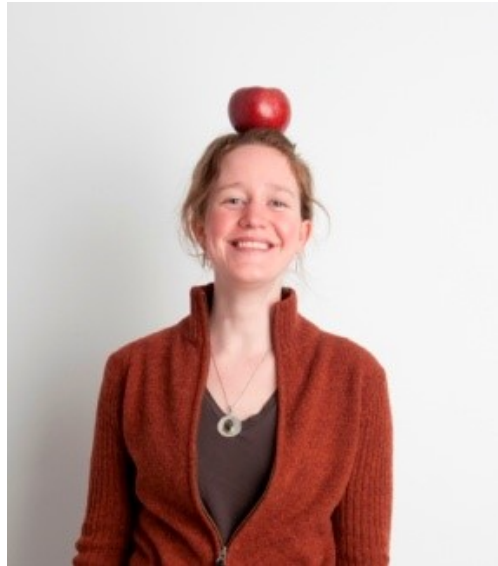


Welcome to Smarter Lunchrooms!

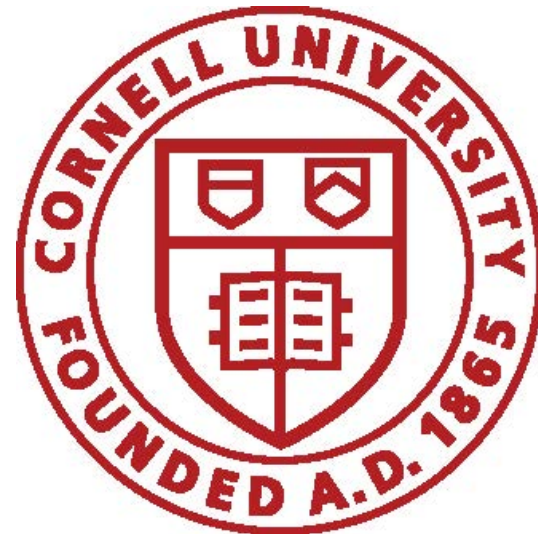
Small Changes that Make Big Difference



Who am I?



Heidi Kessler, MS, SNS



The Cornell Center for Behavioral Economics in Child Nutrition Programs

B.E.N. Center



B.E.N. Center

Research in schools:

Discover the best ways to nudge students to select and consume healthy foods.

Disseminate to schools:

Translate the research into practice through the Smarter Lunchrooms Movement.



The

Smarter Lunchrooms Movement ...

...helps lunchrooms

- Nudge choices
- Increase consumption
- Increase sales
- Maintain choice
- Low cost or free changes

...provides

- Training
- Resources
- Expert advice



A Smarter Lunchroom

uses research based strategies to increase healthy eating, participation, and revenue while decreasing waste and preserving choices.



Examples of Smarter Lunchrooms Nudges

Make half the milk white and place in front of chocolate milk

Put the fruit in a colorful bowl next to the cash register

Brand it!

Name the veggies: X-ray vision carrots, supercharged green beans, protein-packed chickpeas



The Smarter Lunchrooms Movement

- Engages
- Empowers
- Energizes

School Nutrition Professionals



School Nutrition Professionals like Smarter Lunchrooms

- Concrete strategies to improve lunchroom atmosphere
- Easy, low cost or FREE changes
- Apply at school and at home
- Empowering – staff have control



Quotes from School Nutrition Professionals

- "The kids are really responding."
- "Oh, we can do *that!*"
- "I've seen such a difference since we did a Smarter Lunchrooms Makeover."



Suggestive Selling

Attitudes are contagious



Would you like
some salad with
that pizza?

FREE milk
with lunch
today!

Take an
apple for
later!

Fruit comes
with your
meal!



The Power of a Smile

A Smile....

- Is Contagious
- Leads to a better customer experience
- Makes you more approachable
- Boosts creativity
- Is free

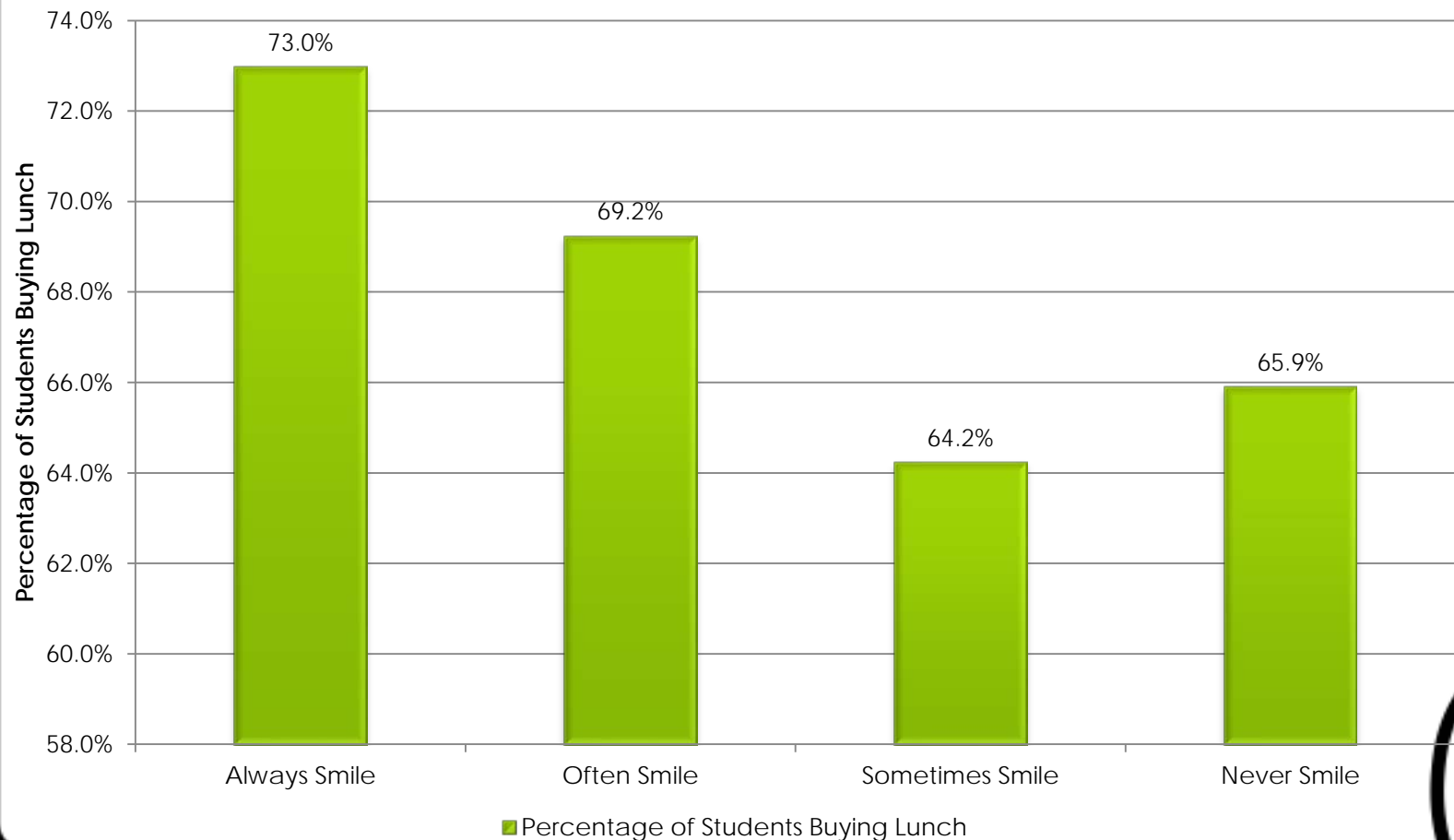


Can a Smile Impact Lunch Sales in Schools?

- Asked students if the school lunch staff always smiled, often smiled, sometimes smiled, or never smiled.
- Based on responses, calculated percentage of students purchasing school lunch



A Smiling and Friendly Lunch Lady Corresponds to School Lunch Purchase





A Guide to the 4 Steps of a Smarter Lunchrooms Makeover

This guide will walk you through the 4 steps to a Smarter Lunchrooms Makeover!

Pilot

Summer/Fall 2016



Spot it!

- Spot the changes you want to make!
- Smarter Lunchrooms Scorecard and photos



Plan it!

- Make a plan!



Do it!

- Execute your plan!



Prove it!

- Show your successes!
- Smarter Lunchrooms Scorecard and photos



Tips for Engaging Staff

- Let them own the process
- Find the artist
- Find the one who can come up with all the funny names
- Empower staff to choose which strategies they want to do



Find out what 'thank you' to your staff look like

- Public recognition
- Thank you card
- Flowers
- Dish named after them
- What else?





Questions? Comments?

- Visit us at SmarterLunchrooms.org
- Find us on Twitter and Facebook
- Email us at BEN@cornell.edu



Thank you! Keep up the great work!

