Montana’s Smarter Lunchrooms

Tips for a Fast, Friendly and Satisfying Service Line

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Rural Health Initiative –Webinar Series – Part 3
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THANK YOU

- Montana Rural Health Initiative, MSU for co-hosting this webinar series. This is Part 3 of a five part series.

- School nutrition professionals across Montana who work so hard to serve our students healthful, tasty meals each day to support their growth and development, and fuel academic and athletic success.
Thank you to the five MT Smarter Lunchrooms Pilot Project Schools

- Park High School in Livingston
- Hardin High School
- Billings Skyview High School
- Columbia Falls High School
- Troy Middle and High School

A rainbow of Grab and Go Taco Salads
Hardin Schools
Learning Objective

Participants will understand...

1. How to enhance customer choice while decreasing wait time through:
   Positive prompting by staff
   Correct use of Offer vs. Serve
   Service line redesign

2. Increase convenience and visibility of menu items
What is Behavioral Economics?

The study of how our environment impacts our food choices

It is based on 6 principles:

1. Manage portion size,
2. Increase convenience,
3. Improve visibility,
4. Enhance taste expectations,
5. Utilize suggestive selling, and
6. Set smart pricing strategies
Start with

- 100 evidenced based strategies to improve participation and decrease waste.
- National average score is 40 points.
- Identify simple, low cost or no cost changes to try in your lunchrooms.

Important Words

<table>
<thead>
<tr>
<th>Service areas</th>
<th>Dine areas</th>
<th>Grab and Go Meals</th>
<th>Designated Line</th>
<th>Alternative entrée options</th>
<th>Reimbursable “Combo Meal” pairings</th>
<th>Non-functional lunchroom equipment</th>
<th>Good Rapport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any location where students can purchase or are provided with food</td>
<td>Any location where students can consume the food purchased or provided</td>
<td>Any meal with components pre-packaged together for ease and convenience - such as a brown bag lunch or “Fun Lunch” etc.</td>
<td>Any foodservice line which has been specified for particular food items or concept - such as a pizza line, deli line, salad line etc.</td>
<td>Any meal component which could also be considered an entrée for students - such as the salad bar, yogurt parfait, vegetarian / meatless options etc.</td>
<td>Any reimbursable components available independently on your foodservice lines which you have identified as a part of a promotional complete meal - For example you decided your beef taco, seasoned bean, steamed strawberries and 1% milk are part of a promotional meal called the “Mi Amigo Meal!” etc.</td>
<td>Any items which are either broken, awaiting repair or are simply not used during meal service - such as empty or broken steam tables, coolers, registers etc.</td>
<td>Communication is completed in a friendly and polite manner</td>
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</table>

All Points of Sale: Any location where a register/pos-pad is located - such as deli-line, salad line, line, kiosk/cart etc.

Focusing on Fruit

- At least two types of fruit are available daily
- Sliced or cut fruit is available daily
- Fruit options are not browning, bruised or otherwise damaged
- Daily fruit options are given creative, age-appropriate names

Instructions

Read each of the statements below. Visualize your cafeteria, your service areas and your school building. Indicate whether the statement is true for your school by checking the box to the left. If you believe that your school does not reflect the statement 100%, do not check the box on the left. After you have completed the checklist, tally all boxes with check marks and write this number in the designated area on the back of the form. This number represents your school’s baseline score. The boxes which are not checked are areas of opportunity for you to consider implementing in the future. We recommend completing this checklist annually to measure your improvements!

- Fruit is available at all points of sale (deli-line, snack window, a la carte lines etc.)
- Daily fruit options are available in at least two different locations on each service line
- At least one daily fruit option is available near all registers If there are concerns regarding edible peel, fruit can be bagged or wrapped
- Whole fruit options are displayed in attractive bowls or baskets (instead of shaffing/ hotel pans)
- A mixed variety of whole fruits are displayed together
- Daily fruit options are easily seen by students of average height for your school
- Daily fruit options are bundled into all grab and go meals available to students
- Daily fruit options are written legibly on menu boards in all service and dining areas

Promoting Vegetables & Salad

- At least two types of vegetables are available daily
- Vegetables are not wilted, browning, or otherwise damaged
- At least one vegetable option is available in all foodservice areas
- Individual salads or a salad bar are available to all students
- The salad bar is highly visible and located in a high traffic area
- Self-serve salad bar utensils are at the appropriate portion size or larger for all fruits and vegetable offered
- Self-serve salad bar utensils are smaller for dressings, dressing, and other non-produce items
- Daily vegetable options are available in at least two different locations on each service line
- Daily vegetable options are easily seen by students of average height for your school
- A daily vegetable option is bundled into all grab and go meals available to students
- A default vegetable choice is established by pre-planting a vegetable on some of the trays

Moving More White Milk

- Available vegetable options have been given creative or descriptive names
- All vegetable names are printed/written on name-cards or product IDs and displayed next to each vegetable option daily
- All vegetable names are written and legible on menu boards
- All vegetable names are included on the published monthly school lunch menu

White Milk

- All beverage coolers have white milk available
- White milk is placed in front of other beverages in all coolers
- White milk crates are placed so that they are the first beverage option seen in all designated milk coolers
- White milk is available at all points of sale (deli-line, snack window, a la carte lines etc.)
- White milk represents at least 1/3 of all visible milk in the lunchroom
- White milk is easily seen by students of average height for your school
- White milk is bundled into all grab and go meals available to students as the default beverage
- White milk is promoted on menu boards legibly
- White milk is replenished so all displays appear “full” continually throughout meal service and after each lunch period

Entrée of the Day

- A daily entrée option has been identified to promote as a “targeted entrée” in each service area and for each designated line (deli-line, snack window, a la carte lines etc.)
- Daily targeted entrée options are highlighted on posters or signs
- Daily targeted entrées are easily seen by students of average height for your school
- Daily targeted entrées have been provided creative or descriptive names
- All targeted entrée names are printed/written on name-cards or product IDs and displayed next to each respective entrée daily
Poll Question #1 and #2

- Do you work in a Montana school?
  - Yes
  - No

- Have you completed the *Smarter Lunchroom’s Self Assessment Scorecard* for your school cafeteria?
  - Yes
  - No
  - Not sure
Make your school cafeteria the #1 place to go for lunch!

**Enhance Choice**-

- Positive Prompting—what the school lunch staff say and do matter!
  - Simple phrases to nudge choice and make students feel welcome and valued
  - Students choose what goes on their tray and how much to eat.

Handout #3 Cues for Positive Communication with Students and Staff

[www.smarterlunchrooms.org](http://www.smarterlunchrooms.org)

Resource: - No Time to Train-October Lesson Role Play Activity for staff

Use verbal prompts to promote student choice—“*Please choose a fruit or vegetable that you like.*”
**Offer vs. Serve**

Use it to your advantage for:

- A faster service line
- Happier customers
- Less food waste

Allows students to choose 3 of the 5 menu components offered. (Milk, Fruit, Vegetable, Grain and Meat/Meat Alternate)

One of the 3 choices has to be a fruit (can be juice or whole fruit) or a vegetable. (1/2 cup – minimum)


Handout #4 Offer vs. Serve and the New Lunch Meal Pattern.

Make sure food service staff, students and any adults working in the lunchroom know about it!
Service Line Redesign

It nudges healthy choice, improves service, and decreases wait time!

- Assess traffic flow

- Make a dedicated salad bar or Grab and Go line - allows student to get through these service lines right away while others are in the hot lunch line

- Place popular menu items in several lines to improve traffic flow.

- Offer reimbursable meals at a la carte lines – Build a Combo (combination) Meal
Service Line Design Tips from MT schools

- Put your salad bar in a location where students must walk by it. Accessible from both sides is best.
- Place the salad bar at the front of the service line.
- Put fruit and veggie choices first in line.
- Consider using a sample plate to help students choose quickly.

Smarter Lunchrooms Moves YouTube Videos from Michigan Team Nutrition- https://www.youtube.com/playlist?list=PLaqD6X6pQgmKGbGknhuaKn_L_e3dbWhn4
Successful Smarter Lunchrooms Techniques in MT Schools

- Convenience
- Visibility
- Enhance Taste Expectations

Salad bar is accessible from both sides, bright colors are visibly inviting
Convenience! Grab and Go Lunches available at the main exit door at lunchtime.

Visibility! Healthy Choices are easy to see and reach on the a la carte line.
Hardin High School – Salad bar is first – before hot line
Columbia Falls – Increases ease of choosing fruit on a la carte line
Columbia Falls – Enhances Taste Expectations of fruit and veggies first in line

Students See Fruits/Veggies First
Strategies in Montana high schools

With student input from a Smarter Lunchroom Advisory Team...at all 5 pilot schools

- Increased convenience and visibility of fruit and vegetable menu offerings
- Redesign of service line and/or salad bar

**Billings School District (Skyview HS) Serves up Smoothies as a Refreshing Beverage or Full Meal**
POSITIVE OUTCOMES
1. 33% increase in Scorecard total scores
2. Increased student selection at the salad bar
3. Decreased waste of fruits/vegetables and milk
4. Increased participation levels
Action Steps

- Take the B.E.N. Cornell University free course: Smarter Lunchrooms Module (2 hours). It is located at this link: https://cornell.qualtrics.com/jfe/form/SV_3CVLswwEZZ15qdak


- Register for Part 4 of this Webinar Series, February 2, 2016 from 2:00 – 2:30 pm—Simple Signage in Smarter Lunchrooms- An Eye-Opening Strategy to Increase Participation and Nudge Student Choices

- Complete the Smarter Lunchroom Scorecard in 1 or more cafeterias to determine what your Smarter Lunchroom score.
Montana Made Meal -- Park High School District, MT

Questions or Comments
Poll Question # 3

Did your knowledge of Smarter Lunchrooms Behavioral Economic strategies increase as a result of this webinar?

1 = Yes
2 = No
Poll Question # 4

After watching this webinar, will try any of these ideas in your lunchroom? Please indicate any of these strategies you will try.

1 = Offer fruit in 2 places on the serving line.
2 = Place the fruit and vegetable choices first in the service line
3 = Evaluating the service line for faster service
4 = Start a Grab and Go Meal Service
5 = Nothing
For more information, please contact
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