

Marketing Healthy Meals in Minnesota Schools

Smart Strategies to Get the Respect and Participation
Your Program Deserves

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Nutrition for the Future ONLINE:

BLOG <http://eatwellatschool.blogspot.com/>
WEBSITE www.nutritionforthefuture.org (PDFs of slides)
FACEBOOK [School Meals That Rock](#)

Dayle's Resources ONLINE:

Billings Gazette (regular semi-weekly columns)

www.billingsclinic.com/body.cfm?id=113

Eat Right Montana's Healthy Families (monthly packets)

www.eatrightmontana.org/eatrighthealthyfamilies.htm

To sign up for free monthly packets, send request to:

maryann.harris@montana.edu

Enriching Family Mealtimes (complete kit)

www.school-wellness.org/indeEnrichingFamilyMealtimesDownloads.aspx

FIT KIDS = HAPPY KIDS (poster)

www.eatrightmontana.org/PDF/Fit%20Kids%20=%20Happy%20Kids%20Poster.pdf

FIT KIDS = HAPPY KIDS (handout)

www.eatsmart.org/client_images/qd2005217920261.pdf

SNA Marketing Resources:

Promoting Your Program <http://schoolnutrition.org/Content.aspx?id=54>

Marketing 101 Course <http://schoolnutrition.org/Content.aspx?id=13627>

5 High-Impact Marketing Strategies for Schools

1. Know your PROGRAM

Write 3 key things you know about your program.

2. Know your PRODUCTS

Write 3 key things you know about your products.

3. Know your AUDIENCE

Write 3 key things you know about your audience.

4. Know your MESSAGES

Write three messages to toot your horn about _____.

5. TOOT YOUR HORN WHENEVER YOU CAN

How Can I Market Our Program Today?

I am marketing the _____ School Nutrition Program, when I:

- ☉ Plan a nutritious breakfast in the office.
- ☉ Deliver breakfast items to a classroom.
- ☉ Prepare a delicious lunch in the kitchen.
- ☉ Smile and talk to children in the serving line.
- ☉ Remember a child's name and say hi in the hallway.
- ☉ Encourage a child to try a new vegetable in the cafeteria.
- ☉ Set up a catering event for a school district meeting.
- ☉ Help a teacher with a nutrition lesson in a classroom.
- ☉ Tell someone that I am proud to serve school meals.
- ☉ Talk about the benefits of school meals with a friend.

Here are three ways that I will market our program over the next month:

☉ _____

☉ _____

☉ _____

What Can I Learn About our Target Market Today?

I am learning about _____ School Nutrition Program's target market, when I:

- ☉ Observe children eating breakfast in the classroom.
- ☉ Talk to children in the lunch line.
- ☉ Observe children eating lunch in the dining room
- ☉ Ask a student what he liked best about his meal.
- ☉ Ask a student about her favorite foods at home.
- ☉ See what children choose to eat.
- ☉ See what children throw away.
- ☉ Listen to children's ideas about improving our program.
- ☉ Watch TV with my children or grandchildren.
- ☉ Observe children eating in restaurants.
- ☉ Observe how restaurants serve our students.

Here are three ways that I will learn about our target market over the next month:

☉ _____

☉ _____

☉ _____

How Can I Communicate with Students Today?

I am communicating with students of the _____ School Nutrition Program, when I:

- ☉ Tell a student what we are serving for breakfast or lunch.
- ☉ Wear an apron or t-shirt supporting school meals.
- ☉ Make a sign for the serving line.
- ☉ Help create a banner or a bulletin board.
- ☉ Write delicious descriptions of menu items.
- ☉ Insert the text onto an electronic message board.
- ☉ Do an interview with reporters from a student newspaper.
- ☉ Assist with a food tasting for students to try new products.
- ☉ Help with a presentation for students, staff, or parents.

Here are three ways that I will communicate our marketing messages to our students over the next month:

☉ _____

☉ _____

☉ _____

How Can I Promote Positive Community Relations Every Day?

I am promoting positive community relations the _____
School Nutrition Program, when I:

- ☉ Smile and greet guests to our kitchen and dining areas.
- ☉ Wear an apron and hat with our program logo.
- ☉ Provide A+ customer service to students and staff.
- ☉ Tell a friend or family member about an award we won.
- ☉ Hang posters to support school lunch or breakfast program.
- ☉ Encourage a child to try a new food item.
- ☉ Explain the facts about school nutrition to a neighbor.
- ☉ Wear a costume to promote National School Lunch Week.

Here are three ways that I will promote positive public relations over the next month:

☉ _____

☉ _____

☉ _____