



upLIFT Your Voice! - Kickoff Webinar

September 19, 2023

1:30 PM - 2:00 PM

**Professional Standards Learning Codes: 4110, 4120,
4150**



Meet Your Host



Kim Ruiz, RDN

HEALTH AND NUTRITION SERVICES SPECIALIST

Welcome!



upLIFT was created for you, the child nutrition professional, to provide you with materials to help you LEARN about nutrition, INSPIRE you on what to feed your participants, FEED your participants healthy meals, and TEACH others in your community about your programs!

You can expect to see materials and monthly webinars that will provide you with some original upLIFT resources, spotlight Arizona child nutrition professionals, and inspire you throughout the year so you can upLIFT your programs in whatever way you choose!

Overview

1. The Role of Effective Marketing and Nutrition Promotion
2. Effective Marketing Techniques
3. Next Steps - upLIFT Your Voice!

Poll Question

Do you feel confident in your program marketing and promotional strategies?

- A. Absolutely!
- B. Maybe?
- C. Not at all.

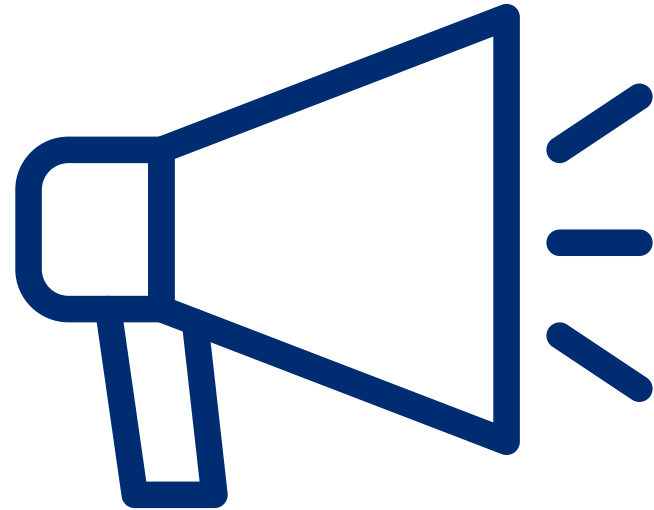


The Role of Effective Marketing and Nutrition Promotion

Introduction

Marketing = Influence

- Competition is out there!
 - Home lunches, restaurant chains, snacks
- How can you let customers know you serve delicious, nutritious meals?
- Through marketing, you can influence students' choices to eat the meals you prepare.



Introduction

Image is Everything

- Influencing student's food and beverage choices is the main goal
- Creating a positive image with adults is equally, if not more important
- Mixing high quality, nutritious meals with effective marketing is the recipe for success!



The 5 P's

There are 5 P's to keep in mind when it comes to school nutrition programs:

- 1 Product - In this case, the product is also a service; foods and *how* they are served
- 2 Price - The price in addition to the perceived value of the product in comparison to price
- 3 Promotion - Focuses on the benefit and availability of the product and service
- 4 Placement - Making sure your products serve the right purpose at the right moment
- 5 People - Building and maintaining relationships with your customers

Identify Your Customer

- In school nutrition, customers come in many shapes and forms, and all have a place
- Students - Primary customers; your main focus
- Stakeholders - Secondary customers; anyone that takes some form of interest in your programs
 - Parents
 - Teachers/Administrators
 - Organizations interested in health of children
- Marketing can influence stakeholders' perception of your program, and school meals in general
 - Marketing = influenced students and stakeholders = increase in participation

Marketing Plan

Tips for Starting a Plan

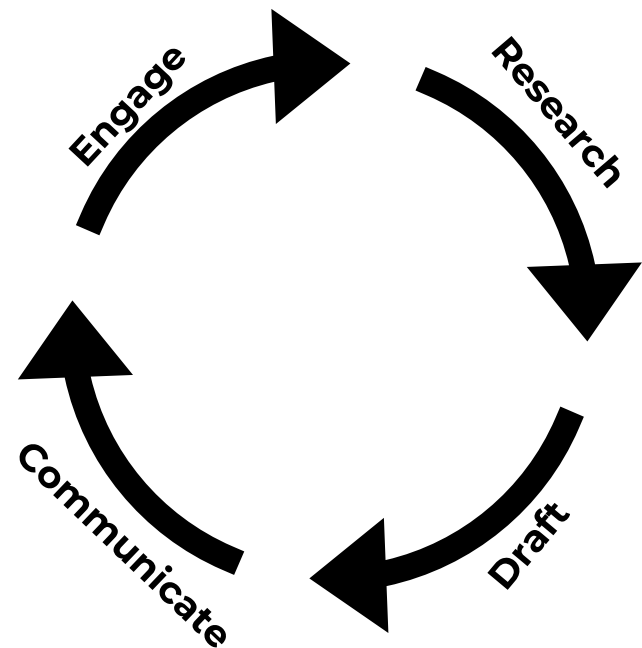
- Start with a solid foundation of marketing as it relates to school meals
- Take advantage of resources out there (ICN, Team Nutrition, SNA, etc)
- Reach out to experts within and outside your school or district (district marketing professional, community partners, local university students, marketing consultants, etc)
- Plan ahead and include marketing in your budget

Marketing Plan

A successful marketing plan is essential in ensuring success when it comes to the promotion of your school nutrition program. There are a few basic steps to take when establishing a plan


1. Engage stakeholders
2. Conduct market research
3. Draft your plan
4. Communicate plan and timeline to stakeholders.

Once you get to know your program, the people in your corner, and where your programs goals fit, advertising your products and services gets easier!



Marketing Plan

Engage Stakeholders

- Obtain administrative and staff support early in the process
- Gather a small group of key stakeholders for specific input
 -  Tip! Consider starting or using an existing School Nutrition Action Committee (SNAC) or school wellness committee
- Reach out to high school and colleges to involve marketing students as a project or for volunteer hours
- Provide incentives for participation in your marketing efforts

Marketing Plan

Conduct Market Research

- Identify strengths and weaknesses in your program from a marketing perspective
 - [ICN Best Practices for Marketing the School Nutrition Program](#)
 - web-based, self-assessment
- Survey stakeholders
 - Online/lunchroom surveys, social media, staff meetings
- Implement local and national initiatives (community, professional, state campaigns)

Marketing Plan

Draft Your Plan

- Use existing resources!
 - ICN Best Practices tool, USDA marketing toolkits,
- Incorporate marketing strategies
 - We will go into these later!
- Tie in cross over from other school efforts
 - Local Wellness Policy, Local Foods, Farm to School

Marketing Plan

Communicate Your Plan

- Share your plan with your stakeholders!
- Students
 - Food tastes good, having fun, being healthy
- Parents
 - Convenience, value, nutrition
- Teachers
 - Strong academics, healthy students, instruction time, student behavior

Marketing Plan

Communicate Your Plan

- Administrators
 - School performance, behavior, healthy students, cost-effective strategies
- Community
 - Strong Academics, Healthy students, help during difficult times
- Remember!
 - Ages and grade levels
 - Cultural identity
 - Language

Implementing a Plan

Once costs and training have been taken into consideration, you can slowly start putting your plan into action. Keep the following in mind when implementing a plan:

- Time - Some program changes take time, some can be overnight
- Communication - Keep stakeholders and customers updated about your progress and success
- Evaluation- Collect sales, purchasing, and participation records and survey your customers

Effective Marketing Techniques

Lunchroom Techniques

The goal of these strategies is to create low/no-cost techniques that guide students to make smarter choices in the lunchroom

- Portion Sizes- Use pre-portioned packages, smaller bowls, plates, serving spoons for self-serve
- The Easier Choice - Place preferred options by the register, pre-cut and bag healthy foods, convenient salad bar location
- Improve Visibility - Place preferred items within reach or in high-traffic areas with colorful displays or signs
- Presentation - Make food look and sound appealing through the way it looks on the line, or described in the menu
- Suggestive Selling - Use signs, verbal prompts, make direct eye contact while encouraging consumption

Initiatives and Promotions

Promotion of specific creative initiatives can give you a platform for marketing the goals and focus of your program.

- Farm to School/Farm Fresh Challenge
- Salad and Theme Bars
- Action for Healthy Kids/Alliance for a Healthier Generation
- Team Nutrition (USDA)/SNA

Let everyone know about any awards, recognition, or funding that you have received for all your efforts!

Comprehension Check

True or False?

True or False. Adults are your primary customers, while your students are your secondary customers.

A. True

B. False



Comprehension Check

True or False?

True or False. Adults are your primary customers, while your students are your secondary customers.

A. True

B. False



**Next Steps - upLIFT
Your Voice!**

upLIFT Your Voice

ADE Health and Nutrition Services is excited to announce this year's initiative: upLIFT Your voice! This initiative aims to **inspire** operators to **teach** their communities about their continual efforts to ensure students are fueled daily in their educational environments. This initiative is focused on highlighting any and all endeavors such as:

- Commitment to serving high quality, nutritious meals
- Inventiveness, creativity and resourcefulness
- Highlighting schools/districts already working on their own marketing plans and campaigns (Social Spotlight)

upLIFT Your Voice

ADE wants you to feel guided, supported and empowered to tell the public your stories, challenges and successes! In addition, ADE will be using several platforms to recognize SFAs including:

- Monthly bulletins
- Monthly Staying on Track Webinars
- upLIFT webinar guest speakers

Existing Initiatives

SFAs are encouraged to participate in any and all local level and nationwide initiatives aimed at recognizing, funding, supporting and assisting school nutrition program operators

- Farm Fresh Challenge/School Gardens
- Funding Opportunities (Equipment Grant, FFVP, HMI Grants, etc)
- Promotions (NSLW, NSBW, School Lunch Hero Day,
- Alliance for a Healthier Generation - America's Healthiest Schools Recognition
- Action for Healthy Kids Healthy Meals Incentives

America's Healthiest Schools Award

- America's Healthiest Schools is Alliance for a Healthier Generation's annual recognition program that celebrates schools for implementing policies and practices to promote health and well-being. There are nine topic areas in which schools can be recognized
 - Strengthening Social-Emotional Health & Learning
 - Cultivating Staff Well-Being
 - Increasing Family and Community Engagement
 - Improving Nutrition and Food Access
 - Implementing Local School Wellness Policy
 - Bolstering Physical Education and Activity
 - Enriching Health Education
 - Promoting Tobacco-Free Schools
 - Supporting School Health Services

America's Healthiest Schools Award

- Award application portal for this year has closed, but will open again in January of 2024. It is not too early to get started on working toward becoming one of “America’s Healthiest Schools!”
- Any K-12 public or private school in the United States is eligible to apply for recognition as one of America’s Healthiest Schools—including elementary, middle, and high schools.
- To receive an award, schools must have all criteria in a single topic area fully in place during the 2023-2024 school year before the submission deadline.
- **AZ 2022 Awardees: 57 Schools from Mesa Unified School District, 1 school from Cartwright School District, 1 school from Santa Cruz Valley Unified District, and Horizon Honors School**
- More information on this award for SY 2023-2024 to come in the future!

Healthy Meals Incentives Grants

- In spring/summer 2023, FNS and Action for Healthy Kids awarded competitive grants (up to \$150,000 per grant) to SFAs throughout the country
- These grants support **small and/or rural SFAs to support their efforts to improve the nutritional quality** of their school meals and meet any of the Healthy Meals Incentives Recognition Award Criteria
- **Two Arizona SFAs recently applied for these grants and were awarded funding to support nutritional quality!**
 - **Concordia Charter School - Equipment, supplies, staffing, training, nutrition software, student engagement**
 - **Nadaburg Unified School District - Equipment, supplies, training, Farm to School Activities**

Healthy Meals Incentives Recognition Award

- This USDA FNS award has been developed in partnership with "Action for Healthy Kids"
- Supports improvements in the **nutritional quality** of school meals
- Spotlights innovative practices, engagement activities, and strategies schools have used to serve meals that are **consistent with the 2020-2025 Dietary Guidelines for Americans.**
- Awardee best practices will be shared through traditional and social media, stakeholder engagement, training and technical assistance activities, and Healthy Meals Summits
- SFAs meeting Recognition Award criteria will receive:
 - National and local recognition
 - Banners, digital assets
 - Stipends and substitute pay for representatives to participate in one of two national Healthy Meals Summits.

Healthy Meals Incentives Recognition Award

- The application portal for the Healthy Meals Incentives Recognition Awards application is now available on the [Action for Healthy Kids Webpage](#). **The portal will close on June 30, 2025.**
- All SFAs participating in NSLP and/or SBP will be eligible to apply for this award
- Applications will be reviewed on a rolling basis over the two-year application period
 - For questions or support, email: awards@healthymealsincentives.org

Learn More!

Join the informational webinar to learn more about this exciting award!



**USDA Healthy Meals Incentives
(HMI) Recognition Awards
Informational Webinar
September 21, 2023 1:00-2:00 pm MT**

[Register Here](#)

Resources

Whole Food Profiles

Learn the basics to start cooking with these nutritious, whole foods!

Yogurt

Yogurt starts as fresh milk or cream that is pasteurized, then fermented with various live bacteria cultures. It is then incubated at a specific temperature to encourage bacteria growth to create yogurt! It is often used in dips, marinades, and most commonly, in parfaits!

How to Select and Store:

Selection
PROTEIN CONTENT: 10g
FAT CONTENT: 5g
FLAVOR PROFILE: Choose plain, full-fat Greek yogurt for a satisfying, protein-packed base for dips or marinades.

Storage
REFRIGERATE AT 40-45°F
Yogurt is best kept stored in the coldest part of the refrigerator at around 40-45°F. Be sure to store yogurt in its original, sealed container.

Yogurt has a shelf life of 7-14 days since opened and should not be kept at room temperature for more than two hours.

Tips for Preparing and Cooking:

Prep Your Own!
Heat milk to 180°F then cool to 112-115°F. Add your yogurt starter and stir with the rest of the milk. Pour into jars and incubate for 7-9 hrs. Cool in the refrigerator for a couple of hours to thicken and enjoy.

Try yogurt...
Dip: Try mixing plain yogurt with desired spices (cumin, garlic, salt, and lemon) for a delicious dip. Serve with pita chips and fresh veggies.
Marinade: Marinate meat in yogurt mix yogurt with desired spices (cumin, garlic, salt, and lemon) for a delicious dip. Serve with pita chips and fresh veggies.
Parfait: Enjoy plain yogurt as the base in a parfait! Top the parfait with fresh berries, granola, coconut shreds, and a drizzle of honey for a sweet treat.

Did you know?
Yogurt was created by accident around 5000 BC, when milk was exposed to bacteria or soured in warm temperatures!

UPLIFT
LEARN. INSPIRE. FEED. TEACH.

Whole Food Profile

How to Use Whole Foods

Innovative ideas for using real, whole foods in delicious ways!

Yogurt

Yogurt is a fermented milk product with a creamy, tangy flavor profile. A wide variety of yogurts are available, ranging from very-low-fat fruit yogurts to Greek-style yogurt!

Examples:

- Walnut and Apple Waldorf Salad w/ Yogurt
- PB & J Greek Yogurt Parfait
- PB Vanilla Protein Dip
- Wild Berry Smoothie Bowl
- Greek Yogurt Tzatziki Sauce

Consider using vanilla yogurt (USDA YOGT VNL HI #9716, #773344) through USDA Foods!

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How to Use Whole Foods

Research Rundown

Article:
Nutrient Content and Compliance with Sodium Standards in Elementary School Meals in the United States Pre- and Post-COVID-19

What did this study examine?
The objective of this study was to determine the alignment of school meals with USDA sodium targets before and in the presence of the COVID-19 pandemic. Sodium levels were examined in nutrient content data by region and serving size. Total sodium and sodium levels were collected from 122 districts in the fall of 2019 and spring of 2022 to provide a robust menu cycle for each time period, that aimed to examine the nutritional content of the following nutrients:

- calories
- total fat
- saturated fat
- sodium
- total sugar
- fiber

Key findings:
This study found that compliance with school meal standards was largely maintained. Sodium levels slightly decreased by 8.3% for breakfast and 4.8% for lunch. Additionally, most meals (and average daily meals) met sodium targets 1 and 1A for breakfast and lunch. However, this decreased when lunch items were included. Compliance with breakfast was higher than lunch for all targets, particularly with Target 2 and 3. Regional differences were observed with variations by nutrients, and differences by cafeteria were also found in particular, rural school districts served meals with higher sodium, total sugar, and fiber levels.

Put it into practice!

- Upgrade your soups! Offer lower sodium condiments as an easy swap. When serving salads, be sure to incorporate lower sodium salad dressings.
- Check your vegetables! Incorporate fresh, frozen, or canned vegetables with no salt or added sodium. Use water to cook vegetables instead of oil.
- To a salty breakfast once per week! Reduce salty breakfast items by including a salty option in your breakfast menu. Breakfast burritos are a favorite!

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Research Rundown

Comparing Sugars

Sugars are a class of soluble, crystalline, sweet-tasting carbohydrates. Learn about a few popular sugars, some of the most used alternatives, and how they differ nutritionally!

White Sugar
• 99% sucrose, a commercially processed compound derived from sugar cane & sugar beets
• Highly processed and refined
• Provides no significant amount of vitamins or minerals
• Used in sweets, baked goods, chocolate, candy

Honey
• Derived from honeybees using the nectar of flowering plants
• Contains a mix of sugar, amino acids, vitamins, minerals, iron, zinc, and antioxidants
• Used in salad dressings, glazes, marinades, beverages

Monk Fruit
• Derived from the monk fruit plant
• Zero calorie sweetener that is 300x sweeter than table sugar
• Has a slightly bitter aftertaste
• Used as a sugar substitute in drinks, baked goods, candy

Stevia
• Derived from the stevia plant
• Contains zero carbohydrates, calories, or artificial ingredients
• Has a bitter and menthol-like aftertaste
• Used as a sugar substitute in beverages, baked goods

So which sugar should you choose?
The short answer: It depends! Honey is mildly processed and contains vitamins and minerals, making it slightly more nutrient-dense than other options. However, if a lower calorie or lower carbohydrate choice is preferred, alternatives such as monk fruit or stevia may be more suitable!

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Nutrition Knowledge Fact Sheet

<https://www.azed.gov/hns/nslp/uplift/>

Reminder!

upLIFT Your Voice!

Remember to tell us how YOU upLIFT'ed your voice this month! ADE wants to spotlight your marketing and promotional efforts! Email Ashley.Kennedy@azed.gov with any stories, photos, examples or anything you are excited about!



Looking Ahead

Join us next month!

upLIFT Your Stage!

October 17, 2023

1:30 pm - 2:00 pm

Join us next month where we will discuss and review the many exciting opportunities for you to “*upLIFT Your Stage*” during the month of October! Learn all the best tips and tricks to not only join in on upcoming initiatives, but be as successful as possible! This webinar is not to be missed!



Thank you!

Any questions?
Please type them into the Q&A now.

If you are attending the live webinar, you will receive an email once attendance has been completed. Once you have received this email, your training certificate will be available in Arizona Professional Learning Development (APLD).

If you are watching the recorded webinar, you can access the survey link and certificate of completion at the end of the webinar slides.



Congratulations!

You have completed the recorded webinar: [upLIFT Your Voice!](#)

To request a certificate, please go to the next slide.

In order to count this training toward your Professional Standards training hours, the training content must align with your job duties.

Information to include when documenting this training for Professional Standards:

- Training Title: [Recorded Webinar: upLIFT Your Voice!](#)
- Length: [0.5 hour](#)

Please Note:

- Attendees must document the amount of training hours indicated regardless of the amount of time it takes to complete it.

Congratulations!

Requesting a Training Certificate

Please click on the link below to complete a brief survey about this webinar. Once the survey is complete, you will be able to print your certificate of completion from Survey Monkey.

*This will not appear in your ADE Professional Learning Development (APLD) Account.

<https://www.surveymonkey.com/r/upliftrecordedwebinar>

The information below is for your reference when completing the survey:

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Program.Intake@usda.gov

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