



upLIFT Your Voice - Media and Marketing in School Nutrition Programs

With Special Guest, Laveen Elementary School District

February 20th, 2024

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 designed specifically for child nutrition professionals like you. It offers resources to help you LEARN about nutrition, get INSPIRED on meal choices for your participants, FEED students healthy meals, and TEACH others in your community about your programs.

You can look forward to materials and monthly webinars featuring unique upLIFT content showcasing Arizona child nutrition professionals, and providing ongoing inspiration throughout the year. This will empower you to upLIFT your programs in your own unique way!

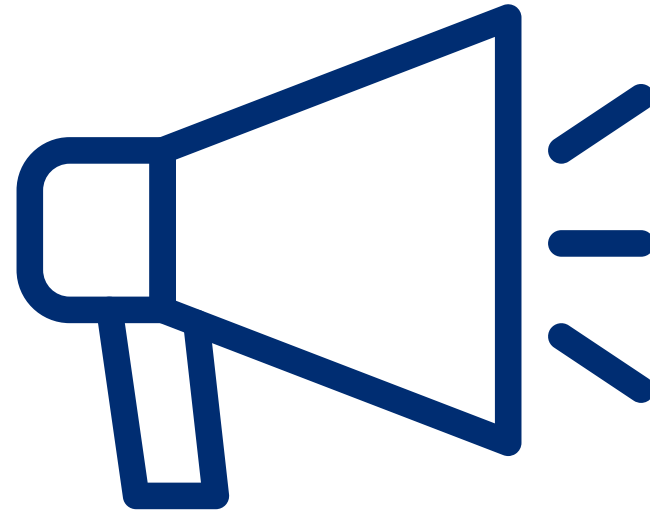
Overview

1. The Role of Effective Marketing and Promotion
2. Guest Speaker - Laveen Elementary School District
3. Resources and upLIFT Your Voice

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!



Identifying Themes

Image and Branding

- Branding is an essential component of marketing that communicates the themes and messages you want to relay to your audience
- Brand personality
 - Who do you want to be to your audience?
- Consistent imaging
 - What do you want your program to be known for?

5 Brand Personality Dimensions:

- Sincerity
- Excitement
- Ruggedness
- Competence
- Sophistication

Using “Media”

Types of Media

- Use all types of media outlets to your advantage! Connect with Public Relations at your school for the best guidance on how to succeed!
 - News Media - Any material or content written about you or your company that you didn't create or pay for yourself.
 - Social Media - Any material or content you post to social media regarding your brand (Pinterest, Twitter, Instagram, Facebook, and LinkedIn). This is also the most cost-effective platform.
 - Web Media - Content you own by personally creating it. Some examples include podcasts, websites, blog posts, and videos.
 - Print Media - Known as traditional or even “old-fashioned” media. (Magazines, newspapers, books, and comics)

Develop Your Content

Tell Your Story!

- Develop your content - Share YOUR stories!
 - About your Program - School's history, your goals for the meals and services you provide. The who, what, when, where, and how of your program.
 - Success Stories - Backstories for successful projects or events, successful ventures
 - Facts and Figures - Data on participation, numbers of meals served or consumed
 - Partnerships - Outside organizations or individuals that invest time and benefit your program and students
 - Policy and News - Changes to your program or school's operations that may be significant shifts from your norm (Implementation of CEP, starting to serve local items or vegetarian meals, etc)

Special Guest: **Laveen Elementary School** **District**

Laveen Elementary School District



**Jennifer Gordon, MPH,
BS-NDTR, RS, SNS**

Director, Child Nutrition Services
Laveen Elementary School District
Laveen, AZ

School Profile

Free/Reduced Percentage: 72%

Current Enrollment: 8,000

Number of Sites: 9, PK-8



Marketing and Communications: Laveen Elementary School District

Why Communication Matters

- Drive the narrative surrounding School Meals
- Inform parents, students, staff, and the community about your programs
- Increase participation
- Reduce calls and emails to school and district staff
- Required communication per CNP regulations (I.e., Annual media release and outreach about the School Breakfast Program)

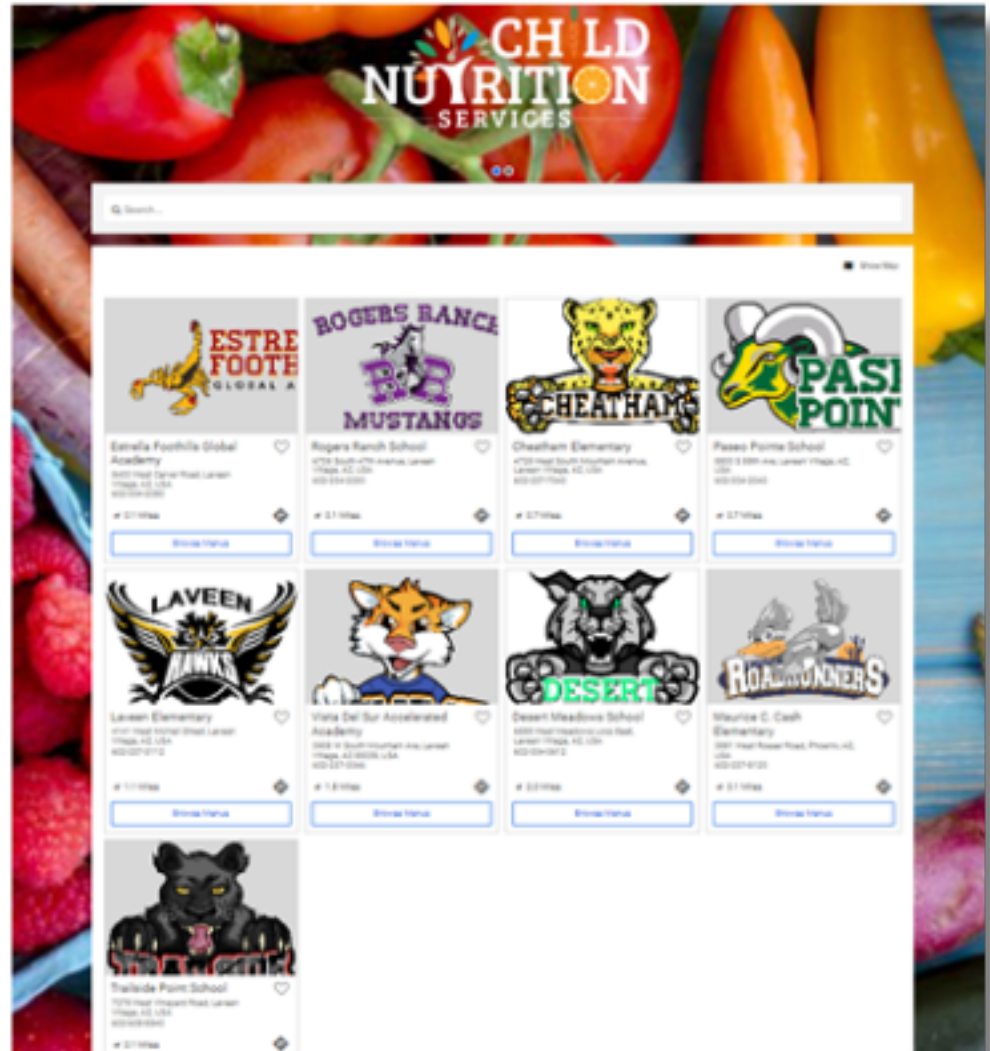


How We Communicate!

- Nutrition Education and Promotional Tools
- Quarterly Newsletter
- Website
- Nutrislice
- Digital Menus in Cafeteria
- Parent Square
- Peachjar
- Printed Menus
- Social Media
- Posters, flyers, banners, sandwich boards, mailers



How We Communicate!



Laveen Community

- 1 of 15 urban villages within the City of Phoenix
- Borders the Gila River Indian Community
- Tight-knit community
- Historically rural, but quickly growing population
- LESD hosts several community events
- Various community-based Facebook pages
- Nextdoor App
- Rely on social media to share our content

Laveen Community



Laveen, Arizona

Colette Zaharko · Mar 17, 2020 · 🌐

I took my kids to the free meals at the school today. The school district is giving away free meals to all children. And the Best thing is you don't have to get out of your car, you don't need to stay there to eat it, they bring it to you, it's a drive through.

They do breakfast and lunch.

I am really happy the district have decided to do this, I know food can run out so fast when children are home and with this the children can also eat healthy meals.

Thank you all so much for doing this 🙏🏻



Laveen Community Action

Group · [Join](#)

Rebecca Perrera · Oct 16, 2023 · 🌐

Take a break from packing your kiddo's lunch because it is National School Lunch Week! Free school lunch for all kids all this week!



Laveen Child Nutrition Services

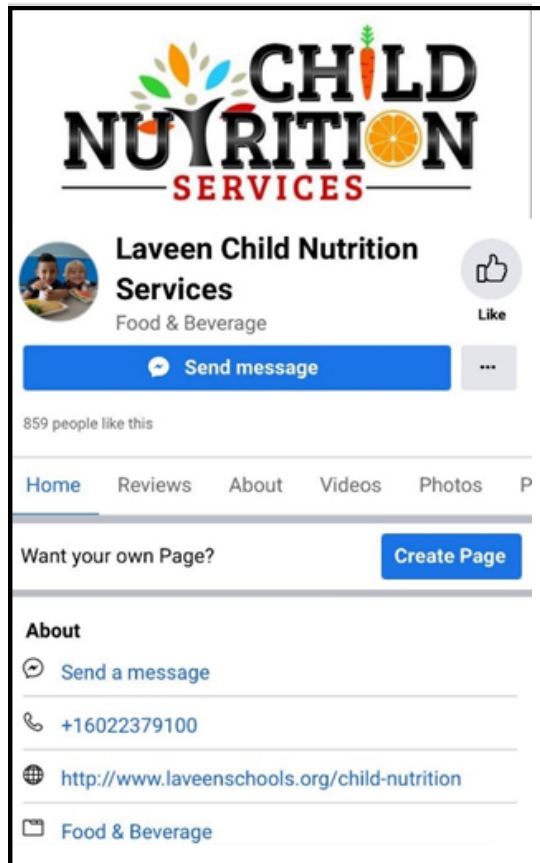
Posted by Jennifer Owen Gordon

Oct 16, 2023 · 🌐

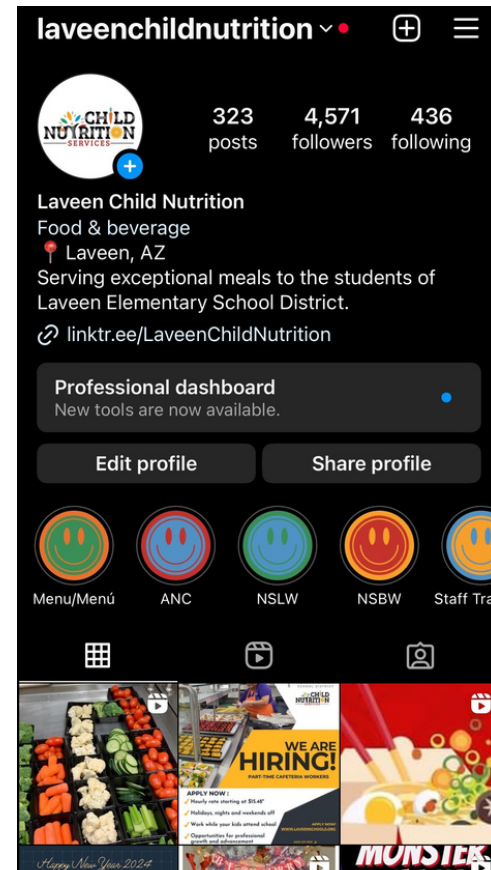
Today begins our celebration of [#NationalSchoolLunchWeek...](#) See more



Laveen Child Nutrition Social Media



8.5K
followers



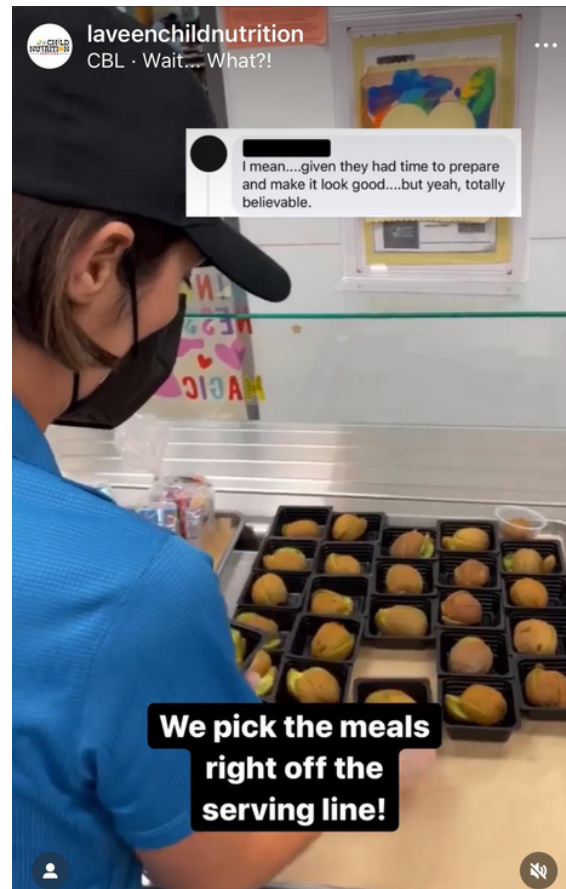
4.5K
followers

Top 3 Reels



Successes and Challenges: Social Media

Comments like this...



We turn into opportunities!
#traysparency

and this...



Marketing Opportunities Galore

Take advantage of national celebrations and campaigns and utilize resources to spread the word about your programs!

- National School Lunch Week
- National School Breakfast Week
- School Lunch Hero Day
- World School Milk Day
- National Nutrition Month
- American Heart Month
- National Blueberry Day, World Food Safety Day, etc.

Great resources:

- School Nutrition Association
- Academy of Nutrition and Dietetics
- University of Nebraska-Lincoln Extension
- National Dairy Council
- Industry partners

Top 5 Tips for...

Communicating and Sharing Your Stories!

- Be consistent
- Utilize your talent
- Be authentic
- Use multiple methods of communication
- Have fun!

Thank You!



Jennifer Gordon

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@LaveenChildNutrition

Resources

Whole Food Profile

Learn the basics to start cooking with this nutritious, whole food!

OLIVES

Olives grow on trees and belong to a group of fruits called drupes, or stone fruits. They are related to mangoes, cherries, peaches, almonds, and pistachios. Olives are very high in vitamin E and other powerful antioxidants!



How to Select and Store OLIVES:

Selection

Olives have a salty, briny, and slightly bitter taste. They are fruits that are cured in salt, brine, or oil, which gives them their distinctive flavor.

Choose olives that have smooth skin, firm exterior, and are void of lumps or mushy parts. Olives come in black, green, and purple varieties, all unique in flavor.

Storage

Store olives at temperatures between 41°F and 50°F, preferably in airtight containers in the refrigerator. The two most common ways to store olives of any kind is in brine and in oil.

Olives will keep for up to two years unopened. Once opened, store in the fridge, where they will keep for up to six months.

Nutrition Facts	
Serving Size 4 Large Olives (100g)	
Amount Per Serving	% Daily Value*
Total Fat 1.5g	4%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Polyunsaturated Fat 0g	0%
Monounsaturated Fat 1.5g	0%
Cholesterol 0mg	0%
Sodium 115mg	0%
Total Carbohydrate 1g	0%
Protein 0g	0%

Tips for Preparing and Cooking:

Preparation

Raw olives straight from the tree contain oleuropein, an extremely bitter compound that makes them unpalatable. They are best enjoyed after they have been brined and stored in a jar with a preservation liquid.

Try Olives....

Use a food processor to combine olives, lemon juice, garlic, and spices of choice. Serve with chips or pita bread and enjoy!

Halved Olives are common ingredients in many dishes. They can be added to salads, pastas, and sandwiches at the end of cooking or pack a salty punch.

Marinated Try olives marinated with smashed garlic cloves, whole black peppercorns, fresh rosemary and thyme, extra virgin olive oil, red wine vinegar, and fresh lemon juice.

Did you know? The olive was first cultivated 7000 years ago in Mediterranean regions. They are not native to the Americas and were brought by Spanish colonists in the 18th century!



Whole Food
Profile

How to Use Whole Foods

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

OLIVES

Olives are typically in season between October and February. They have various stages of ripeness that determine their taste and oil content and are particularly favorable to Arizona's desert climate!

Examples:



Take advantage of **Try it Local!** Consider using the **Good Food Finder** website to identify local producers of olives near you!

How to Use
Whole Foods

Research Rundown

Article:

Community Eligibility: The Key to Hunger-Free Schools School Year 2022-2023

What did this report examine?

This report analyzed national **community eligibility provision (CEP)** adoption in the 2022-2023 school year, and is based on three measures:

1. the number of eligible and adopting school districts and schools;
 2. the share of eligible districts and schools that have adopted community eligibility; and
 3. the number and share of eligible schools that have adopted, based on the school's poverty level.
- There are many **benefits** that CEP provides to families:
- Schools no longer collect, process, or verify school meal applications and do not count meals served by individual students, **saving time and reducing administrative burdens.**
 - Offering meals at **no charge** to all students **increases participation** among all students and **eliminates any negative stigma** for school meals.
 - Schools no longer have to handle unpaid school meal **debts** for reduced-price and paid students at the end of the school year, or **follow up** with families when students do not have money to pay for meals.

Key findings:

During the 2022-2023 school year, there was a significant increase in the number of schools and districts participating in CEP. Here are the top-level findings for the year:

- 6,419 districts have one or more schools adopting CEP. An increase of 18.8% from the previous school year.
- 40,235 schools have adopted CEP, an increase of 20.8% from the previous school year.
- 62% of eligible schools have adopted CEP.
- 18.9 million children attend a school that has adopted CEP, an increase of nearly 3.7 million children, or 22.9% from the previous school year.

Put it into practice!

- Are you eligible for CEP? Any district, group of schools, or school with 25% or more identified student percentage (ISP) is eligible for CEP. Make sure you do your yearly identified student reporting and determine your ISP percentage to see if you qualify!
- Determine if this is a financially viable option. Use our **CEP Monthly Federal Reimbursement Estimator** to decide if CEP is right for you!

Reference:
HHS. (2023, May). Community Eligibility: The Key to Hunger-Free Schools.
HHS. Retrieved February 15, 2024, from <https://www.hhs.gov/health/eat/active-living/food-security/food-access/food-access-reports/2023-05-01>



Research
Rundown

Types of Fats

Read this fact sheet to learn about 4 different types of fats, how they affect the body, and sources of each!

Monounsaturated Fats

- Monounsaturated fatty acids have one double bond in their structure. They are liquid at room temperature.
- Monounsaturated fats found in plants may lower bad cholesterol, raise good cholesterol, and control blood sugar levels.
- These can be found in plant sources such as nuts and avocados, and vegetable oils like olive, canola, and sunflower oils.

Replacing solid saturated fats like butter with liquid plant oils during cooking is highly recommended for good health.

Polyunsaturated Fats

- The two categories of polyunsaturated fats are omega-6 fatty acids and omega-3 fatty acids.
- These fats may lower triglyceride levels in the blood and protect against blood vessel diseases.
- Sources of both categories include fish, walnuts, chia seeds, flaxseed, soybean oil, peanut oil, and canola oil.

Supplemental fats are considered "essential" and are key for proper brain development and function.

Saturated Fats

- Saturated fatty acids do not have double bonds in their structure. They are generally solid at room temperature.
- Saturated fats tend to raise levels of cholesterol in the blood, and the risk of heart and blood vessel disease.
- These fats are concentrated in meat and dairy products. They can also be found in oils such as coconut, palm, and palm kernel.

Limit consumption to less than 10% of total calories per day.

Trans Fats

- Trans fatty acids are the product of hydrogenating oils, a process that converts liquid fat to solid fat, prolonging shelf life.
- Trans fats have been found to raise bad cholesterol, lower good cholesterol, and increase cardiovascular disease.
- Trans fats are primarily found in processed foods such as margarine, cakes, cookies, and fast foods.

Foods high in trans fats should be consumed as little as possible, without compromising the nutritional attributes of the diet.



Nutrition
Knowledge
Fact Sheet

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

Reminder!

upLIFT Your Voice!

Remember to share how you've upLIFTed your voice this month! ADE is eager to showcase your marketing and promotional initiatives. Reach out to Ashley.Kennedy@azed.gov with your stories, photos, examples, or anything that excites you!



Looking Ahead

Join us next month!

March upLIFT Webinar

March 19, 2023, 1:30-2:00 pm

Join us in March to discover the newest awards and funding opportunities available to SFAs! We will showcase SFAs that have been honored for their exceptional nutrition programs and services, and provide insight on how you can also receive recognition for your initiatives and operations. Don't miss this chance to get inspired and gain valuable strategies for effectively promoting and communicating your work!



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 - Media and Marketing in School Nutrition Programs**

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: **upLIFT Your Voice - Media and Marketing in School Nutrition Programs**
- 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:

- Training Title: **upLIFT Your Voice - Media and Marketing in School Nutrition Programs**

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1. mail:

U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

2. fax:

(833) 256-1665 or (202) 690-7442; or

3. email:

Program.Intake@usda.gov



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