

Fresh Perspectives Series

Examining common misconceptions surrounding school meals to offer guidance on how to steer the conversations within your community!



Claim: “Positive marketing has no effect on your program...”

Let's Take a Closer Look...

Explore these examples of effective marketing strategies that Arizona districts have implemented to improve school meal programs, while and encouraging school meal participation!

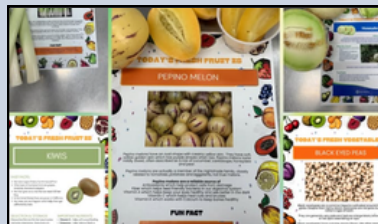


Osborn School District: Taste Tests and Student-Centric Engagement

- Implement "Smarter Lunchrooms" techniques to encourage healthier choices
- Host taste tests and surveys to align menus with student preferences
- Involve students in creating promotional content for greater authenticity

Queen Creek Unified School District: Meal Presentation and Parent/Stakeholder Outreach

- Emphasize convenience and cost savings to attract parents
- Use social media to engage with high-quality visuals of meals
- Deliver clear information on nutrition and meal availability to boost participation



Humboldt Unified School District: Local Produce, Nutrition Education, and Community Integration

- Align meal themes with classroom lessons for educational relevance
- Highlight sustainability through local ingredients and eco-friendly practices
- Use public relations to promote school meal benefits and special events

Crucial Points to Chat About...

- **Enhance Visibility and Trust:** Positive Marketing can increase program visibility and fosters trust through clear communication; this a main goal when discussing any program successes or asking for feedback.
- **Involving Students to Enhance Engagement and Image:** Discuss how you actively involve students in marketing to create a positive image, shifts perceptions, and boosts community engagement and local advocacy.
- **Showcasing Impact and Improvement:** Share success stories and encourage feedback to further personalize your program's impact and gain support for ongoing improvements.



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Review [USDA's Marketing School Meals for Success Resource](#) for tried and true marketing tactics to use at your sites!