success of your healthy school-food movement. Develop your own group of trusted parent advisors or recruit members from existing organizations, such as:

- Parent groups (PTOs and PTAs)
- District health advisory groups
- Parents who attend monthly principal breakfasts or meetings
- School wellness teams
- District wellness teams
- Parent support teams
- School accountability teams
- Community groups that work with parents at your school

Incentivize parent advisors by:

- Offering them a special role
- Giving them a special title
- Inviting them to be taste testers
- Recognizing their contributions

NOTE: In school districts that have previously implemented the LiveWell@School Food Initiative, parents have expressed interest in learning how to prepare the school meal recipes at home. Those who participated in cooking classes became instant school meal champions after seeing, smelling and tasting all of the delicious, fresh, scratch-made foods firsthand.

Student Advisory Teams

Student views of school food can make or break the school meal program. Be prepared for some brutally honest (and valuable) feedback from students. Also be prepared for some exceptional creativity about how to improve and promote your program. Draw on existing student groups to form your student advisory teams like:

- Advocacy groups
- Leadership clubs
- Marketing groups
- Health teams
- Clubs (band, drama, cheerleading, yearbook, and others)
- Athletic teams

Incentivize students to become advisors by:

- Offering them a special role
- Giving them a special title
- Giving them a voice in the process
- Inviting them to be taste testers
- Recognizing their contributions

Getting to Know Your Parent and Student Advisors

1. Invite parent and student advisory groups to provide feedback and offer suggestions for promoting the school meal transition process
2. Assure them that their opinions are valued
3. Ask for their help in marketing meal enhancements
4. Assist them in identifying leaders
5. Work together to develop an action plan
6. Establish a meeting schedule

Ideas for Engaging Students & Parent Champions

Parents and students may bring their own creativity to supporting the LiveWell@ School Food Initiative. Refer to “Setting the Table For Change: A Parent Toolkit” and “Setting the Table For Change: A Student Toolkit” for specific suggestions about parent and student engagement.

Moving Forward

Food service directors and their staff are the most critical players in the movement to improve the quality of the food students eat at school. Improving the nutrition of student meals takes time and work. But it is possible to ensure that our children have food at school that tastes good and is good for them. Together with LiveWell Colorado and your community, you can leave a legacy of positive health outcomes for generations to come.



**THANKS TO YOU, AND FOOD SERVICE DIRECTORS
ACROSS THE COUNTRY, FOR YOUR LEADERSHIP
AND EFFORTS TO SERVE HEALTHIER SCHOOL FOOD.**



- **Student Advisor Recruitment Ad**
PAGE 28



- **Facilitating Parent and Student
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Resources

SCHOOL MEAL RESOURCES

Breakfast in the Classroom

Commerce City's Adams County School District 14 developed this video to offer guidelines and tips making classroom breakfast programs a success.

<http://www.adams14.org/breakfast-in-the-classroom>

California Project LEAN

Project Lean works to advance nutrition and physical activity policy in schools and communities in order to prevent obesity and its associated chronic diseases. See resources for parent, school board and student engagement around school food, policies and competitive foods.

<http://www.californiaprojectlean.org/doc.asp?id=168>

Center for Ecoliteracy

The Center for Ecoliteracy offers some excellent resources for improving the student dining experience.

<http://www.ecoliteracy.org/>

Colorado Department of Education (CDE) Office of School Nutrition

CDE offers brochures in English and Spanish for download, including brochures for parents, teachers and administrators available under "Frequently Requested Documents/Pages." Also see the brochures explaining the new federal healthy meal requirements.

http://www.cde.state.co.us/index_nutrition.htm

Colorado Farm to School Primer

This primer provides a snapshot of current school food conditions in Colorado, demonstrates how schools can increase the use of fresh and local foods, and addresses the ways in which the community can get involved in making Farm to School work well in Colorado.

<http://www.livewellcolorado.org/FTSPrimer>

Cornell University Food & Brand Lab

"Food Plating Preferences of Children: the Importance of Presentation on Desire for Diversity" offers a rationale for offer more food colors on children's plates.

<http://foodpsychology.cornell.edu/research/summary-child-plate.html>

The Lunch Tray

The Lunch Tray is a blog about food, cooking and school food reform.

<http://www.thelunchtray.com>

School Food Focus

School Food Focus' "School Food 101" primer offers an excellent introduction what school lunch costs and how the program works.

<http://www.schoolfoodfocus.org/wp-content/uploads/2010/06/School-Food-101-Cost-of-School-Lunch.pdf>

Smarter Lunchrooms Movement

The Smarter Lunchrooms Movement was started in 2009 with the goal of creating sustainable research-based lunchrooms that guide smarter choices. This site is dedicated to easy things schools can do to increase consumption of healthy choices.

<http://smarterlunchrooms.org/ideas>

United States Department of Agriculture Food and Nutrition Service

The HealthierUS School Challenge is a voluntary certification initiative established in 2004 to recognize those schools participating in the National School Lunch Program that have created healthier school environments through promotion of nutrition and physical activity.

<http://www.fns.usda.gov/tn/healthierus/>

Resources

CREATING A HEALTHIER SCHOOL FOOD CULTURE

Colorado Action for Healthy Kids

The “Share Healthy Foods at School” was created for school champions to download and share with their school groups.

<http://www.ActionforHealthyKids.org/ShareHealthyFoods>

Colorado Legacy Foundation’s “Alternatives to Food Rewards in the Classroom”

This handout offers very specific suggestions for improving school food culture across various age groups.

<http://colegacy.org/resource/alternatives-to-food-rewards/>

Robert Wood Johnson Foundation

“School Foods Sold Outside of Meals” is a research brief that explains competitive foods.

http://www.healthyeatingresearch.org/images/stories/her_research_briefs/hercompetfoodsresearchbrief.pdf

CELEBRATIONS, REWARDS AND FUNDRAISING

Coalition for Activity and Nutrition to Defeat Obesity (CanDo): “School Wellness Resource Kit”

This handout illustrates six easy steps in beginning a wellness initiative at school.

<http://www.candoonline.org/sites/default/files/SchoolWellness-ResourceKit.pdf>

Connecticut State Department of Education: “Healthy Celebrations”

Discover how to take advantage of classroom celebrations in a healthy way. The flyer offers ideas to serve nutritious food that tastes good and helps students learn about healthy eating.

http://www.sde.ct.gov/sde/lib/sde/PDF/DEPS/Student/NutritionEd/Healthy_Celebrations.pdf

Center for Science in the Public Interest: “Constructive Classroom Rewards”

Learn about beneficial and inexpensive ways to reward children in the classroom.

http://cspinet.org/new/pdf/constructive_classroom_rewards.pdf

Colorado Legacy Foundation: “Alternatives to Food Rewards in the Classroom”

This handout covers innovative ideas in offering non-food rewards to students and staff.

<http://colegacy.org/resource/alternatives-to-food-rewards/>



Resources

Colorado Springs School District 11 “Fundraising Ideas for a Healthier School Environment”

Healthy fundraisers can be just as profitable as unhealthy fundraisers. Learn how with this flyer.

<http://www.d11.org/FNS/Documents/HealthyFundraising.pdf>

“Healthy Birthday Celebrations Menu”

It is possible to celebrate birthdays without all of the sugar.

Here’s a menu to prove it.

<http://focook.com/>

[rosa-parks-edison-kindergarten-birthday-menu/](http://focook.com/rosa-parks-edison-kindergarten-birthday-menu/)

“Sweet Deals: School Fundraising Can Be Healthy and Profitable”

It’s a sweet deal indeed when your fundraiser is healthy and profitable. Discover how-tos in this handout.

http://cspinet.org/new/pdf/sweet_deals_one-pager.pdf



FOOD SERVICE DIRECTOR TOOLS

Inside, discover all the helpful hints and ready-made tools we've created just for food service directors. It's everything you need to take your school meals from wanting to wonderful.





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COMMUNICATIONS CHANNELS

There are a variety of ways to deliver messages about the school meal makeover to your audiences (parents, students, staff, administrators and the community at large). Consider using of all of the following channels:

- Advertisements in school and district newsletters
- Articles in school and district newsletters
- Posting on school and district websites
(forward newsletter and advertising content to your district communications staff)
- Flyers in weekly school folders or for distribution anywhere members of your audience gather
- News releases to local media
- In-school signage
- Presentations at meetings
- E-mail blasts
- E-letters
- Taste testings
- School events

Use Social Media

A well managed Facebook page or Twitter account can deliver messages in real time. Ask a staff member or one of your parent advisors if they would be willing to serve as moderators of these forums. If you decide to use social media, be sure to get approval and guidance from your district communications staff. Also, include URLs for these accounts on all of your marketing materials so that you can attract fans and followers.



CALENDAR OPPORTUNITIES

When developing your marketing plan, be sure to take advantage of calendar opportunities happening throughout the year that are a natural fit for both delivering messages about the healthy school-food movement and reaching your target audiences. These may include:

Key Marketing Opportunities

JULY-AUGUST

- Registration
- Teacher/staff trainings
- District staff meetings

SEPTEMBER

- Back-to-school events
- Parent group meetings
- Principal meetings
- District accountability meetings

OCTOBER

- Parent advisory team meeting kickoff
- Student advisory team meeting kickoff
- National School Lunch Week
- National Food Day

NOVEMBER

- Parent advisory team meeting
- Student advisory team meeting

DECEMBER

- Parent advisory team meeting
- Student advisory team meeting

JANUARY

- Parent cooking class

FEBRUARY

- Parent advisory team meeting
- Student advisory team meeting

MARCH

- School meal taste-testing
- National Nutrition Month
- National School Breakfast Week
- Standardized testing

APRIL

- Parent advisory team meeting
- Student advisory team meeting

MAY

- Announce LiveWell@School Food Initiative progress

Additional Marketing Opportunities

SEPTEMBER

- Hispanic History Month

OCTOBER

- Child Health Month
- Halloween

NOVEMBER

- Thanksgiving

DECEMBER

- Healthy holidays

JANUARY

- New Year's resolutions

FEBRUARY

- American Heart Month
- Black History Month
- Valentine's Day

MARCH

- Spring break

APRIL

- Get fit for summer

MAY

- Cinco de Mayo
- Mothers' Day

JUNE

- Fathers' Day
- Summer break

NOTE: Remember to include other opportunities to share your messages, such as presentations at PTA/PTO, staff and administration meetings and taste-testing events.



LIVEWELL@SCHOOL FOOD INITIATIVE MARKETING PLAN SAMPLE

Month	Opportunity	Message	Communications Channels & Resources
August	Registration	Cooking up healthy changes to the school meal program	Distribute back-to-school letters informing parents and staff about your district's involvement in the LiveWell@School Food Initiative (the phases you've completed and what's next).
	<ul style="list-style-type: none"> Teacher/Staff Trainings District Staff Meetings 		Utilize "Presentation Talking Points" tool to introduce staff to the LiveWell@School Food Initiative. Share chef bios.
September	Back-to-school Events/ Taste Testings	Reminder about the LiveWell@School Food Initiative and invitation to get involved. "Taste the difference."	Distribute parent and student advisor recruitment ads and fliers. Use "Sample Newsletter Article" to announce participation in the LiveWell@School Food Initiative. Schedule taste-testings at which "Pre- and Post-Taste-Testing Surveys" are conducted.
	<ul style="list-style-type: none"> Parent and Student Group Meetings Principal Meetings District Accountability Meetings 		Schedule presentations at parent, student, principal and district accountability meetings. Use the "Presentation Talking Points" to deliver information about the LiveWell@School Food Initiative. Offer taste-testing opportunities and conduct "Pre- and Post-Taste-Testing Surveys."
October	Parent Advisory Team Meeting Kickoff	Invite parents to support the LiveWell@School Food Initiative.	Work with parent organizations to help form a parent advisory team (in one school to start). Schedule your first meeting. Use "Facilitating Parent and Student Advisory Team Meetings," "Gathering Parent and Student Advisor Input" and "Achieving Your Mission and Vision" to focus this meeting.
	Student Advisory Team Meeting Kickoff	Invite students to support the LiveWell@School Food Initiative.	Work with student organizations to help form a student advisory team (in one school to start). Schedule your first meeting. Use "Facilitating Parent and Student Advisory Team Meetings," "Gathering Parent and Student Advisor Input" and "Achieving Your Mission and Vision" to focus this meeting.
	National School Lunch Week	Celebrate the positive changes that have been made in the school lunch program by inviting, parents, school board members and staff to lunch.	Invite parents, school board members and staff to lunch to taste the changes (see "Invitation to Key Administrators, BOE and Members of the Community." Conduct "Pre- and Post-Taste-Testing Surveys." Adapt and disseminate campaign materials from the School Nutrition Association: http://www.schoolnutrition.org/ .
	National Food Day	Food Day is a nationwide celebration and a movement toward more healthy, affordable and sustainable food. Food Day takes place annually on October 24.	Include locally grown fresh farm (or school garden) produce in school meals and invite students to taste test the difference. Invite the farmer, too, and introduce him/her to the students, which will provide an opportunity to learn about local and fresh produce. Adapt and disseminate campaign materials from the Food Day initiative: http://www.foodday.org .
November	Parent Advisory Team Meeting	Getting down to business	Develop action plan
	Student Advisory Team Meeting	Getting down to business	Develop action plan
	Other: Thanksgiving	Extend your gratitude	Draft an article for district or school newsletters thanking your food service team for making the LiveWell@School Food Initiative possible and highlighting the fresh and delicious changes to your menu.



LIVEWELL@SCHOOL FOOD INITIATIVE MARKETING PLAN SAMPLE

Month	Opportunity	Message	Communications Channels & Resources
December	Parent Advisory Team Meeting	Meet with parent advisory team.	Plan next steps.
	Student Advisory Team Meeting	Meet with student advisory team.	Plan next steps.
	Other: Healthy Holidays	Encourage staff to eat healthy meals during the holiday season.	Publish the "Sample Staff Newsletter Article" in your staff or school newsletter. Include a healthy recipe or two from LiveWell Colorado's website.
January	Parent Cooking Class	Teach parents new skills while showcasing school meals.	Utilize "Parent Cooking Class Tips" tool to set up a parent cooking class.
February	Parent Advisory Team Meeting	Meet with parent advisory team.	Plan next steps.
	Student Advisory Team Meeting	Meet with student advisory team.	Plan next steps.
	Other: Valentine's Day	Healthy hearts make sweethearts.	Distribute "Heart-Healthy Valentine's Day Tip" from the American Heart Association: http://www.heart.org/idc/groups/heart-public/@wcm/@global/documents/downloadable/ucm_322671.pdf
March	School meal taste-testing	Taste the difference.	Invite school board members, parents and the community to taste school lunch or cater a district meeting with the new menu items. Conduct "Pre- and Post-Taste-Testing Surveys."
	Other: National Nutrition Month	Color your plate.	Adapt and disseminate campaign materials from the American Dietetic Association: http://www.eatright.org/ .
	National School Breakfast Week	Breakfast is the most important meal of the day.	Adapt and disseminate campaign materials from the School Nutrition Association: http://schoolnutrition.org/ .
	Standardized Testing	Fuel up to Score (Note the relationship between good nutrition and academic performance.)	Draft an article for district or school newsletters about the relationship between good nutrition and academic performance.
April	Parent Advisory Team Meeting	Taste the difference.	Offer taste-testing opportunities featuring new menu items, salad bars and/or local produce new to the school meal program. Conduct "Pre- and Post-Taste-Testing Surveys."
	Student Advisory Team Meeting		Offer taste-testing opportunities featuring new menu items, salad bars and/or local produce new to the school meal program. Conduct "Pre- and Post-Taste-Testing Surveys." Offer students taste-testing opportunities of new breakfast items in consideration for the upcoming school year. Ask students to rank their favorites.
May	Announce LiveWell@School Food Initiative progress and next steps.	Explain where we've been and where we're headed.	Work with your district communications staff to inform the community of the LiveWell@School Food Initiative progress and next steps. Use newsletters, flyers and social media to share the work of the parent and student advisor teams.
June-July	Planning	Develop a plan for fall campaign activities.	



CAMPAIGN PLANNING WORKSHEET

Month	Opportunity	Message	Communications Channels & Resources
August			
September			
October			
November			
December			
January			
February			
March			
April			
May			
June-July			

NOTE: This tool is available in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



TIPS FOR CONVERTING UNHAPPY PARENTS TO CHAMPIONS

Your next school meal champion may be your current unhappy parent. Convert unhappy parents into school meal champions by following these eight easy steps:

1. Thank the parent for bringing their concern to you (regardless of how big or small).
2. Listen carefully to his or her concern and avoid becoming defensive.
3. Repeat what you have heard back to them to make sure you understood them completely.
4. Assure them you will look into the matter.
5. Follow-up promptly and indicate how their concern was addressed.
6. Share your participation in the LiveWell@School Food Initiative and your vision for the school meal program.
7. Ask for their help to serve as a member of your Parent Advisory Team.
8. Ask them if they know other parents who might be interested in having their concerns heard.

PRESENTATION TALKING POINTS

- While Colorado is often touted as America's "leanest" state, nearly 58 percent and a quarter of our children are overweight or obese. And it's getting worse. If trends continue, 45 percent of Colorado adults could be obese by 2030.
 - Research has shown that overweight children are more likely to become overweight or obese as adults.
 - Individuals who are obese have an increased risk of heart disease, Type 2 diabetes, high blood pressure, certain cancers and other chronic conditions.
 - When kids eat a balanced diet, they are better able to focus on both academics and extracurricular activities. In fact, countless studies have demonstrated a strong link between health and learning. The bottom line is that when kids eat better, they feel better. And when they feel better, they perform better. Students that perform better in school are more likely to realize their full potential in life.
 - When kids learn to make healthy food choices early on, they develop positive lifestyle habits that affect all aspects of their lives.
 - Over the past few decades, many schools replaced conventional cooking appliances with equipment designed to heat and serve prepared foods in response to a demand for convenience. The heat-and-serve model has saturated generations of students with processed foods, full of added fats, refined grains and sodium – all linked to thickening waistlines and proven to be harmful to healthy appetites and good health.
 - LiveWell Colorado's LiveWell@School Food Initiative seeks to reverse these trends by retraining school food service staff on the fundamentals of scratch cooking and making it easy for kids to make healthy meal choices.
 - With students consuming up to half of their daily calories at school, a school meal makeover offers an exciting opportunity to improve students' health while getting back to the basics: fresh, nutritious and delicious meals.
 - The LiveWell@School Food Initiative process involves four phases: a school meal assessment, strategic action planning, a culinary workshop for food service staff and on-site chef consultation.
 - It can take two to four years to transition from a heat-and-serve model to a kitchen operation built on providing freshly prepared student meals.
 - Sustained support from parents, students, staff and administrators is critical to the success of the LiveWell@School Initiative process.
 - LiveWell Colorado is a nonprofit organization committed to reducing obesity in Colorado by promoting healthy eating and active living. In addition to educating and inspiring people to make healthy choices, LiveWell Colorado focuses on policy, environmental and lifestyle changes that remove barriers and foster healthy behaviors.
- For more information about LiveWell Colorado, visit:
www.LiveWellColorado.org

NOTE: This tool is available in English and Spanish in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



SAMPLE SCHOOL NEWSLETTER ARTICLE

Newsletter Masthead Here

[NAME OF SCHOOL DISTRICT]
Joins LiveWell@School Food Initiative



[NAME OF SCHOOL DISTRICT] is among a select group of school districts in Colorado making the transition to more freshly prepared school lunches that taste good and are good for students, too.

Over the next [#] years, [NAME OF SCHOOL DISTRICT] is on a mission to improve the quality of its school meals by implementing a scratch-made model that relies on fresh, nutritious ingredients. The goal is to provide students with chef-inspired meals that taste good and are good for them.

We encourage you to support our food service director and staff as they begin a multi-phase process to improve the district's food offerings this year. Your feedback and input will be a valued part of our school meal makeover process.

For more information on the LiveWell@School Food Initiative in [NAME OF SCHOOL DISTRICT] or to get involved in the process, please contact: [CONTACT INFORMATION]

NOTE: This tool is available in English and Spanish in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



TASTE TESTING TIPS

Few things will have a greater impact on perceptions of your school meal program than offering opportunities for parents, students and staff to get a fresh taste of school lunch. This allows people to taste the difference for themselves. This is the perfect opportunity to engage your parent and student advocates. Ask them to partner with you to create taste tests and share the results with them.

Make it fun and inviting

Make taste tests fun and inviting by setting a special table in the lunchroom with a tablecloth, silverware and dinnerware and invite a team of tasters to sample the new food offerings.

Include everyone

Offer tastings to parents, students, staff, administrators and community members.

Taste a variety of foods

Breakfast items, fresh salad bars, scratch-made bread or tortillas, entree items, infused waters – offer up a variety of samples and solicit feedback.

Consider placement

Taste tests may be offered both in and out of the cafeteria, such as in school hallways, classrooms or in staff lounges. Be sure to get proper approval for using a specific space.

Ensure appropriate quantities

Make sure you have enough food for everyone.

Solicit input

Taste tests are a perfect time to ask for feedback from students, parents or staff using a short survey.

Keep it safe

Make sure that all food safety standards are followed when setting up a taste testing.

Adapted from "Fuel Up to Play 60 Taste Testing Tips."





PRE-TASTE TESTING SURVEY: FOR PARENTS

Your opinion matters. We are working to bring your children healthy, fresh and delicious meals every day.

Thank you for taking the time to share your opinions about school meals.

When you were a student, what did you think about school lunches?

- They were good
- They were okay
- They were bad

What does your child think about current school lunches?

- They were good
- They were okay
- They were bad

How important is it for you to know that the food your child is eating at school is healthy and nutritionally balanced?

- Very important
- Moderately important
- It isn't important as long as they eat something

How optimistic are you that school meals can be both nutritious and delicious?

- Very optimistic
- Somewhat optimistic
- Not at all optimistic

This tool may be adapted for other adult tasting events, such as those with staff, administrators, school board and community members.

NOTE: This tool is available in English and Spanish in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



POST-TASTE TESTING SURVEY: FOR PARENTS

Your opinion matters. We are working to bring your children healthy, fresh and delicious meals every day.

Thank you for taking the time to share your opinions about school meals.

How did the food you tasted today compare with your memories of school lunches?

- It was about the same
- It was worse
- It was better
- It was much better

Now that you've sampled the new school menu items, what do you think?

- They were good
- They were okay
- They were bad

Do you think your child would like the items you tasted?

- Yes
- No
- Maybe

Would you encourage your child to try these new foods?

- Yes
- No
- Maybe

After tasting the new menu offerings, how optimistic are you that school meals can be both nutritious and delicious?

- Very optimistic
- Somewhat optimistic
- Not at all optimistic

Do you have any other comments or suggestions you'd like to make about the food you sampled today?

1. Which items did you like the most?

2. Which items did you like the least? How can these be improved?

3. Other thoughts or suggestions you'd like to share?

This tool may be adapted for other adult tasting events, such as those with staff, administrators, school board and community members.

NOTE: This tool is available in English and Spanish in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



PRE-TASTE TESTING SURVEY: FOR STUDENTS

What do you think about current school lunches?

- They are good
- They are okay
- They are bad

How important is it for you to know that the food you eat at school is healthy and nutritionally balanced?

- Very important
- Moderately important
- Not important

How important is it for you that the food you eat at school tastes good?

- Very important
- Moderately important
- Not important

Do you believe that school meals can be both nutritious and delicious?

- Yes
- No
- Maybe

NOTE: This tool is available in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



POST-TASTE TESTING SURVEY: FOR STUDENTS

Your opinion matters. We are working to bring you healthy, fresh and delicious meals every day.

Thank you for taking the time to share your opinions about school meals.

What did you think about the school food you just sampled?

- It was good
- It was okay
- It was bad

Do you think it was healthier than other school lunches you've had?

- Yes
- No
- Maybe

How did it taste compared to other school meals you've had?

- Better
- Way better
- About the same
- Worse

After tasting the new school food, do you believe that school meals can be both nutritious and delicious??

- Yes
- No
- Maybe

Do you have any other comments or suggestions you'd like to make about the food you sampled today?

1. Which items did you like the most?

2. Which items did you like the least? How can these be improved?

3. Other thoughts or suggestions you'd like to share?



SAMPLE NEWS RELEASE ANNOUNCING DISTRICT PARTICIPATION

Letterhead here

CONTACT INFORMATION
[FIRST AND LAST NAME]
[PHONE NUMBER]
[EMAIL ADDRESS]

FOR IMMEDIATE RELEASE
[DATE]

[NAME OF SCHOOL DISTRICT] JOINS LIVEWELL COLORADO'S EFFORTS TO ENSURE THAT SCHOOL MEALS ARE BOTH NUTRITIOUS AND DELICIOUS

[NAME OF CITY] - The [NAME OF SHOOOL DISTRICT] is among a select group of school districts in Colorado that has accepted the LiveWell Colorado challenge to provide more freshly prepared school lunches that taste good and are good for students. Over the next year, [NAME OF SHOOOL DISTRICT] will receive assistance from the LiveWell@School Food Initiative to transition their kitchen operations to serve healthier school food. In addition, the district will receive a grant to purchase kitchen equipment, free culinary training plus on-site support from a LiveWell Colorado chef consultant.

This means change - for the better - is on its way to your school kitchens and lunchrooms. But, it doesn't happen on its own. To be successful, school food directors need the support of their school community: parent advisory volunteers, student taste test organizers, newsletter writers and more. By championing change, these lunchroom revolution leaders help set a national example for healthier school food.

Currently, nearly 58 percent of Colorado adults and a quarter of its children are overweight or obese. The goal of the LiveWell@School Food Initiative is to reverse childhood obesity trends by making it easy for kids to make healthy lunch choices. LiveWell Colorado believes that partnering with food service directors and their staffs is a key ingredient in getting students to demand and make healthier food choices.

Research also proves that when kids eat a balanced diet, they are better able to focus on both academics and extracurricular activities. "[NAME OF SHOOOL DISTRICT] is very excited to be participating in this initiative and looks forward to serving meals that are both good for students and taste good," says [NAME OF FOOD SERVICE DIRECTOR]. "It's going to take some time and effort to complete the process, but it'll be worth it because it's the right thing to do for our kids."

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado. It's LiveWell@School Food Initiative was launched with funding and support from the Colorado Health Foundation, and further advanced by a transformational leadership gift of \$1 million from Rob Katz, CEO of Vail Resorts, Inc., and his wife Elana Amsterdam. The goal of the LiveWell@School Food Initiative is to ensure all children in Colorado have access to and choose healthy food at school by 2022. For more information, visit www.livewellcolorado.org

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NOTE: This tool is available in English and Spanish in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



SAMPLE BACK-TO-SCHOOL LETTER FOR FAMILIES

Letterhead
here



[DATE]

Dear Families,

Welcome back to school. As we begin the year, I'm very pleased to announce that [NAME OF DISTRICT] has partnered with LiveWell Colorado to cook up some healthy changes to the school meal program.

LiveWell Colorado is a nonprofit organization committed to reducing obesity in our state by promoting healthy eating and active living. One of its programs, the LiveWell@School Food Initiative, aims to ensure that all children in Colorado have access to and choose healthy food at school by 2022. [NAME OF DISTRICT] has joined this important effort and is working with LiveWell Colorado to make sure that the meals we serve in our schools are both nutritious and delicious.

Over the next several years, we will be undertaking a multi-phase school meal assessment process, which will include culinary training, equipment purchases and much more. When we're done, we will be serving our students fresher, healthier meals prepared with fresh, whole ingredients in our school kitchens every day.

Families will begin to see initial changes as soon as this year. These will include:

- 1.
- 2.
- 3.

This process will not interrupt our regular meal service, and we will continue to serve meals that meet or exceed USDA regulations.

We encourage parents and students to get involved by spreading the good news, sharing your feedback and ideas and, perhaps, joining the school food advisory team.

We are very excited about this journey, and we appreciate your support along the way.

Sincerely,

[NAME OF SUPERINTENDENT, FOOD SERVICE DIRECTOR, AND/OR PRINCIPAL]



SAMPLE BACK-TO-SCHOOL LETTER FOR STAFF

Letterhead
here



[DATE]

Dear Staff,

Welcome back to school. As we begin the year, I'm very pleased to announce that [NAME OF DISTRICT] has partnered with LiveWell Colorado to cook up some healthy changes to the school meal program.

LiveWell Colorado is a nonprofit organization committed to reducing obesity in our state by promoting healthy eating and active living. One of its programs, the LiveWell@School Food Initiative, aims to ensure that all children in Colorado have access to and choose healthy food at school by 2022. [NAME OF DISTRICT] has joined this important effort and is working with LiveWell Colorado to make sure that the meals we serve in our schools are both nutritious and delicious.

Over the next several years, we will be undertaking a multi-phase school meal assessment process, which will include culinary training, equipment purchases and much more. When we're done, we will be serving our students (and staff) fresher, healthier meals prepared with fresh, whole ingredients in our school kitchens every day.

Families and staff will begin to see initial changes as soon as this year. These will include:

- 1.
- 2.
- 3.

This process will not interrupt our regular meal service, and we will continue to serve meals that meet or exceed USDA regulations.

We encourage staff to get involved by spreading the good news, sharing your feedback and ideas and, perhaps, leading the student food advisory team. For more information contact: [FOOD SERVICES DIRECTOR at: PHONE OR E-MAIL ADDRESS].

We are very excited about this journey, and we appreciate your support along the way.

Sincerely,

[NAME OF SUPERINTENDENT, FOOD SERVICE DIRECTOR, AND/OR PRINCIPAL]



PARENT ADVISOR RECRUITMENT AD



Parent Advisors Needed to Help Transform School Meals

The [NAME OF SCHOOL OR SCHOOL DISTRICT] is seeking parent advisors to join in the LiveWell@School Food Initiative effort to transform school meals. Expect to see school lunch from an all-new vantage point as we reinvent school meals using fresh, healthy ingredients. Prepare to work hard in return for the satisfaction of knowing that your contribution will lead to better school food, better academic and health outcomes for your children, and a legacy of nutritious and delicious school meals for generations to come.

PARENT ADVISORS SHOULD BE COMMITTED TO:

- Supporting food service staff during the transition to better, healthier school food — both in and out of the cafeteria
- Having your voice heard
- Advocating for healthy foods for kids in school

Parent advisor teams will meet every [#] weeks.



Questions about joining our school food movement?
Please contact:

[Food Service Staff Name]
[Phone Number · E-Mail Address]

NOTE: This tool is available in English and Spanish in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



STUDENT ADVISOR RECRUITMENT AD



FED UP WITH SCHOOL LUNCH? HELP MAKE IT BETTER.

If you've ever longed for fresher, tastier school lunches, here's some news you'll be glad to hear. [NAME OF SCHOOL OR SCHOOL DISTRICT] has joined the LiveWell@School Food Initiative and is undertaking a school meal makeover.

Who can argue with food that tastes better and is better for you? Become a student advisor and you'll have input as we move to fresh, healthier school meals. It's your chance to step up and make your school lunches better for today's students and those who follow.

STUDENT ADVISORS SHOULD BE COMMITTED TO:

- Making your voice heard
- Supporting food service staff during the transition to better, healthier school food
- Advocating for healthy foods at school (both in and out of the cafeteria)

Our first meeting will take place on [DATE] at [TIME] in [LOCATION].

Come find out what you can do to help improve the quality and taste of the meals you eat at school every day.

FOR MORE INFORMATION, CONTACT:

[Food Service Staff Name]
[Phone Number • E-Mail Address]



NOTE: This tool is available in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



GATHERING PARENT AND STUDENT ADVISOR INPUT

When meeting with parent and student advisory groups, use the following survey to get a sense of what participants really think about school meals and to begin a discussion about what kinds of changes are most important to them.

What do you like most about school meals?

- Appeal (how they look and smell)
- Taste/Flavor
- Quality
- Freshness
- Variety
- Nutritional value
- Other _____

What do you like least about the school meal experience?

- Friendliness of food services staff
- Friendliness of the lunchroom monitors
- Cafeteria ambiance
- Cafeteria cleanliness
- Length of time to consume lunch
- Other _____

What do you like least about school meals?

- Appeal (how they look and smell)
- Taste/Flavor
- Quality
- Freshness
- Variety
- Nutritional value
- Other _____

Check any of the following where healthy food choices are currently available:

- Fundraisers
- Parties and celebrations
- School events
- Snacks (offered during testing periods)
- Afterschool events
- Concessions
- Teacher rewards
- Vending machines
- Other _____

What do you like most about the school meal experience?

- Friendliness of food services staff
- Friendliness of the lunchroom monitors
- Cafeteria ambiance
- Cafeteria cleanliness
- Length of time to consume lunch
- Chance to socialize with classmates
- Other _____

NOTE: This tool is available in English and Spanish in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



INVITATION TO ADMINISTRATORS, BOE AND MEMBERS OF THE COMMUNITY

Letterhead here



Join Us For Lunch

Dear [SCHOOL BOARD MEMBERS, SUPERINTENDENT, STAFF, COMMUNITY MEMBERS, PARENTS OR STUDENTS]:

You are cordially invited to join us for a fresh take on school lunch.

Thanks to support from the **LiveWell@School Food Initiative**, our food service staff has been busy cooking up healthy, chef-inspired recipes to include in our school meal program.

Be among the first to sample some of the fresh changes to school lunch as we begin our transition to school lunches made with fresh, wholesome ingredients.

The [NAME OF DISTRICT] food services team is excited about its partnership with LiveWell Colorado and is proud of its effort to improve the quality of food served at our schools. These changes are leading to school meals that are both nutritious and delicious.

But don't take our word for it. Come try it for yourself.

Time:

Location:

Menu: [OPTIONAL]

RSVP: [FOOD SERVICE STAFF PHONE NUMBER AND E-MAIL ADDRESS]



The goal of the LiveWell@School Food Initiative is to ensure all children in Colorado have access to and choose healthy food at school by 2022. www.LiveWellColorado.org

NOTE: This tool is available in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



INVITATION TO PARENT AND STUDENT ADVISORS

**Letterhead
here**



Join Us For Lunch

Dear [PARENTS OR STUDENT ADVISORS]:

You are cordially invited to join us for a fresh take on school lunch.

Thanks to support from the **LiveWell@School Food Initiative**, our food service staff has been busy cooking up healthy, chef-inspired recipes to include in our school meal program.

Be among the first to sample some of the fresh changes to school lunch as we begin our transition to school lunches made with fresh, wholesome ingredients.

The [NAME OF DISTRICT] food services team is excited about its partnership with LiveWell Colorado and is proud of its effort to improve the quality of food served at our schools. These changes are leading to school meals that are both nutritious and delicious.

But don't take our word for it. Come try it for yourself.

Time:

Location:

Menu: [OPTIONAL]

RSVP: [FOOD SERVICE STAFF PHONE NUMBER AND E-MAIL ADDRESS]



The goal of the LiveWell@School Food Initiative is to ensure all children in Colorado have access to and choose healthy food at school by 2022.
www.LiveWellColorado.org



PARENT COOKING CLASSES

Cooking classes for parents have been demonstrated to be one of the most effective ways to market school meals to parents because they give parents a hands-on opportunity to see, touch and taste the improved menu offerings. Parents also get to take a delicious student meal home and share what they've learned with their families and friends.

Below are some cooking class considerations.

Led by food services staff

Cooking classes led by the food services team offer a unique opportunity for parents to build a positive connection with the food service staff in their child's school.

Picking the right time

Classes held just prior to the end of the school day have proven promising for attracting larger numbers of parents.

Making an investment

By requiring a small investment from parents (\$5–10), parents may find greater value in the class (and are more likely to attend if they've paid in advance).

Getting help

Ask your parent group for volunteers to help with the class. These volunteers may assist with:

- Advertising the class to other parents
- Setting up/cleaning up
- Providing “take-home” food containers
- Providing child care
- Taking photos to post on the food service director's Facebook page
- Writing an article for the school (or community) newspaper

An opportunity for media attention

Coordinate with your district's public information officer to invite the local media to do a story on the class.



COOKING CLASS ANNOUNCEMENT

**Letterhead
here**



Join Us for a Cooking Class and Take Home a Meal for Four

Do you ever struggle with deciding what to prepare for dinner? Tired of the same old recipes?

Join us for a cooking class taught by our school's food service staff who are participating in the **LiveWell@School Food Initiative** to improve the taste and nutrition of our student meals.

Get inspired by fresh ideas while cooking up a delicious and nutritious meal made from fresh and whole foods and ingredients. Participants will get an early jump on dinner and go home with a tasty school meal that serves four.

Location: School cafeteria

Menu: [LIST MENU]

Time: [TIME]

Child care: [DETAILS]

Cost: [\$X.00]

RSVP: [FOOD SERVICE STAFF PHONE NUMBER AND E-MAIL ADDRESS]



The goal of the LiveWell@School Food Initiative is to ensure all children in Colorado have access to and choose healthy food at school by 2022.
www.LiveWellColorado.org



COOKING CLASS SURVEY

Thank you for participating in today's cooking class. We hope you enjoyed it. We would appreciate your feedback. Please take a few minutes to complete the survey below.

1. What was the name of the meal you made today?

2. Did you like the meal?

3. What did you like about the meal? (Check all that apply.)

- Appeal (how it looked and smelled)
- Taste/Flavor
- Quality
- Freshness
- Variety
- Nutritional value
- Other _____

4. Is this a meal you would encourage your child to choose for lunch?

5. Do you have any suggestions for improving this meal item?

6. Do you have an interest in future cooking classes?

7. Other comments or suggestions?

Thank you for taking the time to share your feedback.

NOTE: This tool is available in English and Spanish in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



FACILITATING PARENT AND STUDENT ADVISORY TEAM MEETINGS

1. Organize meeting logistics (location, time, healthy refreshments).
2. Provide translation services as needed.
3. Have everyone sign in (use name tags if it is a new group).
4. Distribute an agenda that list the topics to be discussed and the amount of time reserved for each topic.
5. Ensure handouts are available in appropriate languages.
6. Allow time for dialogue.
7. Start and end on time to respect everyone's schedule.
8. Set aside time for an icebreaker and introductions (see <http://www.icebreakers.ws> for ideas).
9. Set ground rules for the meetings:
 - All input is valued
 - Everyone is encouraged to speak up
 - Everyone is encouraged to listen
10. Seek commitments from the team or assign roles as needed.
11. Stick to the agenda. Keep a list of questions or feedback that are not related to the agenda. Revisit these items before the meeting concludes or put them on the agenda for the next meeting.
12. Send a follow-up correspondence after the meeting that includes:
 - Meeting minutes
 - Assign tasks and deadlines
 - Date, location and time of next meeting

SAMPLE STAFF NEWSLETTER ARTICLE

Newsletter Masthead Here

One Easy Way to Stay Healthy Over the Holidays

How about an easy, convenient and affordable way to stay healthy this holiday season? Walk no further than our school cafeteria. For only [MEAL COST], select from a rainbow of salad bar offerings and chef-inspired entrée items, made from fresh ingredients.

As a participant in the LiveWell@School Food Initiative, [NAME OF DISTRICT] school food services staff is on a multi-year journey to cook up freshly-prepared school meals that support student health. This also presents a delicious, affordable, convenient and nutritious opportunity for staff as well. Say goodbye to brown bags and vending emergencies, and say hello to meals that taste good and support your health goals this holiday season.

We encourage you to support your food service director and his/her team by taking a seat in the cafeteria. You'll enjoy fresh, nutritious food that's good for your waistline and your wallet.

NOTE: These tools are available in Microsoft Word at www.LiveWellColorado.org/healthy-schools/online-tools.



ABOUT LIVEWELL COLORADO

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado by promoting healthy eating and active living. Working in partnership with obesity prevention efforts across the state, **LiveWell Colorado aims to provide every Coloradan with access to healthy foods and opportunities for physical activity** in the places they live, work, learn and play. LiveWell Colorado launched the LiveWell@School Food Initiative in 2010 with funding and support from the Colorado Health Foundation to help address Colorado's growing childhood obesity epidemic.

Join us on the web at www.livewellcolorado.org, connect with us on Facebook [LiveWellColo](#), follow us on Twitter [@livewellco](#) and Pinterest [livewellco](#).



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