

National School Lunch Week 2018 Toolkit

October 15-19, 2018

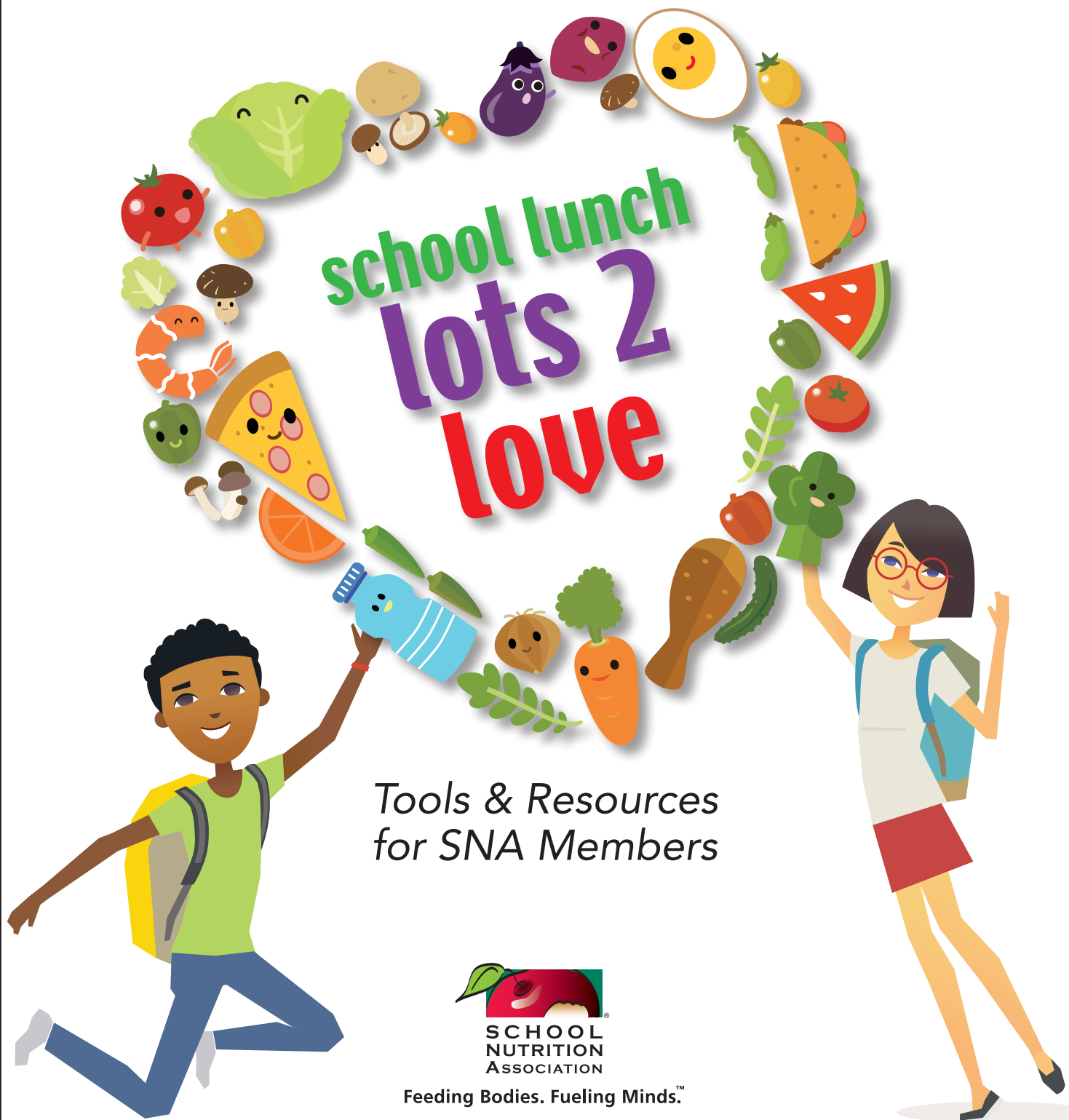


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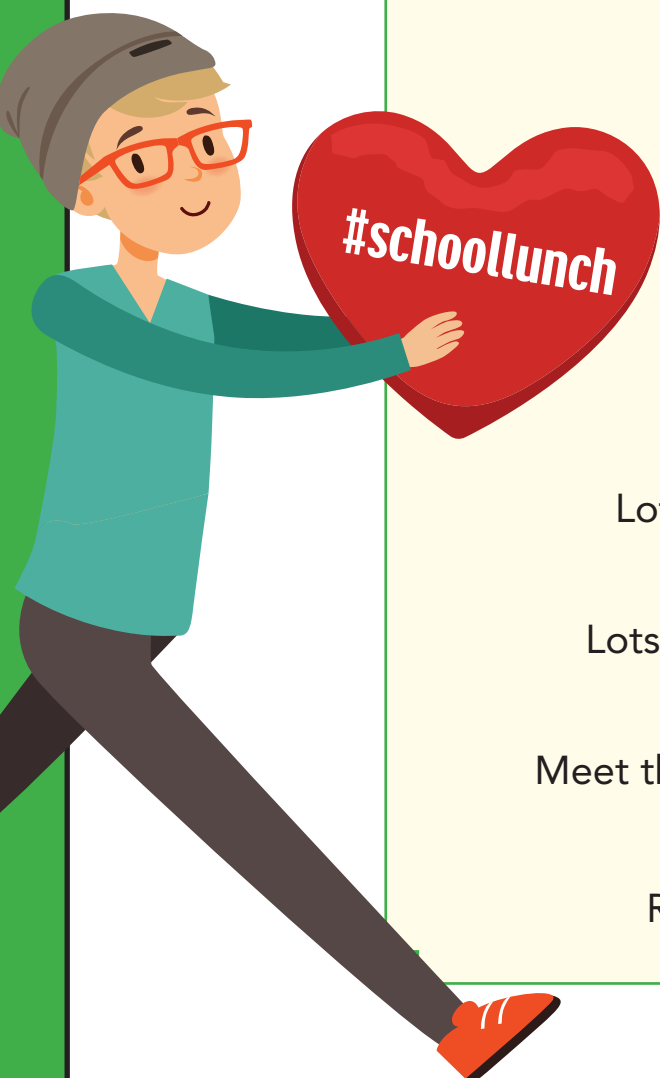
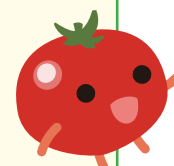
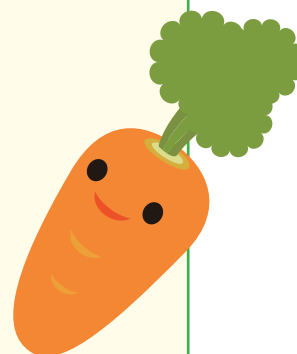
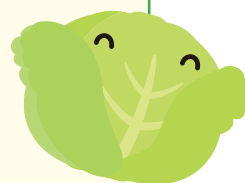
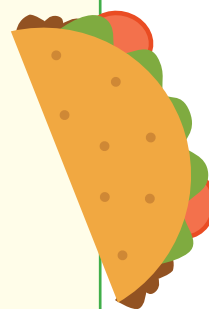
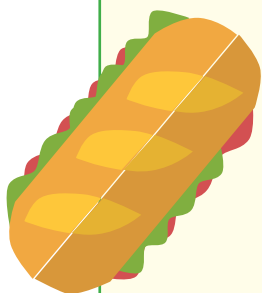
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Introducing **Lots 2 Love**

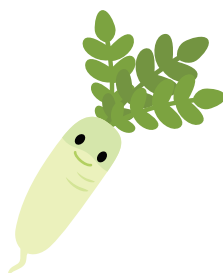
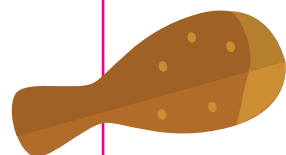
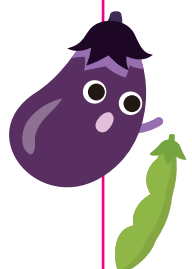
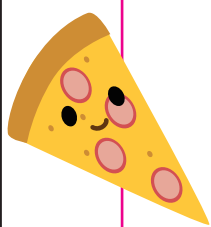
The **2018 National School Lunch Week (NSLW) theme, "School Lunch: Lots 2 Love"** is tailor-made to help you tell your school lunch story and highlight what makes your cafeteria such a special place for students to visit every day. You can use this theme to spotlight so many different aspects of your school nutrition program.

Share all the reasons there are to love the menus, the dining space and the people who prep and serve the meals. Engage your customers to share what they love most about their daily cafeteria experience. Promote the immediate and long-term benefits of healthy food choices.

Give a shout-out to details that need greater public awareness, such as the creative solutions you've developed to overcome the incredible challenges of this complex business. Put your team members in the spotlight so customers get to know even better the staff that adds a pinch of love to everything they do.

SNA has provided this toolkit to help you reach different audiences, educate them about the importance of a nutritious school lunch, and make it easy for you to promote the nutritious and delicious meals you serve each day. Use this kit to set and reach goals for your **#NSLW18** celebrations.

#NSLW18 is a great opportunity to put school lunch in the spotlight, reminding students, families, staff—and yourselves—that the **heart of every school beats in its cafeteria**, and that school nutrition professionals serve **love on every tray**.





#NSLW18 At a Glance

What Is NSLW?

National School Lunch Week (NSLW) was created in **1962** by President John F. Kennedy. It's a weeklong celebration filled with events and activities designed to promote the benefits of the **National School Lunch Program (NSLP)**. The week recognizes the importance of a healthy school lunch in a child's life, and the impact it has inside and outside of the classroom.

The **NSLP** was signed into law in 1946 (Richard B. Russell Act), and is the largest of the federal child nutrition programs. **30 million students** are served healthy lunches **every school day**—that's 5 billion meals annually!

School nutrition programs play a critical role in ensuring all students, regardless of income level, receive nutritious lunches which follow strict federal nutrition standards. Every school lunch features servings of fruits and vegetables, whole-grains, lean protein, and low-fat dairy.

Lots 2 Love Campaign Goals

- Promote healthy menus and increase lunch participation.
- Raise awareness with parents, administrators, and media about the importance of school meals and the role played by school nutrition professionals.
- Expand your market—online and off—with social media and traditional marketing materials.

95%
of U.S. elementary
& secondary school
students are enrolled
in schools that
participate in the NSLP.





Share the Love

Here are just a few suggestions for how to “share the love” for **#NSLW18**—or let these serve as inspiration for your own creative activities!

Coordinate an art and/or essay contest inviting students to describe a favorite school menu item or a beloved cafeteria employee. Be sure they explain why they’ve made this choice.

Invite guest servers—a much loved principal, favorite local celebrity chef, musician or athlete—to work the lunch line. Don’t forget to share photos and use the **#NSLW18** and **#lots2love** hashtags!

Ask adults—parents, faculty, administrators, staff—to share their favorite school lunches when they were kids, as well as their favorite items that you serve today. Use this information in displays, newsletters and/or social media.

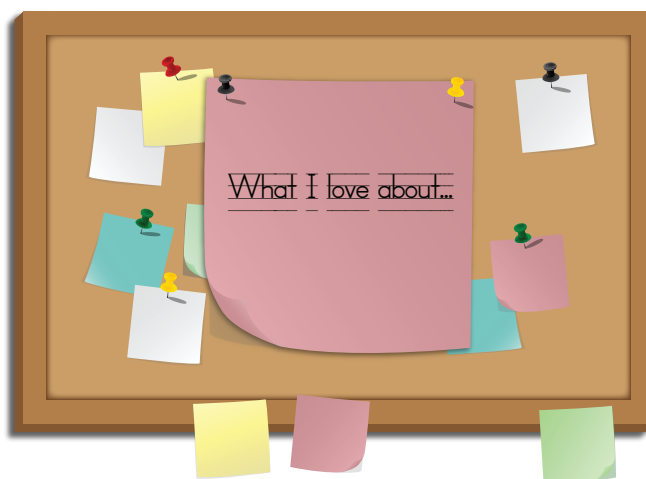
Make an NSLW word cloud. Give kids pre-printed slips of paper with different words about school lunch and ask them to choose or write their favorites around the NSLW Lots2Love logo.

Look back on some of your most popular cafeteria promotions. Maybe it was when everyone on staff dressed as fairy-tale characters or when you served breakfast for lunch and kids came to school in their pajamas. Reprise this promotion one day during NSLW and market it as something that was so loved in the past, you’re doing it again!





Some Lovely Celebration Ideas



Ask cafeteria staff to write **"love notes"** about what they enjoy most about their jobs and share these on a display or bulletin board in the dining area.



Some parents pack **love notes** into their kids' bagged lunches—set up a page on your website for parents to write such a note to their child who eats school lunch, with the intention that you will post these along the serving line during **NSLW**.



Make **#NSLW18** "heart" collages to display in your cafeteria and share on your social media channels.



Let's Get **Social**

Make time to develop a social media plan that will start in the weeks leading up to **#NSLW18** and gain momentum throughout your weeklong celebration.

Use a variety of platforms to reach different audiences (e.g. **Facebook** for parents, **Instagram** for students, **Twitter** for local media). Make some fun heart memes!

Try a **Facebook Live** cooking event to demonstrate a student-favorite dish. Using local ingredients? Invite the farmer to your cafeteria!

Try out a simple smart phone video of what staff or students love about school lunch, and jazz it up with free tech tools from this great resource from one of our favorite conference speakers, Beth Z: <https://yournerdybestfriend.com/>.



#NSLW18
#lots2love

#schoollunch
#schoollunchlove
#poweredbylove



Social Media **Dos** & **Don'ts**

DO: Use relevant hashtags to track the conversation, and amplify your own posts: **#NSLW18**, **#schoollunch**, **#lots2love**, **#school lunchlove**

DON'T: **Share poor-quality photos.** Learn how to stage a great food photo (i.e., shoot in natural light, remove background objects, crop instead of using the zoom to avoid granny photos, use colorful trays and plates) and practice!

DO: Update your Facebook page with our **#NSLW18**-branded cover photos, and shareable content available in our members-only PR Resources section under PR campaign.

DON'T: **Worry** if your school or program isn't on social media! We would love to share your photos on SNA social media channels.

DO: **Use photos** of healthy menu options, and caption the photos with a list of what's depicted, including tags of local farmers.

DON'T: Post any photos of students without checking your school and/or district's policy regarding photo-media releases. Check with the principal's office or communications office for guidance. Make sure

your school's communication office has release templates on file.

DO: **Think about** who uses what platform; students like Twitter for news, but they report getting more 'social' on Instagram and Snapchat, while parents prefer Facebook and Twitter. Tailor your messages—and images—accordingly.

DON'T: **Forget** to use **#NSLW18** in three key ways—promote and generate excitement ahead of time, **share** photos and updates all week long during the celebration, and **follow-up** with a post-NSLW update via a blog or newsletter, for example.

DO: **Use other strategies** to increase engagement, along with great photos and infographics. For example, share links to relevant content from the SNA website, a human interest story about your program from the local media, or a school lunch video you create!

DON'T: **Hesitate** to go the extra mile to customize **#NSLW18** for your school with logos, photos, mascots, and more! Personalize the message for students and parents to communicate what makes your school lunch program special!



Strut Your Stuff Menu Love

Simple tips to help give your #NSLW18 menu a kick:

Create new menu items for NSLW, or rename a current favorite to reflect the theme (e.g. Chef Betty's Pasta Love Bake, Two-Hearts-Plus-One Bean Soup, Heart Beets).

Partner with a local farmer or producer to create a new NSLW-themed dish.

As the new school year begins, **conduct** a vote among students for the school menus, meals or ingredients they love most. **Consider** using different categories, such as "Favorite Sandwich Wrap or "Favorite Veggie Side," tally the votes, and feature the winners in your menus.

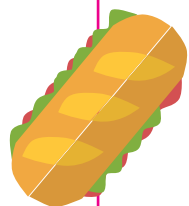
In a twist on the "manager's choice" lunch special, **plan** a day when the menu features favorite recipes or items from your staff and promote them as such.

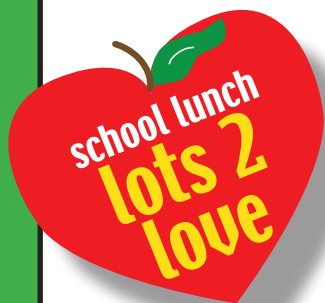
Use digital menu boards, and online artwork and logos, to create custom signs and promotional materials.

Serve a "breakfast-for-lunch" favorite and cross-promote two programs at once!

Add fun facts about school lunches and healthy eating to your NSLW menu.

If your school has television monitors, ask them to **display** your #NSLW18 menu.





Lots 2 Love for Parents

Check out these tips to help you tailor your NSLW message to parents.

Invite parents to experience school lunch during National Take Your Parents to Lunch Day on Wednesday, October 17, 2018 or any other day during NSLW. Promote the opportunity to see how much school lunch has changed since they were students! Offer samples, conduct tours of the kitchen and cafeteria, and give parents a free lunch coupon and an invitation to join you at their convenience. Provide parents with a family-sized recipe of a student favorite menu item.

Remind parents about the benefits of school lunch with our infographic. Studies show that school lunches are more likely to include fruit, vegetables, and dairy than lunches brought from home. Lunches from home are also likely to have snacks high in sugar and/or fat.*

Encourage students and parents to regularly review the lunch week menus together to start a dialogue about healthy eating.

Send parents to www.schoolnutrition.org/nslw. They will find information on the history of NSLW, school lunch facts, infographics, activity sheets, and more.

Break down the cost savings of school lunch. Parents may not realize the incredible value school lunch can offer versus “brown bagging” it. Illustrate the savings with a side-by-side comparison of the average school lunch at your school versus the average school lunch brought from home (**school pricing—elementary: \$2.34; middle: \$2.54; high school: \$2.60**)**

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

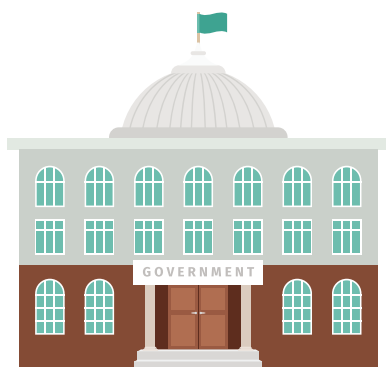
**School meal prices vary across the country. These are averages of prices paid for meals during SY 2016.

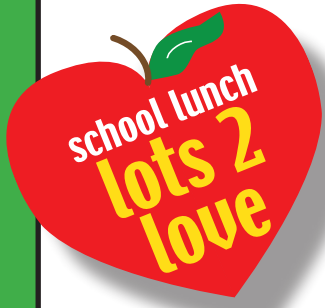


Lots 2 Love for Legislators

We've gathered 10 tips to help you connect with your elected representatives and invite them to visit your cafeteria. Find more information on state- and national-level legislative outreach at www.schoolnutrition.org/legislation

- 1. Know Your Legislator:** Find a full list of state and federal representatives on the SNA website, including their contact information, in SNA's Legislative Action Center—all you need is your zip code.
- 2. Who to Talk To:** When you call your representative's office, ask to speak with the aide who handles child nutrition programs. Tell the aide you are extending an invitation to the legislator to visit your school the next time he or she is home in the congressional district.
- 3. Make Your Case:** Be prepared to offer compelling reasons for your representative to attend—how does it benefit them? It's always good for them to see a successful federal program at work, and positive media coverage is always welcome!
- 4. Time Constraints:** Be mindful that your representative will likely have a very limited amount of time to spend at your school, so use it wisely. Plan a specific agenda for his or her visit, and don't forget photo ops. Make sure you extend the invitation well in advance of NSLW if you want them to attend the celebration in October.

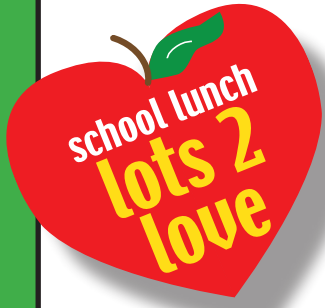




Lots 2 Love for Legislators

(cont'd)

- 5. Staff Are also Welcome:** Sometimes the representative is unavailable, but they will opt to send an aide in their place. If you get a “no,” ask if the aide in charge of child nutrition programs or the district office director can come instead, and report on the visit to their boss later. Be sure to check out our Cafeteria Visits 101 toolkit.
- 6. Noteworthy & Newsworthy:** A visit from a public figure is something to brag about! Once you’ve confirmed their upcoming visit, coordinate with your school district’s communication office and reach out to local media outlets that may want to cover the event. Be sure to use our customizable press release on the NSLW website to provide all the details in one document. If an outlet can’t attend, provide your own follow-up with photos and event details for possible coverage at a later date.
- 7. Be Organized:** When your guest is on a tight schedule, it’s best to have a detailed agenda planned, and to practice it in advance. Let the principal or other school administrator know a special guest is coming and help him or her to be prepared to answer questions and provide additional information if asked. It’s also helpful to prepare a takeaway fact sheet about your program with your school’s logo. This is a simple and effective way to share key details.
- 8. Make It Special:** Greet your guest with a “student welcoming committee” and conduct a tour. Conclude with school lunch with the students, if there’s time. Be prepared with information about your school, and your school lunch program (see above).
- 9. Picture Perfect:** Make sure you are aware of your district or school’s policy on photo releases with the students before taking photos with your guest. For your media follow-up, ask your representative for a quick quote to include in your press release.
- 10. Say Thanks:** Send a thank-you note to the legislator, and follow-up with any additional materials or details discussed during their visit.



Meet the Press Media Outreach

Be prepared to reach out to your local media! Traditional media reporters and food bloggers alike will want to know about your #NSLW18 plans.

Research local reporters, bloggers, and news producers to gain an understanding of the topics they cover and how they connect to your school nutrition news. On target areas might include local/community, education, nutrition, health food, etc.

Print our sample press release on your school/district letterhead; list yourself, or another school representative, as the contact and send to media representative at least one week prior to NSLW.

Arrange for a student, a parent, and a school nutrition professional from your staff to be available to **speak with media representatives**. TIP: When you pitch your story, always include more than one perspective.

Create an NSLW press kit for yourself, too, so you're prepared to share photos, background information, and statistics about your program (and past NSLW celebrations); offer reporters plenty of details for their stories. If you're short on time, or not sure where to start, see if your district's communications office can help.

If your school or district has a communications office, **coordinate** your efforts with colleagues there.





Resources We Love

This toolkit is just the beginning! The SNA NSLW18 website is your one-stop-shop for resources to “share the love” about school lunch during this campaign week, with lots of tools and templates you can customize and download. Visit www.schoolnutrition.org/nslw to get started! You will find:

Activity Sheets: Our popular coloring pages and games are fun ways to engage students.

Artwork & Logos: Download official #NSLW18 artwork and logos to use online and off.

Certificates of Recognition: Thank the staff for their hard work during NSLW and recognize the schools with the largest increases in participation with these certificates.

Infographic: Seeing is believing—our #NSLW18 infographic is a one-page visual communications tool for parents on the importance of a healthy school lunch.

Merchandise: Find #NSLW18-branded gear, debuting at #ANC18, online in the Emporium shop at <https://emporium.schoolnutrition.org/>.

Press Release: Customize our press release and send it out—it’s easy! Let your local media know that NSLW is a newsworthy story. Simply add your district’s information and send out to reporters and bloggers.

Presentations: Use our PowerPoint presentations to help you communicate the importance of NSLW to different audiences—administrators, parents, and teachers.

Proclamation: Make it official! Download the customizable proclamation and fill in your school or district’s specific information. Request that the mayor or city council proclaim October 15-19, 2018 National School Lunch Week.

Social Media Tips Sheet and Banners: Discover tips, best practices, and sample posts! Download our banners to use on your district’s website and/or social media channels.