Smarter Lunchrooms Movement: Small Modifications, BIG Impact

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Nothing to disclose
Objectives

• Gain an understanding of the Smarter Lunchrooms Movement, and how the techniques can help meet award and grant requirements.
• Identify the Smarter Lunchrooms techniques used in school cafes, and how this can help impact student health.
• Share at least 10 techniques with their school(s).
Today’s Agenda

1. Intro to School Nutrition
   a. Childhood Obesity Concerns
   b. Today’s USDA Regulations

2. Promoting Healthy Eating Behaviors
   a. Smarter Lunchrooms Movement
   b. Bringing it to Your School
History of the NSLP
1900-1936

• state and local legislation authorized school districts to provide school meals
• schools lacked funds
• charitable contributions did not suffice
• federal aid became inevitable
The National School Lunch Act (NSLA) was established in 1946.

"In the long view, no nation is healthier than its children, or more prosperous than its farmers."

President Harry Truman, on signing the 1946 National School Lunch Act
1970s – 2000s

- School populations expanded
- School food budget cuts
- Vending machines implemented
- Cafeterias start to mimic fast-food companies
  - Speedier service
  - Reduced labor
  - Palate-shift
Where are we Now? The Obesity Epidemic

- 2/3 of adults (67%) and 1/3 (33%) of children are currently overweight or obese in the U.S.
- 1980-2008 the prevalence of obesity in the U.S. more than *doubled* among adults and more than *tripled* among children.
- An obese teenager has a 70% greater risk of becoming an obese adult.

*From the Surgeon General's Report for “a Healthy and Fit Nation, 2010”*
Consequences of Obesity

Obesity negatively impacts:

- Health
- Behavior
- Self-esteem
- and diminishes the quality of life
In 68 years since the passage of the NSLA in 1946

- malnutrition and hunger have not been solved and are now compounded by obesity
- children’s health remains a national security concern as they have become overweight, malnourished and sedentary
- health care costs continue to rise from obesity related diseases and have reached unsustainable levels
Solutions

Policy and environmental change initiatives that make healthy choices in nutrition and physical activity available, affordable, and easy will likely prove most effective in combating obesity.

Healthy Hunger Free Kids Act (HHFKA)-2010

Nutrition Standards in the NSLP and SBP Programs

- historic legislation updating the nutrition standards in the NSLP & SBP for the first time in 15 years
- rule aligns science based evidence from the 2010 DGA’s and the 2009 Institute of Medicine Report (IOM)
- final rule published in January, 2012
- implementation began July 1, 2012
The New Meal Patterns

Designed to improve nutrient density by:

- Age-appropriate calorie ranges
- More fruits, vegetables, legumes and whole grains
- Serving lean meats
- Limiting sodium & saturated fat
- No trans fat
- *Serving only low-fat (unflavored) and fat-free milk (*required in both SBP & NSLP in 2012)
Minimum Lunch Requirements

<table>
<thead>
<tr>
<th>Item</th>
<th>Requirement</th>
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<tbody>
<tr>
<td>Meat/Meat Alternate</td>
<td>1 oz</td>
</tr>
<tr>
<td>Grain</td>
<td>1 oz eq</td>
</tr>
<tr>
<td>Vegetable</td>
<td>3/4 cup</td>
</tr>
<tr>
<td>Fruit</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Milk</td>
<td>8 oz</td>
</tr>
</tbody>
</table>

Grades K-5, K-8, 6-8
Minimum Lunch Requirements

Grades 9-12

- 2 oz Meat/Meat Alternate
- 2 oz eq Grain
- 1 cup Vegetable
- 1 cup Fruit
- 8 oz Milk
Vegetable Subgroups

- starchy
- red/orange
- beans (legumes)
- other
- dark green
The New Meal Patterns: Offer vs. Serve

Designed to improve nutrient density by:

- Requiring to take ½ cup fruit/vegetable at breakfast and lunch
Schools Provide Opportunities for Change

Each school day provides multiple opportunities for students to learn about health and practice healthy behaviors.
Why Promote Child Nutrition?

More exposure to healthy options.

The café is a place to learn as well!

Taste buds are always changing.

Allows opportunities for student feedback.
Smarter Lunchrooms Movement

- Established 2009
- Cornell University
- Goal: To create sustainable research-based lunchrooms that improve child eating behaviors
- Focuses on lunchroom environment
- Low-cost/no-cost solutions
Smarter Lunchrooms Movement

- Cornell Research key findings in the following topics:
  - Fruits
  - Vegetables
  - Reimbursable Meals
  - Dairy
  - Targeted Entrée

The following slides are items that can help achieve grants through Healthier US School Challenge and Alliance for a Healthier Generation.
Increasing Fruit Consumption

• *Put fruit in the spotlight!*

  1. Whole fruit options are displayed in attractive bowls or baskets (instead of chaffing dishes or hotel pans)
Increasing Fruit Consumption

• Put fruit in the spotlight!

2. Daily fruit options are displayed in a location in the line of sight and reach of students

3. Sliced or cut fruit is available daily (This can be canned fruit.)
Increasing Fruit Consumption

• Modifying fruit placement on the serving line…
  – Increased fruit consumption by 102%

Increasing Vegetable Consumption

- **Creative vegetable names**

4. All available vegetable options have been given creative or descriptive names.

Crispy…crunchy…golden…local…fresh…home-style…

Dinosaur trees…x-ray vision carrots…super strength spinach…
Increasing Vegetable Consumption

• Giving vegetables creative names…
  – Increased student selection of vegetables by 40-70%

Customer Service

5. All staff members have been trained to politely prompt students to select and consume the daily vegetable options with their meal.
Increasing non-sugary drink consumption

6. White milk is placed in front of other beverages in all coolers

- Students are more likely to take an easy-to-reach option than a hard-to-reach one.
Increasing non-sugary drink consumption

6. Placing non-flavored milk first…
   – Increased white milk sales by up to 46%

Encouraging Vegetarian Entrées

7. Alternative entrée options (salad bar, yogurt parfaits, etc.) are highlighted on posters or signs within all service and dining areas.
Encouraging Balanced Meals

8. A reimbursable meal can be created in any service area available to students (e.g., salad bars, snack rooms, etc.)

- Complete meals that are grab and go
Student Feedback

9. Student surveys and taste testing opportunities are used to inform menu development, dining space decor, and promotional ideas.
Decorating the Lunchroom

10. Student artwork is displayed in the service and/or dining areas.
Announcements

11. Daily announcements are used to promote and market menu options

• AM/PM intercom announcements, school TV news, flyers, e-mail blasts, etc.
Whole School Effort

- You can help make a difference!
  - Art unit? Language Arts unit? Health unit?
  - Extracurricular activities
  - Upcoming special event?
- Contact your district foodservice director
Thank You!

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