



TALK THE TALK: 10 KEY MESSAGES TO SHARE

Support and Promote the *Michigan Nutrition Standards*

When schools implement the *Michigan Nutrition Standards* students receive consistent healthy eating messages—everywhere in the school. The standards include recommendations for all foods and drinks served while at school or at school-related functions, not just for food offered or served as part of USDA-funded school meals programs.

Students will “get the message” about what’s healthy wherever they go:

- In the school cafeteria when they purchase a school lunch or breakfast;
- When they choose a meal or a snack from the a la carte line;
- While they’re taking part in classroom parties or celebrations;
- When they purchase something to eat or drink from school stores;
- When they buy something from a school vending machine;
- When they’re at a school sponsored function such as a band concert, a school play or an athletic event.

Because food is available to students in so many venues it’s important that all school staff, parents and community supporters know how to “talk the talk” when it comes to explaining and promoting the *Michigan Nutrition Standards*. Here are some key messages about the standards that you can share.

WHY AND HOW

1. “The *Michigan Nutrition Standards* are about making healthy food and beverage choices easy choices for students at schools.”
2. “It isn’t mandatory for Michigan schools to adopt the *Michigan Nutrition Standards*. **We are doing it because we know it’s the best thing for our students.** Healthy students learn better.”
3. “It’s going to take time, and some practice, to fully implement the standards. It’s our goal that eventually all the food and beverages offered, provided, or sold at school, and at school-related functions, will meet the standards.”
4. We need your help and your input. **Schools can’t implement the standards alone.** We need help and support from students, parents, grandparents, businesses, and community members.



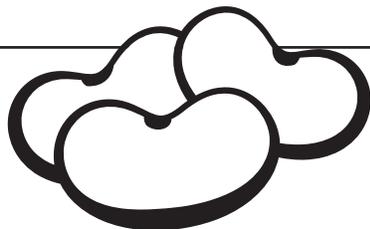
SCHOOL MEALS—ARE THEY HEALTHY?

5. “Our school meals are healthy and meet current federal guidelines. The *Michigan Nutrition Standards* help our school foodservice staff to continue to improve upon and provide nutritious meals to students, school staff and other customers.”
6. “The *Michigan Nutrition Standards* focus on offering food and beverages with health benefits such as colorful fruits and vegetables, low-fat and fat-free dairy, whole grains, lean meat, poultry, legumes, nuts and seeds.”
7. “We work hard to provide food that is healthy and great-tasting. If you have any questions about any of the food or beverages served at school contact: _____, our foodservice director.”

Hold a *Michigan Nutrition Standards Info Session*. Invite people and use the PowerPoint presentations included in the *Michigan Nutrition Standards Toolkit* to train them.

TIPS FOR SENDING POSITIVE MESSAGES

1. Be brief but to the point.
2. Know where to send people for additional information: www.michigan.gov/nutritionstandards
3. If you can't answer a question about the standards know who the point person in your district is that can.
4. Listen and be respectful of others' opinions.



FOOD IN OTHER VENUES

8. “We follow the *Michigan Nutrition Standards* for all food and beverages we offer, provide, or sell anywhere at school or at school functions; not just in the cafeteria. At our school you can make healthy choices everywhere.”
9. “Food and beverages sold or offered at school outside of school meals will be primarily **whole, minimally processed and nutrient-rich.**”
10. “You’ll find healthy food and beverages that meet the standards everywhere: at classroom parties, in school stores, in vending machines, and in faculty lounges. We will not sell unhealthy food for fundraisers and we’ll offer more healthy choices at concession stands, or sporting events.”

WHOSE JOB IS IT TO SHARE THE MESSAGES?

Get others excited about, and invested in implementing the standards! Involve these very important people:

Teachers	Principal and assistant principal
Teachers' aides	Superintendent
Students	Librarians
Parents and caregivers	Local health professionals
Coaches	Potential community partners and business owners
PE teachers	Community leaders
School foodservice staff	School board
Lunchroom aides	Local media representatives
Janitors and maintenance workers	
Administrative support personnel	