

Nutrition & Physical Activity Promotion

Professional Standard Code(s): 1000-Nutrition, 4000-Communications and Marketing

Key Areas: 1210-Nutrition Activities, 1220-Classroom and Cafeteria Integration, 4110-Strategic and Marketing Plans, 4120-Program Promotion

Hours of Instruction: 1 hour (15 minutes per Key Area)

PREPARATION

Supplies and Equipment	Classroom Setup
<ul style="list-style-type: none"> • Ground rules • Bike rack • Paper/pencil for all • Flash drive • Projector/laptop (not a deal breaker) 	<ul style="list-style-type: none"> • Post ground rules and bike rack on wall/whiteboard. • Up front lecture style/will walk around. • Grouped no larger than 8 a table. • Welcome participants at the door.
Background Information and References	
<ul style="list-style-type: none"> • PWCS Nutrition Education SOL Plans • https://www.theatlantic.com/business/archive/2014/10/the-psychology-behind-costcos-free-samples/380969/ • http://www.supermarketnews.com/archive/marsh-increases-store-sampling 	

OBJECTIVES

Upon completion of this module, participants should:

1. Understand the importance of nutrition education and physical activity promotion.
2. Be able to identify motivators of target audiences.
3. Be confident in their ability to craft a pitch to sell nutrition education and physical activity promotion.

LESSON

Instruction	
<p>INTRODUCTION (10 MIN)</p>	<ul style="list-style-type: none"> • Introduce yourself with a quick bio; then pivot to: <i>Say:</i> I know what you are thinking, you are no RD; what can you teach us about nutrition education? Nutrition education and physical

	<p>activity promotion are marketing and I know marketing! Just as I experienced with this room, do your partners in education view you as the “Authority” on nutrition? (No!) How about nutrition education? (Double no!)</p>
<p>LECTURE/ DISCUSSION (20 MIN)</p>	<p><i>Ask:</i> If you are not viewed as the authority how can you make nutrition education and physical activity promotion happen in your division?</p> <ul style="list-style-type: none"> • First, identify your target and their motivators. Are you selling this idea to a principal, assistant, teacher, central office admin., etc.? <ul style="list-style-type: none"> ○ Go over some likely motivators for each from group and write them on whiteboard. • Now that we have identified motivators, let’s start crafting a pitch. How do we get in the door? Free Stuff! Research has shown that 3 out of 4 people will accept a sample or service if it is free- so right off the bat you are at 75% acceptance rate to your idea! • <i>Ask:</i> the group to attach a pitch to motivators. <ul style="list-style-type: none"> ○ Add to white board and draw lines to different pitches from motivators etc. • Now we have them sold- hook line and sinker, but why? Why spend money on Education? Teachers teach and we are in the feeding business! • Just like research has shown, people are more likely to accept a free sample or service, people are also more likely to reciprocate a sale from the free fun; in some instances up to 2,000 percent! • No (INSERT PRESENT DIRECTOR HERE) you cannot go up that much, but “reciprocity is a very, very strong instinct,” says Dan Ariely, a behavioral economist at Duke University. “If somebody does something for you”—such as giving you a quarter of a ravioli on a piece of wax paper—“you really feel a rather surprisingly strong obligation to do something back for them.” • It wouldn’t necessarily sell you more of the item you gave out, but it will build consumer loyalty in your operation and increase sales.
<p>Activity</p>	
<p>ACTIVITY RD aka Rip-off and Duplicate (15 MIN)</p>	<p>Activity: Guerilla Marketing Game</p> <p><i>Give an example of an inexpensive nutrition education activity you use/have used and then challenge everyone in the room to come up with their own.</i></p> <ul style="list-style-type: none"> • Example: Class of 20 students- fractions with fruit! Cut oranges (\$0.20 unit) * 20 students = \$4.00 a classroom! <ul style="list-style-type: none"> ○ Ask group to prepare the most inexpensive nutrition education possible for a 24 seat class (5-10 min)

	<ul style="list-style-type: none"> ○ Share with the group everyone’s ideas, making sure to bring the excitement for all the great stuff! ○ How might you incorporate physical activity promotion in your plan? ○ Share out PWCS Lesson Plans and successes, highlighting cheap first (<i>refer participants to flash drive</i>)
Debrief	
DEBRIEF (10 MIN)	<ul style="list-style-type: none"> ● Thank the room for their great participation and all their ideas that I plan to steal ● Share what specifically I am stealing ● <i>Ask:</i> What will you RD from this session? (allow participants to share)
Closing Remarks	
CLOSING (5 MIN)	<ul style="list-style-type: none"> ● I hope today was as impactful for the group as it was for me. I appreciate all of your attitude and energy today and am excited to bottle it up and bring it home with me. ● Exchange contact info for like-districts (size and/or demographic).