



Marketing the School Nutrition Program Resource Guide for School Nutrition Professionals



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Research Objectives

The primary objectives of this study were to: 1) identify sustainable strategies, resources and successful practices used by school nutrition (SN) professionals to market a SN program and 2) develop a research-based resource to guide professionals in marketing the SN program.

Method

This study was conducted in two phases:

- In Phase I, an expert panel of SN directors (n=7) attended a two-day long workshop to review draft marketing practice statements (based on findings from a previous NFSMI marketing national survey), categorize similar statements, and identify goal statements for a marketing resource guide.
- In Phase II, a national panel of reviewers (n=7) evaluated the goal statements and best practice statements for the draft marketing resource. National panel members also provided feedback on the formatting and usefulness of the resource.

Results

- The expert panel review process resulted in 73 practice statements grouped into 16 goal themes under six practice areas:
 - SN staff involvement
 - Development and implementation
 - Advantages for students
 - Advantages for other stakeholders
 - Stakeholder's support
 - Communication
- The national review panel members evaluated the draft marketing resource and identified that the draft statements and goals were successful practices for marketing the SN program.
- The practice statements can be assessed using a current status scale (elements are not in place, few elements are in place, majority of elements are in place, elements are in place).
- The resource also allows for freedom to identify additional marketing strategies pertinent to their program and space to document additional strategies.
- The best practice resource is a user-friendly, Web-based self-assessment tool.



Coming Soon....

*Best Practices
for **MARKETING**
the School Nutrition
Program*

Application to Child Nutrition Professionals

This resource is designed to facilitate the development and implementation of marketing concepts in SN programs. SN professionals can be used to assist with the implementation of marketing plan in SN programs and to establish the local SN program's brand.