

The BEN Center's Smarter Lunchrooms: Successfully Serving Healthy Foods in Schools

Idaho State Department of Education
Child Nutrition Programs



Professional Standards

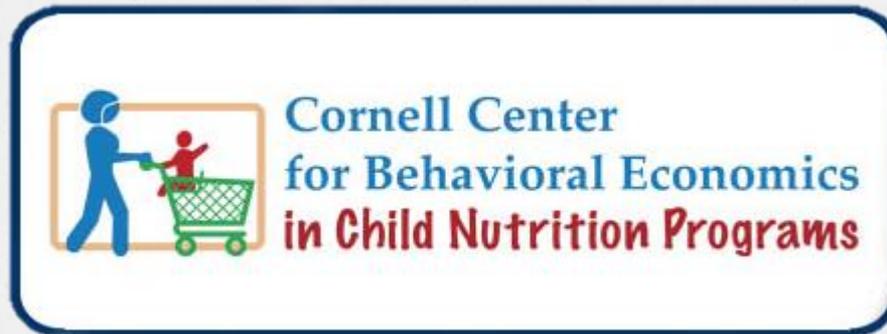
- o Nutrition Education – 1200
- o Serving Food – 2200
- o Program Management – 3200
- o Communications and Marketing - 4100

Objectives

- o Understand who Cornell University's BEN Center is and how they can help schools serve healthier foods to students.
- o Describe the BEN Center's Smarter Lunchrooms Movement (SML).
- o Understand the SML *Lunch Line Redesign* techniques.
- o Learn what the SML Self-Assessment Score Card is, how to obtain it and steps to take to get started.
- o Identify each of the six areas of the SML Self-Assessment Scorecard.
- o Understand how each of the six areas of the SML Self-Assessment Scorecard works to assist schools with Serving Healthier Foods.



**Who is
BEN?**



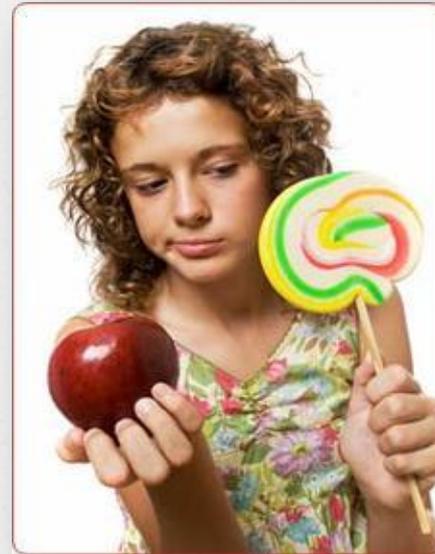
BEN is the acronym for Cornell Center's **Behavior Economics in Child Nutrition Program** and is funded by the USDA Economic Research Service (ERS) / The Food and Nutrition Service (FNS)

Smarter Lunchrooms, Leaner Kids

https://www.youtube.com/watch?v=XhuC0mR_X2I - Smarter Lunchrooms, leaner Kids,
Cornell University's Brian Wansink, PhD.

The Ben Center Works To...

Provide schools with ideas that are low-cost to no cost to help students make healthier choices.



The BEN Center Strives to...

Improve participation and profits while decreasing waste.



The Ben Center Believes...



Timeline

- 
- As the incidence of chronic diseases and childhood obesity grew, the USDA asked for evidence based information on what its child nutrition programs could be doing to help address these concerns

- 
- The USDA hired the Institute of Medicine (IOM) to help with enhancing school meals
 - IOM provided recommendations

- 
- 2010 Healthy Hunger-free Kids Act was created based on the IOM's recommendations
 - **Cornell University's BEN Center created resources to help schools provide healthier foods to students**



**The BEN Center's
Smarter Lunchrooms:
Score Card**

Objectives

- Learn about the SML Self-Assessment Score Card.
- Find out where to get the score card.
- Identify steps to take to get started.



Smarter Lunchrooms Self-Assessment

2014
Scorecard

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Since its founding in 2009 the Smarter Lunchrooms Movement has championed the use of evidence-based, simple low and no-cost changes to lunchrooms which can simultaneously improve participation and profits while decreasing waste. This tool can help you to evaluate your lunchroom, congratulate yourself for things you are doing well and and identify areas of opportunity for improvement

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!

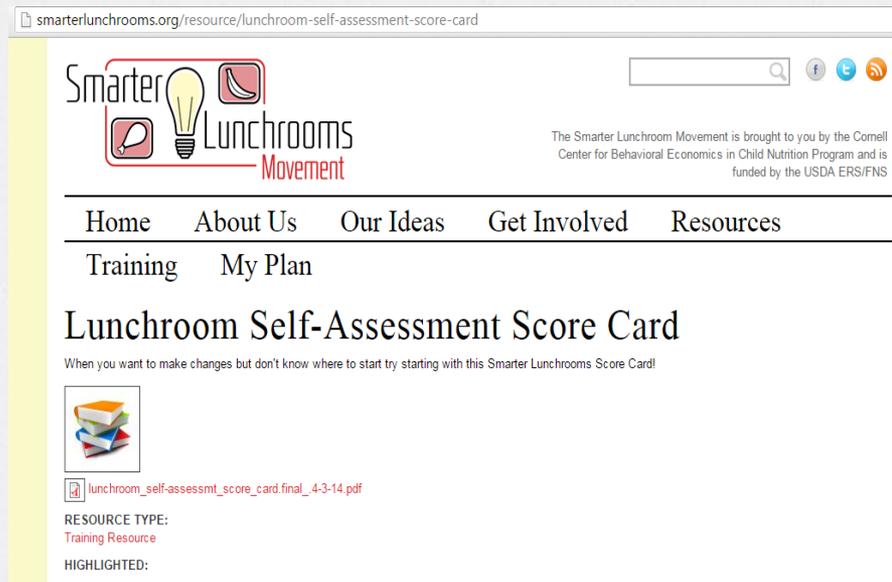


- o One of the most popular resources from the BEN Center is the Smarter Lunchrooms Self-Assessment Scorecard, which assists schools to:
 - o Evaluate their lunchrooms.
 - o Identify opportunities to congratulate themselves on the things they are already doing well.
 - o Identify areas of opportunity for improvement.

Two Ways to Obtain the SML Score Card

Print on Paper

<http://smarterlunchrooms.org/resource/lunchroom-self-assessment-score-card>



The screenshot shows a web browser window with the URL smarterlunchrooms.org/resource/lunchroom-self-assessment-score-card. The page features the Smarter Lunchrooms Movement logo, which includes a lightbulb and a fork and knife. A search bar and social media icons (Facebook, Twitter, RSS) are visible in the top right. A navigation menu includes links for Home, About Us, Our Ideas, Get Involved, Resources, Training, and My Plan. The main heading is "Lunchroom Self-Assessment Score Card", followed by the text "When you want to make changes but don't know where to start try starting with this Smarter Lunchrooms Score Card!". Below this is a small icon of a stack of books and a PDF file link: [lunchroom_self-assessmt_score_card.final_4-3-14.pdf](#). The resource type is listed as "Training Resource" and the highlighted section is empty.

smarterlunchrooms.org/resource/lunchroom-self-assessment-score-card

Smarter Lunchrooms Movement

The Smarter Lunchroom Movement is brought to you by the Cornell Center for Behavioral Economics in Child Nutrition Program and is funded by the USDA ERS/FNS

Home About Us Our Ideas Get Involved Resources

Training My Plan

Lunchroom Self-Assessment Score Card

When you want to make changes but don't know where to start try starting with this Smarter Lunchrooms Score Card!



[lunchroom_self-assessmt_score_card.final_4-3-14.pdf](#)

RESOURCE TYPE:
Training Resource

HIGHLIGHTED:

Cornell Lunch Score App

Use your Electronic Device (Application) to scan the barcode below to download the application to your device.



Smarter Lunchrooms Movement

Login

Log in

Sign up

Reset Password

Smarter Lunchroom App is also available on



Steps To Take When You Begin

- o Begin printing off or downloading the SML Score Card.
- o Check all of the boxes that are true about your lunchroom and add up your score.
- o Celebrate what you are doing right and decide what you would like to change.
- o Start by making small changes.





**The BEN Center's
Smarter Lunchrooms:
Six Categories of the
Score Card**

Objectives

- Identify the six areas of the SML Self-Assessment Score Card.
- Understand how each of the six areas of the SML Self-Assessment Score Card works to assist schools with Serving Healthier Foods.

**Focusing
on Fruit**

**Promoting
Vegetables
& Salads**

**Creating
School
Synergies**

**Categories
of the SML
Score Card**

**Moving
More
White
Milk**

**Increasing
Sales
Reimbursable
Meals**

**Entrée of
the Day**



**Examples of Visualizing your
Cafeteria with the Smarter
Lunchrooms Self-Assessment
Scorecard**

Focusing on Fruit



Gooding, ID
Fruit Toppings for Yogurt
Bar, Pinterest

- o Daily fruit options are available in at least two different locations on each service line.
- o Whole fruit options are displayed in attractive bowls or baskets (instead of chaffing/hotel pans).
- o Daily fruit options are given creative, age-appropriate names.

Promoting Vegetables & Salad



Veggie Boats for
Lunch

Bonneville, ID Child
Nutrition Facebook

- Daily vegetable options are easily seen by students of average height for your school.
- Vegetables are not wilted, browning, or otherwise damaged.
- All vegetable names are included on the published monthly school lunch menu.

Moving More White Milk



Brian Wansink, SML
Moving White Milk to
the Front of the Cooler

- White milk is placed in front of other beverages in all coolers.
- White milk represents at least 1/3 of all visible milk in the lunchroom.
- White milk is promoted on menu boards legibly.

Entree of the Day

- o 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 windows, a la carte lines etc.).
- o All targeted entrée are replenished so as to appear “full” throughout meal service.
- o All targeted entrée names are printed/written on name-cards or product IDs and displayed next to each respective entrée daily.



Bonneville, ID Child Nutrition Identifies Fish Sticks as Target Entree

Increasing Sales – Reimbursable Meals



Grab and Go Caesar Salads
West Ada, ID School District,
Facebook

- Grab and go reimbursable meals are available at a convenience line/speed window.
- Reimbursable “combo meal” pairings are promoted on signs or posters.
- The named reimbursable “Combo Meal” is promoted during the school’s morning announcements.

Creating School Synergies

- o Compost/recycling/try return and garbage cans are at least 5ft away from dining students.
- o Lunchroom equipment is decorated with decals/magnets/signage etc. wherever possible.
- o Student groups are involved in the development of creative and descriptive names for menu items.



Andrus Elementary
West Ada, ID Facebook

Creating School Synergies



Andrus Elementary
West Ada, ID Facebook

- Signage, Priming & Communication
- Menu boards featuring today's meal components are visible and readable within all service and dining areas.

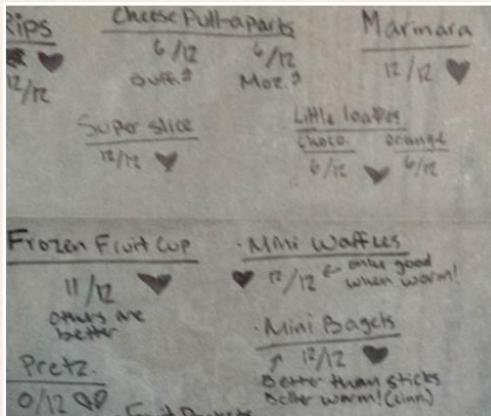
Creating School Synergies

- o Lunchroom Atmosphere
 - o Cafeteria monitors have good rapport with students and lunchroom staff.



Cornell University's Dr. Brian Wansink at Cayuga Heights Elementary School Facebook

Creating School Synergies



Bonneville, ID Child Nutrition's Student School Lunch Committee Feedback on Meals Served at School Facebook

- o Student Involvement
 - o Student surveys are used to inform menu development, dining space décor and promotional ideas.

Creating School Synergies

- o Recognition & Support of School Food
- o The school participates in other food program promotions.



Marsing, ID School Foodservice Staff being Recognized After Completing the Chef Designed School Breakfast Recipe Testing

Creating School Synergies



Chili and Whole Grain Rich
Cinnamon Rolls
Gooding, ID School District

- o Ala Carte
 - o Students must ask to purchase a la carte items from staff members.

Scoring your Cafeteria



Schools can evaluate their cafeterias and obtain ideas on how to reach the gold status for Smarter Lunchrooms!

Total Checked		
Scoring Brackets		
70-100	- Smarter Lunchrooms Gold	
50-70	- Smarter Lunchrooms Silver	
30-50	- Smarter Lunchrooms Bronze	

It's not nutrition
...until it's eaten!

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**The BEN Center's
Smarter Lunchrooms:
Lunch Line Redesign**

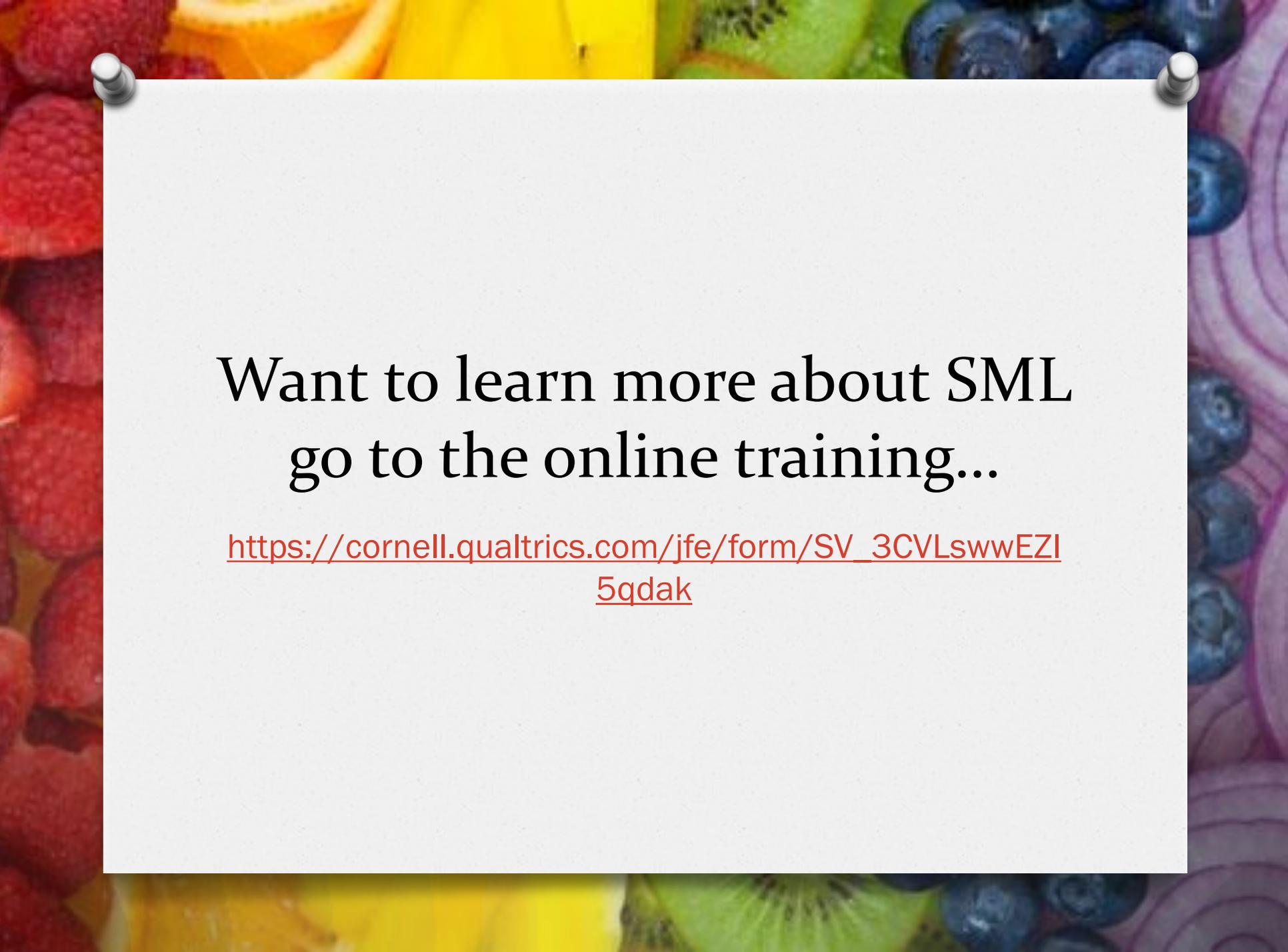
Objectives

- Understand the SML *Lunch Line Redesign* techniques.

SML Lunch Line Redesign

- o The following web link is an interactive page. Please be sure to click on the information icons to read about the lunchroom strategies.

http://www.nytimes.com/interactive/2010/10/21/opinion/20101021_Oplunch.html?_r=1&



Want to learn more about SML
go to the online training...

[https://cornell.qualtrics.com/jfe/form/SV_3CVLswwEZI
5qdak](https://cornell.qualtrics.com/jfe/form/SV_3CVLswwEZI5qdak)

Resources

- Smarter Lunchrooms. Web. 29 February 2016. <http://smarterlunchrooms.org>
- The New York Times. Web. 29 February 2016.
http://www.nytimes.com/interactive/2010/10/21/opinion/20101021_Oplunch.html?_r=1&

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1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

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