Simple Signage in Smarter Lunchrooms:

An Eye Opening Strategy for Increasing Participation and Nudging Student Choices

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Rural Health Initiative –Webinar Series – Part 4
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THANK YOU

Montana Rural Health Initiative, MSU for co-hosting this webinar series. This is Part 4 of a five part series.

These webinars are recorded and can be viewed by going to this link:

http://healthinfo.montana.edu/health-wellness/rhi-webinars.html

Handouts and Presentation slides are also available at this site.
Stepping into Smarter Lunchrooms in Montana Webinar (5-part) Series

- Basic Principles
- Cafeteria Redesign
- Signage - Today’s Topic
- Customer Service - March 22, 16

Foundation for a HealthierUS School Smarter Lunchroom Challenge award
Poll Question # 1

- Do you work in a Montana school?
  
  Yes
  
  No
Poll Question # 2

If you don’t work in a school, is there one that you will approach about working with to implement Smarter Lunchroom’s strategies in its cafeteria?

- Yes
- No
- Not sure
Learning Objective
Participants will understand...

1. Understand three reasons to use signage to influence menu choices to help students select and eat healthier foods.
2. Understand three simple ways to obtain for signage for the cafeteria and school campus.
3. Learn about Montana made signage examples and sources for accessing signage.
Signage Ensures Students Take A Balanced and Reimbursable Meal

Build a Healthy Lunch!

Choose at least 3 colors, make sure to take a fruit or vegetable to make a school lunch!
Hardin High School Welcome Sign

Target Range Elementary School Signage Promoting Tomorrow’s Lunch Entree
Invites Your Customers to Join You

Billings Skyview HS
Smarter Lunchroom Initiative

6 Basic Principles

The following principles are based on research concerning various environmental cues that influence eating behavior. They are true in school lunchrooms as well as in restaurants, food courts, and even in your home kitchen!

- Manage Portion Sizes
- Increase Convenience
- Improve Visibility
- Enhance Taste Expectations
- Utilize Suggestive Selling
- Set Smart Pricing Strategies
Three Reasons to Use Signage

- Implements 3 of the 6 Smarter Lunchroom Principles
  1. Manage portion size,
  2. Increase convenience,
  3. Improve visibility,
  4. Enhance taste expectations,
  5. Supports suggestive selling, and
  6. Set smart pricing strategies
What’s in a Name? A LOT!

* Signage can help to draw attention to your menu choices. Make Foods sound good enough to eat.

• Market your menu choices by putting creative fun names on your menus and/or service line, salad bar and a la carte lines.

• X-Ray Vision Carrots, Crispy Garden Salad, Refreshing Fruit Salad, Just Peachy or Humdinger Smoothie
Smarter Lunchrooms Signage Ideas from MT Schools

Make Names that support Your School Mascot…

Hawk’s Soaring Salad
Bobcat’s Best Burrito

Iron Man Salad Tiger Roaring Farro Salad.—Ms. Niece, Target Range Elementary, Missoula

Smoothies Bar Menu—Skyview HS, Billings

McRobin’s Breakfast Sandwich.—Robin Vogler, Somers
Students requested a Smoothie Bar and suggested to use leftover fruit to make the Smoothies.....

Notice the enticing names.....creates the expectation that the smoothies will taste delicious!
If it looks delicious and sounds delicious... it must be delicious!

- Food tastes how we expect it to taste –
- **Name**, appearance, and reputation create our expectations.

Use the **Creative Menu Names** Handouts
Talk It Up to Spice It Up!:

Get kids excited about healthy foods by creating fun, imaginative names, like Montana Made Power Packed Pasta.

Signage can enhance Taste Expectations and Entice Student Choices.
Fun Food Names Staff In-service

- No Time To Train Lesson Plan on Give Foods Catchy Names can be accessed at the BEN Center Smarter Lunchroom website. The link is:

http://smarterlunchrooms.org/resource/no-time-train-trainers-script
This daily soup, made from scratch so customers know it is there!

Livingston High School Shop Class
Made a Soup Sign for Cafeteria
Enhanced Marketing through Signage
### Make It Fun and Friendly!

Signs and verbal prompts influence us to see and desire products.

“Try Today’s Special – It’s Delicious”

<table>
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<tr>
<th>Manage Portion Sizes</th>
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Target Range

Troy

Service with a Smile!
Popular Strategies In Ohio SCHOOLS

- Renaming vegetables
- Catchy Menu Names and
- Attractive Signage
POSITIVE OUTCOMES

1. Increase in Selection of Daily Entrée and Reimbursable or Combo Meal
2. Increase in Selection of Fruit or Vegetable
3. Increased Visits to the Salad Bar
4. Increased Participation Levels
How to Obtain Signage

For Assistance, Reach out to:
- Staff
- Teachers
- Students

Utilize Free Resources and Vendors
Creative Menu Naming Staff Challenge

- Work with Staff in creating fun catchy names for targeted menu items.
- This helps to ensure the names are specific to your target audience. Preschool, Elementary, or Middle/High School students may prefer different names. Check out 3 grade-specific handouts.
Partner with Teachers

○ Work with Teachers to have the students help create fun catchy names for targeted menu items.
○ This helps to ensure the names are specific to your target audience. Preschool, Elementary, or Middle/High School students may prefer different names.
Student Engagement

- Approach High School classes (business, family and consumer science, shop) to help create signage.

- Can your menus and photos of choices be promoted through the televisions in the schools?
SIGNAGE CHOICES

Build a Healthy Lunch!

Choose at least 3 colors, make sure to take a fruit or vegetable to make a school lunch!
USDA, Montana or Free Signage

- Montana Office of Public Instruction – *Build a Healthy Plate Posters* Contact Clay Hickman at chickman@mt.gov or call (406) 444-2501
- Team Nutrition Choose My Plate Resources
- The Lunch Box
Make Your Tray Terrific
Daily Menu Board Sign

5 Food Components Fill Your Lunch Tray...
Choose at Least 3 to MAKE YOUR TRAY TERRIFIC!

Select FRUIT
You may take two.
Must select at least 1 FRUIT or VEGETABLE

Select VEGETABLE
You may take two.

Add MILK
1% White
Fat Free White
Fat Free Chocolate

GRAINS

Choose an ENTREE (Protein)
May include GRAIN.

MAKE A TERRIFIC TRAY TODAY!

Thanks to North Carolina Department of Education
Signage Vendors

- Learning Zone Express
  http://www.learningzonexpress.com/?gclid=COba-q3k18oCFRCqaQodEN0Grw

- School Nutrition Network

- School Nutrition Services
  http://www.schoolnutritionservices.com/

- John Bennett Creative Marketing for CNP’s
  http://www.schoolmealsmarketing.com/
Action Steps

- Enter the cafeteria(s) from the student entrance and evaluate if there is adequate signage?

Ask yourself would a new student know what to take for a full (or reimbursable meal)? How can we positively nudge students to select a fruit or vegetable?

- Talk with your staff and develop a plan to add catchy fun names to the menu and signage.

- Make a plan to obtain some simple signage for the cafeteria. Consider who in the school could help you develop signage.
Action Steps

- Plan to attend a *Five Ways to Decrease Food Waste and Increase Customer Satisfaction* regional workshop (Miles City, Great Falls, Missoula) in early March. These workshops (1:30-4:00 pm) follow the Office of Public Instruction’s ABC Meetings.

- Plan to participate in SL Webinar Series: Part 5 on March 22, 2016 at 2-2:30 p.m.  

  *Customer Service Best Practices*
Poll Question # 3

Creative fun menu names can entice students to select a food on the service line. In developing names for specific menu items, it is important to keep in mind the target audience’s perspective. For example, in targeting elementary students, names like Super Hero Spinach Salad or Krazy Kale Salad may be appropriate menu names.

True

False
Poll Question # 4

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

1 = Evaluate what kind of cafeteria signage could help to promote menu choices to students.

2 = Ask a teacher (s) to partner with you in developing catchy fun names for menu items from the students.

3 = Add fun names to menus or menu board.

4 = Walk around the school to identify areas where signage would help to promote menu items.

5 = I am unable to work on this strategy now.
For more information, contact
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