

PORTAGE COLLABORATIVE MONTESSORI SCHOOL

WELLNESS POLICY

Rationale:

The link between nutrition, physical activity, and learning is well documented. Healthy eating and activity patterns are essential for students to achieve their full academic potential, full physical and mental growth, and lifelong health and well-being. Healthy eating and physical activity, essential for a healthy weight, are also linked to reduced risk for many chronic diseases, like Type 2 diabetes. Schools and families have a responsibility to help students learn, establish, and maintain lifelong, healthy eating and activity patterns. Well-planned and effectively implemented school nutrition and fitness programs have been shown to enhance students' overall health, as well as their behavior and academic achievement in school. Staff wellness also is an integral part of a healthy school environment, since school staff can be daily role models for healthy behaviors.

Goal:

All students in **PCMS schools** shall be presented with the knowledge and skills necessary to make nutritious food choices and enjoyable physical activity choices for a lifetime. All staff in **PCMS schools** are encouraged to model healthful eating and physical activity as a valuable part of daily life.

To meet this goal, the **PCMS school** adopts this school wellness policy with the following commitments to nutrition, physical activity, comprehensive health education, marketing, and implementation. This policy is designed to effectively utilize school and community resources and to equitably serve the needs and interests of all students and staff, taking into consideration differences in culture.

Commitment to Nutrition:

Minimum requirements:

The PCMS school will:

- Offer a school lunch program with menus that meet the meal patterns and nutrition standards established by the U.S. Department of Agriculture and the Ohio Department of Education, Office of Child Nutrition Programs.
- Encourage school staff and families to participate in school meal programs via online menu on website.
- Operate Child Nutrition Programs with school staff who have been trained.

- Establish food safety as a key component of all school food operations and ensure that the food service permit is current for the Food Service school site and has most recent Health Department inspections posted.
- Will have ServSafe-trained persons in charge for implementation of school lunch program as well as one ServSafe-certified manager
- Follow State Board of Education policies on competitive foods and extra food sales when applicable.
- Establish guidelines for all foods available on the school campus during the school day with the objective of promoting student health and reducing childhood obesity.
- Offer a planned sequential program of physical education instruction incorporating individual and group activities, which are student-centered and taught in a positive environment.

Optional recommendations:

The PCMS school will:

- Have drinking water available to all students all day. Signage is located in cafeteria and hallway.
- Provide adequate time for students to eat and enjoy school meals (a minimum of 18-25 minutes at lunch).
- Encourage students to make food choices based on the ChooseMyPlate.gov Dietary Guidelines for Americans, by emphasizing menu options that feature baked (rather than fried foods), whole grains, fresh fruits and vegetables, and reduced-fat dairy products. My Plate illustrates the five food groups that are the building blocks for a healthy diet using the plate, a place setting or a meal.
- Establish a cafeteria environment conducive to a positive dining experience, with socializing among students and between students and adults whenever possible; with supervision of eating areas by staff who model proper conduct and voice level; and with staff who model healthy habits by eating with the students whenever possible.
- Make school meals accessible to all students.
- Add nutritious and appealing options (such as fruits, vegetables, 1% fat and skim milk, yogurt, cheese, 100% juice, and water) whenever foods/beverages are sold or otherwise offered at school, including vending machines, parties, celebrations, social events, and other school functions.
- Eliminate the withholding of food as punishment (e.g., restricting a child's selection of flavored milk at mealtime due to behavior problems). Appendix B
- Encourage all school-based organizations to use services, contests, non-food items, and/or healthful foods for fundraising programs. The sale of candy as a fund-raiser is strongly discouraged. Appendix C
- Provide nutrition information for parents with resources to improve food that is served at home. Appendix A (Farm to School Recipes, Kid Fit Recipes)
- Set guidelines for refreshments served at parties, celebrations, and meetings during the school day. Appendix B

Commitment to Physical Activity:

Minimum Requirements:

The **PCMS school** will:

- Provide physical education for all students.
- Offer a planned sequential program of physical education instruction incorporating individual and group activities, which are student centered and taught in a positive environment.

Optional Policy Statements:

The **PCMS school** will:

- Encourage active transportation to/from schools by assessing the safest routes for students to walk or bike to school.
- Create wider opportunities for students to voluntarily participate in before- and after-school activity programs like intramurals, clubs, and at the secondary level, interscholastic athletics.
- Elementary students (K-5) will be provided with an average of at least 45 minutes of physical activity daily.
- Appendix D

Commitment to Comprehensive Health Education:

Minimum Requirements:

Appendix D

The **PCMS school** will:

- Offer cross-curricular instruction

Optional Recommendations:

The **PCMS school** will:

- Offer comprehensive health education in grades K-8 (PCMS)
- Participate when possible in USDA nutrition programs. The school will conduct nutrition education activities and promotions that involve students, parents, and the community. The school team responsible for planning nutrition activities will include school foodservice staff, school nurses, health and PE teachers, coaches, and additional staff, as appropriate.
- Nutrition concepts shall be reinforced by all school personnel and integrated into various class subject areas.

Commitment to Marketing a Healthy School Environment:

The PCMS school will:

- Provide positive, motivating messages, both verbal and non-verbal, about healthy lifestyle practices throughout the school setting. All school personnel will help reinforce these positive messages.
- Promote healthful eating, physical activity, and healthy lifestyles to students, parents, teachers, administrators, and the community at school events (e.g., school registration, parent-teacher conferences, PTA meetings, open houses, health fairs, teacher in-services, website and other events).

Commitment to Implementation

Appendix E

Minimum requirements:

The PCMS school will:

- Implement the school wellness policy which integrates the tendencies of Maria Montessori.
- Designate one or more persons to insure that the school wellness policy is implemented as written.

Optional Recommendations:

The PCMS school will:

- Support a Friends of PCMS Board that addresses all aspects of a coordinated school health program, including a school wellness policy.
- Conduct a review of the progress toward school wellness policy goals each year to identify areas for improvement.
- Prepare and submit a yearly report to the school board regarding the progress toward implementation of the school wellness policy and recommendations for any revisions to the policy as necessary.
- Prepare and submit a report to the Superintendent's committee including all participating districts and SCESC annually.
- Implement 6-8 Student Council
- Provide a representative to Farm to School Advisory Board

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APPENDIX A: NUTRITION GUIDELINES

GOAL: The goal of establishing guidelines for all foods and beverages served or sold during the school day (outside of Child Nutrition Programs that follow USDA guidelines) is to improve the nutritional intake of children. This can be done with a combination of two strategies:

1. **Adding more nutrient-rich, appealing options** whenever foods and beverages are sold (or otherwise offered), including vending machines, school stores, parties, celebrations, social events, academic events, and other school functions. Possible options include fruits and vegetables (fresh, canned, and dried); nuts, seeds, and trail mix; peanut butter; reduced-fat dairy products when possible (milk, cheese, yogurt, frozen yogurt, and smoothies); 100% fruit juice, and water.
2. **Limiting intake of discretionary calories** (in the venues described above). These are calories from fat and added sugar that provide few if any important nutrients (like protein, vitamins, minerals, fiber, etc.). As described in the 2005 Dietary Guidelines for Americans, discretionary calories include intrinsic fats in the basic food groups (like the fat in whole milk versus low-fat milk), most solid fats (like butter and margarine), and all added sugars. Limiting intake of discretionary calories can be done both by limiting portion size of and access to regular soft drinks, sweetened tea, candy, cookies, and high-fat snacks (regular potato chips, corn chips, crackers, sausage sticks, etc.).

MARKETING:

The goal of improving nutritional intake can also be accomplished by applying basic marketing strategies to sales of healthful options. Schools can consider the four Ps when establishing guidelines for foods and beverages served or sold during the school day:

- **Product:** Vendors and companies have increasing numbers of products available—many with a more healthful profile than traditional snack foods and beverages.
- **Placement:** The sales of more nutrient-rich foods and beverages can be increased by placing them in “prime” locations—like at students’ eye level in a vending machine.
- **Price:** Another way to increase the sales of healthful items is to offer them at a lower cost. For example, water can be sold for \$.25 to .50 less than regular soft drinks.
- **Promotion:** There are many creative ways to promote healthy options—like offering samples of new healthful products. Participation in Farm to School with Plain Local and providing Kid Fit recipes.

EXAMPLE OF NUTRITION STANDARDS FOR VENDING

NUTRITION STANDARDS INTENT/RATIONALE:

The **PCMS school** strongly encourages the sale or distribution of nutrient dense foods for all school functions and activities. Nutrient dense foods are those foods that provide students with calories rich in the nutrient content needed to be healthy. In an effort to support the consumption of nutrient dense foods in the school setting, the school has adopted the following nutrition standards governing the sale of food, beverage, and candy on school grounds. Schools are encouraged to study these standards and develop building policy using the following Nutrition Standards as minimal guidelines.

Food:

- Encourage the consumption of nutrient dense foods, i.e., whole grains, fresh fruits, vegetables, and reduced-fat dairy products.
- Any given food item for sale prior to the start of the school day and throughout the instructional day will have no more than 30% of its total calories derived from fat.
- Any given food item for sale prior to the start of the school day and throughout the instructional day will have not more than 10% of its total calories derived from saturated fat.
- Nuts and seeds with minimal added fat in processing (no more than 3 grams of added fat per 1.75 ounce or less package size) and reduced-fat dairy products are exempt from these standards because they are nutrient dense and contain high levels of monounsaturated fat.
- It is recognized that there may be rare occasions when the school principal may allow a school group to deviate from these standards, but those special occasions must be recorded and included in the Nutrition and Physical Activity Advisory Council Annual Report.

Beverages:

Senate Bill 210 – Beverage restrictions

Revised 7.1.2011

(Ohio Revised Code 3313.816, amended by Ohio House Bill 153)

The act's restrictions on beverages apply somewhat differently across schools depending on the grade levels served. The following table shows the beverages that may be sold under the act. Schools do not have the option to follow the *Alliance for a Healthier Generation* standards for beverages. Schools must follow the below standards (schools have the option to follow standards that are more restrictive than the standards listed below).

Grades	Beverages Allowed			
Schools composed primarily of grades K-4	Water	Milk	8 ounces or less of 100% fruit juice, or a 100% fruit juice and water blend with no added sweeteners, that contains no more than 160 calories per 8 ounces	No other beverage
Schools composed primarily of grades 5-8	Water	Milk	10 ounces or less of 100% fruit juice, or a 100% fruit juice and water blend with no added sweeteners, that contains no more than 160 calories per 8 ounces	No other beverage
Schools composed primarily of grades 9-12	Water	Milk	12 ounces or less of 100% fruit juice, or a 100% fruit juice and water blend with no added sweeteners, that contains no more than 160 calories per 8 ounces	12 ounces or less of any beverage that contains no more than 66 calories per 8 ounces, or any size of a beverage that contains no more than 10 calories per 8 ounces. The latter may include caffeinated beverages and beverages with added sweeteners, carbonation, or artificial flavoring.

ONLY skim milks (including flavored milk), water, and beverages containing 100% fruit juices with no added artificial or natural sweeteners may be sold on school grounds immediately prior to and throughout the instructional day.

Candy:

- Candy is defined as any processed food item that has:
 1. Sugar (including brown sugar, corn sweetener, corn syrup, fructose, glucose [dextrose], high fructose corn syrup, honey, invert sugar, lactose, maltose, molasses, raw sugar, table sugar [sucrose], syrup) is listed as one of the first two ingredients, AND
 2. Sugar is more than 25% of the item by weight.
- Vending sales of candy will not be permitted on school grounds.
- Non-vending sales of candy will be permitted ONLY at the conclusion of the instructional school day, and are highly discouraged.

SUGGESTED ITEMS FOR VENDING MACHINES AND CONCESSION STANDS

Organizations operating concessions at school functions should include at least some healthy food choices in their offerings. It is recommended that groups market these healthy options at a lower profit margin to encourage selection by students.

SNACKS

Best	Acceptable	Limited
Animal crackers, graham crackers, whole grain crackers	Granola bars, whole-grain fruit bars	Cookies (including low fat)
Pretzels, hard pretzels (200 calories per package) Whole grain cereal	Baked chips, corn nuts, rice cakes, cereal/nut mix	
Nuts and seeds (plain or with spices) Corn nuts, trail mix, sunflower seeds (1 oz. portion)	Nuts with light sugar covering; honey coated	Yogurt-coated nuts
Trail mix (plain)	Popcorn/nut mix Low fat popcorn	Trail mix with chocolate, or yogurt
Fresh vegetables and fruit, single-serve canned fruit, dried fruit	Fruit-flavored snacks, fruit leathers	Candy- or sugar-coated fruit
Yogurt, preferably non-fat, low-fat, or light; fat-free pudding	Low fat smoothies	

BEVERAGES

Best	Acceptable	Limited
Milk, any flavor	Milk, skim only	
Juice, Fruit and vegetable juice that contains 100% juice and no added sweeteners		
Water, pure	Flavored or vitamin-enhanced fitness water, sparkling water	
		Low-calorie, diet sodas, low-calorie iced tea, low-calorie coffee

HEALTHY CHOICES IN ALL VENUES

Recommendations for Serving Healthy Beverages

The following beverages are recommended:

- Plenty of water
- 100% juice in 8-ounce servings or less
- Fat free, plain and/or flavored milk in 12-ounce servings or less
- Fruit/fruit juice smoothies in 12-ounce servings or less

Choosing your drinks can be difficult! Watch out for:

- Fruit punches
- Fruit drinks
- Juice drinks

These are not 100% juice!

*Suggested serving sizes are based on what is commonly available for use in vending machines. It should be noted that excessive juice consumption may result in an increase in calorie intake and may contribute to the development of unhealthy weight. It should also be noted that 70% of teen boys and 90% of teen girls do not meet daily calcium requirements. Offering fat free or lowfat single-serve milk is another opportunity to help teens meet their nutrition needs. (Refer to Healthy Food and Beverages Policy for additional rationale.)

Read the label! To determine if a food or beverage meets the criteria, use the Nutrition Facts label on the package.

HEALTHY SCHOOL PARTIES

Schools can play a major role in helping students become fit, healthy and ready to learn. One way to accomplish this is for foods offered in schools to support lessons learned in the classroom regarding nutrition and physical activity. What better venue than schools, which have a great impact on children, to support the message that proper nutrition and physical activity are a key part of a healthy lifestyle? Positive examples of making healthy eating choices and encouraging physical activity should be visible throughout the school. Parties, as well as cafeterias, school stores, vending machines, and after-school events offer opportunities for schools to reinforce the message that making healthy food choices and being physically active means a healthier body and a sharper mind.

Snack Ideas for School and Classroom Parties

Of course, the foods offered at school parties should add to the fun, but try to avoid making them the main focus. Remember, schools are responsible for helping students learn lessons about good nutrition and healthy lifestyles and students should practice these lessons during school parties. For example, consider combining student birthday parties into one monthly event that incorporates physical activities as well as healthy snacks. Also, be sure to consider ethnic and medical food restrictions and allergies when providing classroom snacks.

Here is a list of healthy snack choices to consider for classroom events. Serving all healthy foods and incorporating physical activities make a powerful statement. Actions speak louder than words. Lead by example.

- Fresh fruits and vegetables—Buy locally when possible
- Yogurt
- Bagels with lowfat cream cheese
- Baby carrots and other vegetables with lowfat dip
- Trail mix
- Nuts and seeds
- Fig cookies
- Animal crackers
- Baked chips
- Granola bars*
- Soft pretzels and mustard
- Pizza (no extra cheese and no more than one meat)
- Pudding
- String cheese
- Cereal bar
- Single-serve 1% or fat-free milk (regular or flavored)
- 100% fruit juice (small single-serve, no more than 10 ounces)
- Bottled water (including flavored water)

***May be allergens and/or a choking risk for some people. Please check with a health care provider.**

APPENDIX B: NON-FOOD REWARDS

Kids naturally enjoy eating nourishing foods and being physically active. Schools and teachers can provide them with an environment that supports these healthy behaviors by using non-food rewards. Here are effective alternatives from outstanding educators across the country to offering food as a reward to individual students or entire classes.

Watch a video
Give a 5-minute chat break at the end of day
Read a book
Sit by friends
Read outdoors
Teach the class
Have extra art time
Enjoy class outdoors
Have an extra recess
Play a computer game
Read to a younger class
Get a no homework pass
Sing a silly song together
Make deliveries to the office
Listen to music while working
Play a favorite game or puzzle
Earn play money for privileges
Walk with a teacher or principal
Eat lunch outdoors with the class
Be a helper in another classroom
Eat lunch with a teacher or principal
Start and maintain a vegetable garden
Dance to favorite music in the classroom
Get a “free choice” time at the end of the day
Listen with a headset to a book on audiotape
Have a teacher perform special skills (i.e., sing)
Be first in line when the class leaves the room
Have a teacher read a special book to the class
Take a trip to the treasure box (filled with stickers, pencils, erasers, bookmarks, etc.)
Enter a drawing for donated prizes (non-food items)

Additional online resources for non-food reward ideas:

Connecticut Team Nutrition

www.state.ct.us/sde/deps/Student/NutritionEd/Food_As_Reward_HO1.pdf

Michigan Team Nutrition

www.tn.fcs.msue.msu.edu/foodrewards.pdf

New England Food and Dairy Council

www.newenglanddairycouncil.org/PDF/alternativefoodrewards.pdf

Texas Department of Agriculture

www.squaremeals.org/vgn/tda/files/983/1034_NonFoodRewards.pdf

Friday Free Time: "I give my students thirty minutes at the beginning of the week and they can earn or lose free time according to their behavior. I use a timer and turn it on (they can hear it) if they are too loud working, lining up, etc. I add time when their behavior is good. Adding time is the most effective. I save time by not waiting for them to settle down so I don't feel bad about the free time."

APPENDIX C: HEALTHY FUNDRAISING

FUNDRAISING ALTERNATIVES

Many school fundraising strategies are being developed with school financial needs and concerns about student nutrition in mind. Instead of candy, schools are selling:

- Fresh and exotic fruit, like cases of citrus fruit
- High quality potatoes, onions, or other produce items
- Nuts and trail mix
- Popcorn
- Restaurant cards

Schools are also selling an ever-expanding variety of non-food items such as:

- Gift wrap
- Magazine subscriptions
- Garden seeds
- Candles
- Discount coupon books
- Raffles of gift baskets
- Plants and flowers
- School spirit items

Schools are also utilizing a wide variety of traditional and non-traditional fundraising events such as:

- Car washes
- Walk-a-thons, bike-a-thons, jog-a-thons, skate-a-thons, etc.
- Family game nights
- "Hire a student day" for odd jobs (with proceeds going to the school)
- 3-on-3 basketball tournaments
- Silent auctions
- Talent shows
- Spaghetti dinner

Additional online resources for healthy fundraising ideas:

Connecticut Team Nutrition

www.state.ct.us/sde/deps/Student/NutritionEd/Healthy_Fundraising_Color.pdf

Parents Advocating School Accountability

http://pasaorg.tripod.com/nonfood_fundraising.pdf



www.afrds.org/homeframe.html



Association of Fund-Raising Distributors and Suppliers. Site includes a toolbox with "Fundraising Fundamentals," a checklist for evaluating fundraising companies, and a resource on product fundraising issues and trends.

www.PTOtoday.com

Lists fundraising activities by categories, has a "work vs. reward" equation, contains a parent sharing section on "what works, what doesn't and why."

www.fundraising-ideas.org

Offers a free newsletter with programs, services, and press releases. Links to www.amazon.com with books on fundraising.



APPENDIX D

Cross-Curricular Instruction:

PCMS is based on the Montessori Method of education. Maria Montessori stated that, "Mind and movement are two parts of a single cycle." The PCMS staff understands that learning is best achieved when movement and intellectual activity are linked. Therefore, in our classrooms, students are free to move about as needed as they complete their academic activities. Physical movement is built into each hour of each day as students select, carry, and manipulate learning materials, get supplies, gather in small groups for cooperative learning, walk down the hallways to the playground and cafeteria and restrooms, and are encouraged to take sensory breaks as needed.

Preschool students participate in Kid-Fit every other week. This is a physical education program for young children that focuses on health, nutrition, and movement. This program is funded by our parent group.

Elementary and Middle School students participate in PE classes with a PE instructor. In addition, yoga 1st-8th grade every other week.

Daily recess for all—Staggered one hour recess/lunch. Goal to have recess first for all next year.

After-school programs which are organized by our parent group include cross-cultural instruction in Spanish, theatre, tae kwan do, and basketball.

COMPREHENSIVE HEALTH EDUCATION

Comprehensive health education is offered in grades PreK-8. The entire school staff is responsible for planning, teaching, and reinforcing nutrition and wellness concepts.

In the PreK/K classes nutrition concepts are taught in the classroom using hands-on materials. Nutritious foods are served for snack. Students prepare nutritious foods to serve to classmates and themselves as part of daily activities. Recess/large motor activities are part of the daily schedule. The twice-a-month KidFit program reinforces strengthening muscles and bones through physical activity, eating healthy foods, and getting adequate sleep. The school lunch period is supervised by assistants who talk to students about the nutritional value of various foods and encourage students to eat foods that keep them healthy.

The Elementary and Middle School classes are taught Health concepts in the classrooms using a variety of resources and materials. Students do research projects about various aspects of food and nutrition. Students take part in planting vegetable gardens on the school grounds. In the fall, they harvest, prepare, and consume the food that is grown. Students also learn to compost uneaten lunch food to fertilize the gardens. The fourth, fifth, and sixth grade students participate in a two-week curriculum funded by our parent group that exposes students to various kinds of fruits and vegetables. Daily classroom snacks are nutritious. Recess is a part of the daily schedule. The school lunch period is supervised by teaching assistants who offer guidance to

students about healthy eating habits. The PE teacher also instructs the students about foods with high nutritional value. She encourages aerobic exercise each class period and is available to design workout programs for individual students to do at home.

The school nurse writes a monthly health and wellness column for the parent newsletter and the school lunch calendars contain recipes and nutritional tips for parents. Staff receives Heimlich training.

Wellness support

<http://www.education.ohio.gov/Topics/Other-Resources/Food-and-Nutrition/Wellness/Guidelines>

Using Physical Activity to Reward Students

Have an extra recess; Walk with a teacher during lunch; Dance to favorite music in the classroom; Hold Friday Physical Activity Time where students earn extra physical activity time based on their good behaviors during the week; and challenge another homeroom to a sport or activity.

Ideas for School Parties

Make your party a dance; modify traditional games for classroom use; hold contests or relays.

Resources

- All children Exercising Simultaneously (ACES) day: A one-day event where millions of children of all ages exercise at the same time worldwide in a symbolic event of fitness and unity. www.michiganfitness.org/aces
- Jump Rope for Heart: Engages students in jumping rope while learning the lifelong benefits of physical activity, the seriousness of heart disease and stroke, volunteering and fundraising. www.heart.org/HEARTORG/GivingForIndividuals/JoinanEvent/Jump-Rope-for-Heart-Event_UCM_315609_SubHomePage.jsp

Physical Activity Resources

American Alliance for Health, Physical Education, Recreation, and Dance

<http://www.aahperd.org/letsmoveinschool/>

The latest resources for health, physical activity, recreation, and dance professionals, including activity resources for family nights, get moving activities

Centers for Disease Control and Prevention (CDC)

www.cdc.gov/needphp/dnpa/

The CDC site is an essential resource for nutrition and activity issues. Search for surveillance data (including maps of obesity prevalence); pediatric growth charts; and several national activity campaigns, like Kids Walk-to-School and Turn Off Your TV.

Eat Smart. Play Hard.

Find resources for all age groups. This site will include free downloadable documents.

<http://teamnutrition.usda.gov/Resources/eatsmartactivitiesheets.html>

President's Challenge—Physical Fitness Test

www.presidentschallenge.org/

Physical activity and awards program for Americans for ALL ages. Site offers activity logs for kids, teens, and adults (you can register your whole school), as well as cool online tools and ways to win awards for activity.

Take 10!

www.take10.net/

Take 10 is a classroom-based physical activity program for kindergarten to fifth grade students, which is linked to academic learning objectives. Healthier lifestyles 10 minutes at a time.

APPENDIX E: MARKETING

Promoting Healthy School Meals: Marketing Strategies that Work

There are many reasons to promote school food and nutrition programs. First and foremost, the students, faculty, and staff are customers. They have choices to make in deciding what to purchase and what not to purchase. Promotions are powerful marketing tools that have a direct, meaningful impact on customers and their purchasing decisions.

Promotions do not necessarily have to highlight one particular product or event. After all, nutrition is something to promote all of the time. Some effects promotions might have:

- Show students that the school food and nutrition department cares about them.
- Get students excited or interested in the programs so that they keep participating
- Highlight specific services or products
- Introduce new items on a continual basis, for instance to highlight a new recipe on the menu. Perhaps one new item might be featured each month i.e., Harvest of the Month.
- Introduce or reinforce an identity or a marketing theme, such as National School Lunch Week when possible
- Celebrate a nutrition and health awareness event, such as National 5 A Day Month or National Diabetes Month. (walkathon for fitness, money for school needs)
- Reinforce the school food and nutrition departments' role in the total school environment through promotions around special school activities and events.

Keep in mind that promotions do not make a poorly-run operation better. If promotions are poorly planned or done at the wrong time, they may create problems or make problems worse.

Measure Your Promotion Success

Promotions are designed to cause action. Ultimately, a promotion is designed to change some attitude or belief and/or cause customers to buy something. For instance, a promotion may be designed to convince students that the fruits and vegetables on the school salad bar are good for them or just that they want to eat breakfast at school. National School Lunch Week, for example, are designed around annual themes to promote the value of school meals to the entire school community. A promotion may strive to influence students to buy the reimbursable meal in general or to try a new product in particular.

Because promotions are supposed to change attitudes or behaviors, the effect of promotions should be evaluated—that means that they need to be measured. How might a promotion be measured? That depends on what the goals of the promotion are. In general, the school nutrition department might measure:

- Sales, overall or of a particular product
- Participation
- Customer satisfaction
- Customer attitudes or customer perceptions

Reference: www.fns.usda.gov/sbp/marketing-strategy