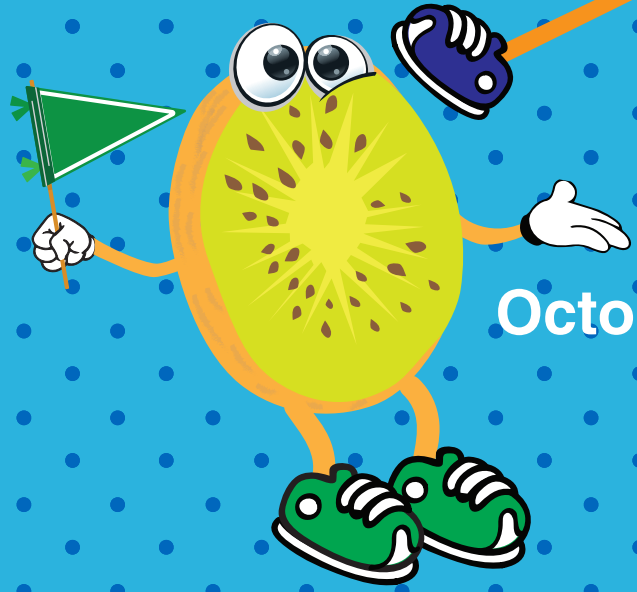




Tools and Resources for SNA Members

National School Lunch Week



October 10–14, 2016





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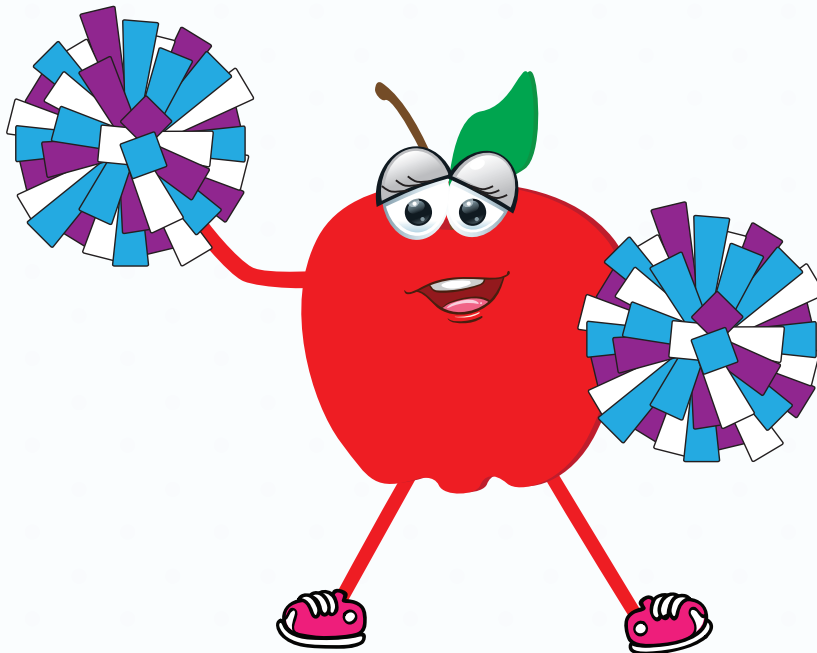
Most Valuable Resources



INTRODUCING 'SHOW YOUR SPIRIT'

National School Lunch Week (NSLW) is **October 10-14, 2016**. The 2016 NSLW theme, "School Lunch: Show Your Spirit" challenges students, staff and school officials to come together to show just how much school spirit they have for school lunch. This week recognizes the importance of a healthy school lunch on a child's life both inside and outside of the classroom. The resources in this toolkit provided by SNA will help you reach different audiences and reach your NSLW goals.

As you all know, school nutrition programs play a critical role in ensuring all students receive nutritious lunches. According to the Center of Disease Control and Prevention, schools are in a unique position to promote healthy eating and help ensure appropriate food and nutrient intake among students.







SHOW YOUR SPIRIT





CHEERS FOR NSLW

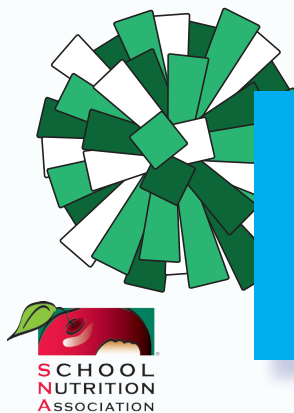
WHAT IS NSLW?

-  National School Lunch Week was created in 1962 by President John F. Kennedy. The week is filled with celebratory events and activities promoting the benefits of the National School Lunch Program (NSLP).
-  The NSLP began in 1946 and is the largest of the federal child nutrition programs.
-  More than 30 million students are served healthy lunches every school day.
-  Approximately 95% of U.S. elementary and secondary school students are enrolled in schools that participate in the NSLP.

'SHOW YOUR SPIRIT' CAMPAIGN GOALS

-  Help SNA members promote their healthy menus and increase lunch participation.
-  Expand the online marketing reach of school nutrition programs via social media, blogs, newsletters and more.
-  Garner increased awareness with parents, administrators and media about the importance of school meals and the role played by school nutrition professionals.

REMINDER! NSLW is officially scheduled the second full week in October (by an act of Congress). However, if you can't participate the week of October 10-14, you are encouraged to still recognize NSLW—just choose a different w





5 WAYS TO SHOW YOUR S-P-I-R-I-T



SPREAD the word now about National School Lunch Week and this year's theme. Share details about the observance with those in your community. It's never too early to start planning!



PROMOTE NSLW#16 using resources from this toolkit. Visit the NSLW website for downloadable logos and artwork for social media, menus, school newsletters and other outlets.



INVOLVE students in your school meal operations to increase engagement. Feedback from students on what's being served is invaluable. Use NSLW as a time to conduct taste tests with new products or fresh recipes.



RECOGNIZE the importance of a healthy school lunch. On average, those who eat school lunch have superior nutrition intake to those who do not.



INVITE community leaders, parents and the media to have school lunch at your school. School lunch has evolved tremendously since they were school-aged and many have not had school lunch since they were students themselves.



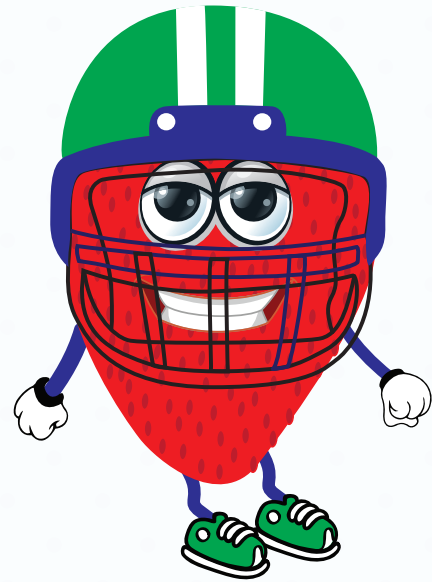
TELL SNA about your celebrations. Join the conversation on Facebook, Twitter and Instagram. Tag all of your posts with the hashtag [#NSLW16](#). You can also email your content to us at snmagazine@schoolnutrition.org.





CELEBRATION IDEAS

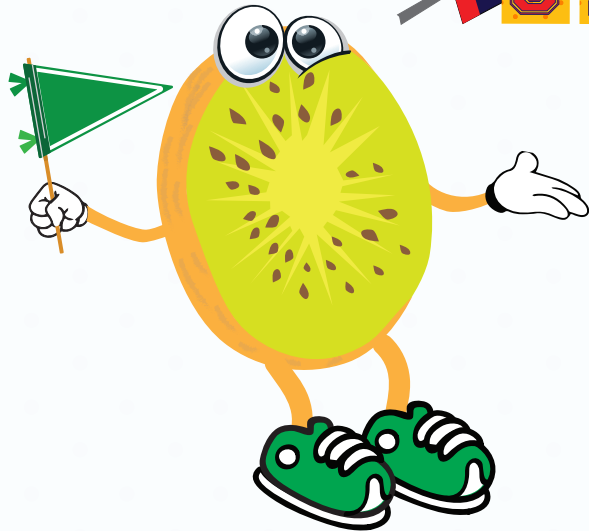
“Show Your Spirit” is about getting excited for school lunch and all of the benefits. Having a long list of tactics will help ensure you reach all important groups including students, school officials and parents.



SPIRIT METER

New to this year’s toolkit is the **Spirit Meter**. This meter has been developed specifically for NSLW 2016. Watch the school lunches add up by coloring in the megaphone every time your school reaches a milestone number of lunches sold. The goal is to get everyone cheering when a new milestone is colored in, encouraging students to buy school meals and watch the meter soar! Order yours from the Emporium.





SOCIAL MEDIA

Here are some thought starters to help you connect with students, staff and others in the community via social media:

MORE WAYS TO SHOW YOUR PRIDE

- » Ask members of your staff if they'd be interested in dressing up in special outfits—they can show their school spirit by wearing school colors, jerseys, etc.
- » Invite special guest servers to work the lunch line – your school principal, coaches, high school or college athletes or teachers may want to help! Remember to share photos of your special guests and use #NSLW16.

NSLW '16 SOCIAL MEDIA ACTIVITIES

Use this suggested list of ideas to keep students and staff engaged through social media. Each school determines their level of participation. Most importantly, remember to have fun and use **#NSLW16** in all of your posts.

- Idea 1 SHARE YOUR SPIRIT METER**
Share a picture of your meter board decorated in school colors
#NSLW16 #LunchWeek
- Idea 2 CAFE DECORATIONS**
Users create a photo collage of cafeteria decorations. Visit the Emporium for decoration ideas.
#NSLW16 #LunchWeek
- Idea 3 TRAY SHOT**
Show us your best looking tray from lunch week
#NSLW16 #LunchWeek
- Idea 4 SCHOOL SPIRIT**
Inside look at pep rallies and other school events
#NSLW16 #LunchWeek
- Idea 5 FAVE PIC FROM THE WEEK**
Post the picture that best represents the "Show Your Spirit" theme
#NSLW16 #LunchWeek

#NSLW16

- » Display foam fingers, pennants and posters in the lunch lines. Make your own or check out what's offered in the Emporium.
- » Implement a cooking challenge in your cafeteria. Have teachers participate in a little friendly competition.

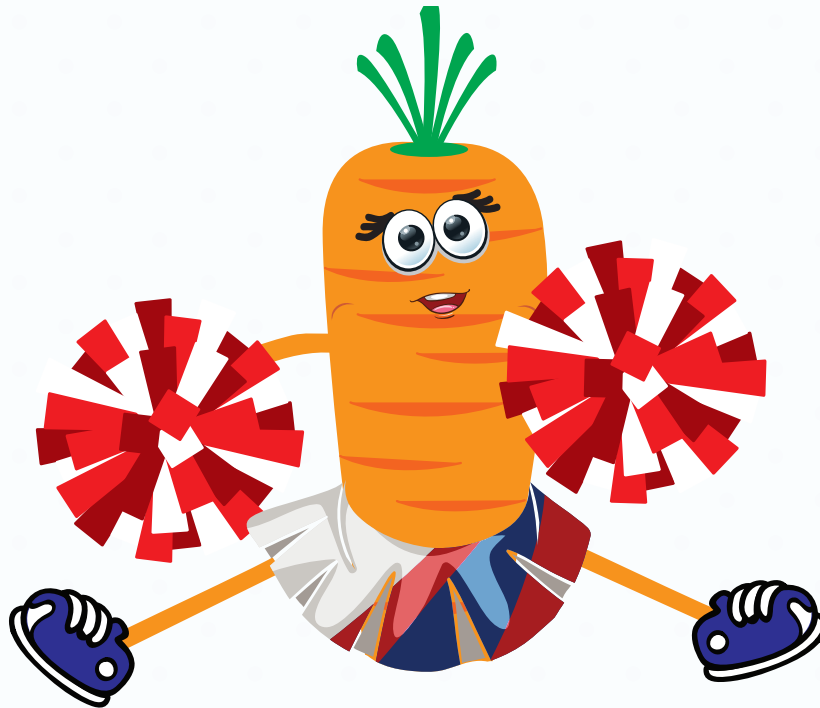




MENU MAKEOVER

Here are a few ways to add some pep to your #NSLW16 menus:

- » Rename some of your typical menu staples to reflect the “Show Your Spirit” theme. For example – Prideful Pepperoni Pizza, Spirited Spaghetti.
- » Customize your menu – use SNA’s official menu template to add your school’s menu items or create your own.
- » Take advantage of digital menu boards. Coordinate with your A/V team to load the “Show Your Spirit” artwork
- » Add fun trivia facts about school lunches and healthy eating.
 - When was National School Lunch Week created? *1962 by President John F. Kennedy*
 - What are the five food groups? *Fruits, vegetables, grains, protein and dairy*
 - When does NSLW occur each year? *The second full week in October*





Visit the Marketing & PR Resource section of the NSLW website to view sample social media posts

SCORE ON SOCIAL MEDIA

Before you start capturing content and sharing images, take a moment to consider—what makes a great photo? You’re trying to put your best foot forward and showcase a positive picture of what school lunches look like today. Check out the do’s and don’ts

#NSLW16 #SchoolLunch

DO	DON'T
<p>✓ Use hashtags to track the conversation: #NSLW16 and #SchoolLunch</p>	<p>✗ Use the zoom feature. This can make your image look grainy or pixelated. Crop your photos instead of using your phone’s zoom option.</p>
<p>✓ Increase engagement by including a link, photo or asking a question. Be sure to do this before, during and after NSLW.</p>	<p>✗ Share blurry and unclear pictures. This type of content will not captivate your audience. Hold the camera steady and remove distracting background objects.</p>
<p>✓ Snap pictures of healthy menu options. List what’s on the tray in the caption of the picture.</p>	<p>✗ Post pictures of students unless their parents have completed a media release form. Your school district’s communication office should have the release template.</p>
<p>✓ Make sure there is good lighting. Try to take photos in natural light—near a window. Avoid low-lighting or harsh, fluorescent lights.</p>	<p>✗ Only post during NSLW. Keep talking about it until it’s over! We want to see pictures, posts and tweets before, during and after NSLW.</p>
<p>✓ Update your Facebook page with NSLW branded cover photos available in the Marketing & PR Resources section of SNA’s NSLW website.</p>	<p>✗ Limit your participation on social media because your school doesn’t have it’s own Facebook page. Send them our way to snmagazine@schoolnutrition.org.</p>



facebook.com/SchoolNutritionAssociation



[@SchoolLunch](https://twitter.com/SchoolLunch)



[@SchoolNutritionAssoc](https://www.instagram.com/SchoolNutritionAssoc)



RALLYING THE TEAM

We recognize the need to tailor the message depending on the audience, so we've provided tips to help you target Legislators, Media/Press and Parents.

PROMOTE TO PARENTS

Tip #1» Invite parents to experience school lunch first-hand through *KIWI's* National Take Your Parents to Lunch Day on October 12, 2016. Many parents haven't eaten school lunch since they were students themselves so why not invite them during NSLW? Offer samples of lunch items so they get a taste of the food their children have at school. Give a tour of the foodservice department, even provide recipes for parents to take home. Lastly, offer parents a free lunch coupon to redeem whenever convenient for them.

Tip #2» Encourage parents to review the lunch week menu with their child. This will start a dialogue between students and parents about the different food groups and healthy eating.

Tip #3» Remind parents to head over to the NSLW website. They'll find information including the history of NSLW, infographics, activity sheets and much more.

Tip #4» Breakdown the cost savings. Some parents might not realize how inexpensive school lunches are compared to brown bag lunches. Give parents a side by side breakdown comparing the cost of the average school lunch at your school versus the average school lunch brought from home (school pricing - elementary: \$2.18; middle: \$2.37; and high school: \$2.42)*

Tip #5» Remind parents about the benefits of school lunch. Studies show that school lunches are more likely to include fruit, vegetables and dairy than those who bring lunches from home. Lunches from home are also likely to have snacks high in sugar and/or fat.**



* school meal prices vary across the country. The prices above are averages of prices paid for meals during the SY14.

**<http://www.ncbi.nlm.nih.gov/pubmed/22867076>



PROMOTE TO LEGISLATORS

Below you'll find quick tips for getting representatives into your cafeteria, as well as other resources to help you connect with your representative. Find more information about state and national-level legislative outreach online at www.schoolnutrition.org/legislation

TIPS

Tip #1» *Identify the representative(s) to invite.* A full list of state and federal representatives is available on the SNA website. Contact information is included in SNA's Legislative Action Center. All you need is your zip code.

Tip #2» *Know who to talk to.* When you contact the office of your Member of Congress, ask to speak with the aide who handles child nutrition programs. Tell the aide you would like to invite the Member to be a guest at your school when he/she is visiting the congressional district.

Tip #3» *Make your case.* You'll need to come up with compelling reasons for your representative to attend. Think about how it benefits him or her—visiting the lunchroom is a great opportunity for your representative

to see a federal program in action, foster goodwill in the community and garner positive media coverage.

Tip #4» *Respect their time.* Extend the invitation well in advance of NSLW. Plan a specific agenda for his or her lunchtime visit. You'll likely have a very limited amount of time with your legislator, so use it wisely.

Tip #5» *Know the power of the staff.* If your representative is unavailable, invite the aide in charge of child nutrition programs or the district office director instead. Members of Congress rely on their staff to advise them on policy and the latest news from the district.

Tip #6» *Spread the Word.* Inviting a public figure to lunch is a great way to give your NSLW celebration a

newsworthy element! Reach out to local media outlets and invite them to cover the event (check with your school district's communications office first). You can send them a press release that has all the details in one place. If reporters can't attend, send them your photos and details for coverage at a later date.





Tip #7» Be organized.

Alert your principal or school's front office that there will be a special guest arriving at the school. Do a run-through the day before, and make sure the menu reflects the healthy options you serve every day. Be prepared to answer questions or provide additional information to your representative.

Tip #8» Make your

guest feel special. Have a "welcoming committee" meet the representative at the front of the school. Make sure you have information and materials specific to your school on hand at the time of arrival. Conduct a cafeteria tour with your guest and enjoy a school lunch with the students.

Tip #9» Snap a great

pic. Take photos and videos of your representative with students (check your school's consent policy first). Also ask your representative for a quote or two to include in a press release.

Tip #10» Stay in touch!

Follow up with a thank-you note, and any materials or details discussed during the visit.










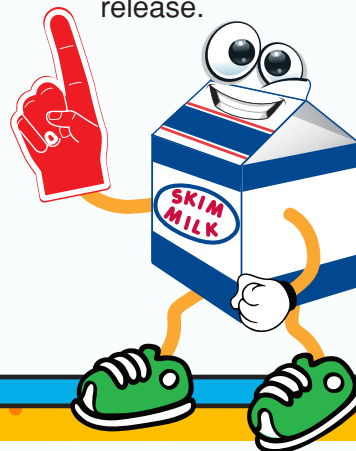
PROMOTE TO MEDIA/PRESS

Below are tips to help you reach out to your local media outlets about NSLW:

ARE YOU READY TO REACH OUT TO THE MEDIA? HERE IS A QUICK CHECKLIST:

Before you get a reporter on the phone or email a local blogger, make sure you have all your prep work done!

-  Research a few local reporters and news producers to know what topics they cover. Read a few of their recent stories.
-  Make sure there is at least one of each: student, parent and school nutrition professional available to speak with interested media (remember, when pitching your story to local media, you need more than one perspective to share).
-  Be ready to share photos, background information and statics from your NSLW 2015 celebration to give them an idea of past examples.
-  Print the sample release on your own letterhead and list yourself (or another school representative) as the contact. Send it to your media contacts at least a week prior to NSLW.
-  If you want to contact local media about your NSLW celebration but are short on resources or time, consider reaching out to your school district's communications office. They may be able to support you by sending out a press release.





MOST VALUABLE RESOURCES

SNA WEBSITE

SNA provides plenty of tools and templates to make your NSLW celebration a success. Check out the resources available on the website at www.schoolnutrition.org/nslw. You'll find downloadable tools including:

- » **Activity Sheets:** Designed for students. Some of the sheets include coloring pages, word scramble and crossword puzzle.
- » **Artwork and logos:** You can use the official NSLW artwork and logos for your materials – menus, press releases and all other NSLW content.
- » **Infographic:** Communicates the importance of healthy school lunches to parents in a concise way.
- » **Merchandise:** Check out the Emporium for official NSLW merchandise like t-shirts, spirit meter, pennants and megaphones.
- » **Presentations:** On the NSLW website, you'll find branded PowerPoint presentations that you can use to help communicate the importance of NSLW to all types of audiences—administrators, parents and teachers.
- » **Press Release:** Why re-invent the wheel? Download SNA's sample press release and official proclamation template. Just plug in your information and send it to your local media contacts.
- » **Social media tips:** Learn how you can maximize your social media presence by incorporating some best practices.
- » **Sweepstakes:** Want to win 700+ NSLW stickers for your students? Tell us about your celebration plans and you'll automatically be entered to win.
- » **Web banners:** Download the NSLW web banners and add them to your school district website!

