

From: Bushong, Linda (MDE) **On Behalf Of** Leikert, Howard J (MDE)
Sent: Tuesday, January 17, 2012 2:17 PM
To: MDE-SchoolNutrition
Subject: Tuesday News from MDE 011712

Some information I hope you find useful:

- 1) Middle School Information - Please take note of the new Healthier Middle Schools: Everyone Can Help Communication Toolkit, just released through Team Nutrition. Please share and encourage the school community to use them to help engage parents, students, teachers, food service managers, and principals in creating healthier environments in middle schools. Reach out to middle school parents, students, teachers, food service managers, and principals with new video, print and communication tools from Team Nutrition.
- 2) Fuel Up to Play 60 Funding - Fuel Up to Play 60 is a school nutrition and physical activity program founded by National Dairy Council and the National Football League, and in partnership with the USDA. Up to \$4,000 per year is available to any qualifying K-12 school enrolled in Fuel Up to Play 60. The funding is to help schools create and sustain healthy nutrition and physical activity improvements. Any U.S. school can enroll in the free program and thus be eligible to apply for up to \$4,000. Applications are due February 1. For more information, please visit the Fuel Up to Play 60 Website at <http://www.fueluptoplay60.com/>.
- 3) Michigan Team Nutrition (MTN) - MTN maintains a List Serve to send and/or forward information to schools to help them create a healthier school environment. This includes grant opportunities, contests, announcements of new programs, and materials available to schools (which are often free). If you haven't been receiving emails from MDE-Team Nutrition and would like to be added to the list serve, please email Nick Drzal, drzaln@michigan.gov or Kevin Sarb, sarbk@michigan.gov. Schools that have not already done so can join Team Nutrition on the United States Department of Agriculture (USDA) website at <http://teamnutrition.usda.gov/team.html>. To see if your school has joined Team Nutrition in the past, please check out the [Schools Database](#). It may be a good time to check to see if the profile of your school is accurate and update the information.
- 4) Breakfast Reminder - National School Breakfast Week (March 5 - 9, 2012) is getting closer, and "School Breakfast - Go for Gold" is the perfect campaign to help your breakfast program succeed! SNA has many tools and resources available to help you get started. Visit the resource website at www.schoolnutrition.org/nsbw today.
- 5) School Nutrition Association's (SNA) Child Nutrition Industry Conference in Orlando, Florida - While the meetings here have been interesting, there really is not any BIG news to report. The new meal pattern has not been released, but it is my understanding it is virtually ready to go. It also sounds like a lot of

training materials have already been developed, so once the new meal pattern is announced, we should be able to schedule training fairly quickly.

- 6) Paid Meal Price Equity - The new paid meal price equity information should also be released soon. It will have guidance and a new paid equity tool (Excel spreadsheet). We will forward this information as soon as possible as we are aware many districts are already planning for next year.
- 7) Food Presentation - One of the interesting presentations at the Industry Conference was on how to engage students to make healthier choices. One of the main parts of this presentation focused on simply how food was presented to students. Some quick examples:
 - Healthy foods are easy to reach, less healthy items take some work or students have to ask for them.
 - Fruits are put in attractive fruit bowls instead of stainless steel or a cheap plastic container.
 - More healthy items are put at the beginning of the line while less healthy choices were at the end or more difficult to reach.
 - Giving a food item an impressive name also helped students pick healthier choices. My example, not theirs: Succulent Baked Cod as opposed to Fish Stick.

A lot of these practices have been around forever, in the past to simply increase participation, but now to help students make healthier choices as well.

- 8) Save the Date: Using Marketing Strategies to Boost Demand for School Lunch – the attached flyer describes a webinar by the Los Angeles County Department of Public Health's RENEW Initiative on Thursday, January 26, 2012, from 10 a.m. to 11 a.m. PST, or 1 p.m. to 2 p.m. EST. Learn cost-effective marketing strategies to increase sales of specific healthy items, as well as hear from food service directors who have successfully changed the image of school food in their districts. Registration required.

That's it for now. I will be taking a day or two of vacation to visit with the Mouse here in Orlando. Back on Friday. Have a "Magical" week!

Howard Leikert, MBA, SMS

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Looking for information on local schools? Go to www.michigan.gov/mischooldata.



SAVE THE DATE

Thursday, January 26, 2012
10am-11am, PST

School Nutrition Policy Webinar Series

*Please join us for the second in a series of webinars brought to you by
The Los Angeles County Department of Public Health's RENEW Initiative:*

WEBINAR 2:

USING MARKETING STRATEGIES TO BOOST DEMAND FOR SCHOOL LUNCH

Speakers:

Alexandra Castillo

Researcher, National Food Service Management Institute

Rodney Taylor

Student Nutrition Director, Riverside Unified School District

Scott Soiseth

Director of Child Nutrition, Turlock Unified School District

Learning Objectives:

- Understand how research-based marketing strategies can be used to increase overall participation in your district's cafeterias.
- Identify cost-effective marketing strategies to increase sales of specific healthy items.
- Hear from food service directors who have successfully changed the image of school food in their districts.

Using Marketing Strategies To Boost Demand for School Lunch

Join us for a Webinar on January 26

REGISTER NOW

Space is limited.

Reserve your Webinar Seat Now at:

<https://www3.gotomeeting.com/register/945039006>

School Nutrition Policy Webinar Series

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Speakers:

Alexandra Castillo, Researcher, National Food Service Management Institute

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Title: *Using Marketing Strategies To Boost Demand for School Lunch*

Date: Thursday, January 26, 2012

Time: 10:00 AM - 11:00 AM PST

System Requirements

PC-based attendees

Required: Windows® 7, Vista, XP or 2003 Server

Macintosh®-based attendees

Required: Mac OS® X 10.5 or newer