



### What is the Smarter Lunchrooms Movement?

The goal of the Smarter Lunchrooms Movement is to create lunchrooms that guide students to make more healthful food choices. The Smarter Lunchrooms Movement offers evidence-based strategies that can be used to improve child eating behaviors and thus improve the health of children.

The Smarter Lunchrooms Movement seeks to:

- **Nudge** students to unknowingly make smarter, healthier choices in the lunchroom.
- **Increase sales** by implementing innovative strategies that encourage student consumption of healthier foods.
- **Implement low-cost/no-cost strategies** that focus on changing the school lunchroom environment.
- **Keep a variety of food choices** without completely eliminating unhealthy food choices from the menu or only raising prices of less healthy food.

### Why Create a Smarter Lunchroom?

Most children do not eat enough fruits, vegetables, whole grains, and fat-free or low-fat milk products. Food environments, like the school cafeteria, play an important role in a child's eating behavior. They give cues as to what, when, and how to eat which influences eating preferences and behaviors. Food service staff can use inexpensive strategies described in this brochure to create cafeteria environments that promote healthy foods, thereby influencing students to select healthier meal options.

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<http://smarterlunchrooms.org/>



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## Creating Wisconsin Smarter Lunchrooms

[ne.dpi.wi.gov/ne\\_smarterlunchroom](http://ne.dpi.wi.gov/ne_smarterlunchroom)

# Create an Environment that Promotes Healthy Food!



## Smarter Lunchroom Principles

### Increase Convenience

During a busy lunch period, time is valuable to students. Use this to your advantage and make healthy foods and reimbursable meals more convenient.

Rearrange the serving line to make the targeted healthy entrée the first or most prominent in line.

Pre-assemble reimbursable meals in convenient grab-n-go containers or place reimbursable meal components on a convenience line.

### Improve Visibility

Healthy food is often overlooked because it is in places that are hard to see and reach, such as hidden under a sneeze shield in a drab metal bin.

Place healthy items such as raw veggie packs and whole fruits at eye level and less healthy items lower.

Increase fruit selection by making it available at least twice along the lunch line, either by repeating options or by offering two or more options in different places.

### Enhance Taste Expectations

Increasing students' taste expectations increases their likelihood of noticing, taking, and then eating the food.

Give vegetables creative or descriptive names, such as Super Hero Salad for younger students and Mouth-Watering Minestrone Soup for older students. Display the names on meal signage and the service line.

Use brightly-colored ceramic or plastic mixing bowls, woven baskets, or tiered dessert stands to display whole fruit and get student's attention.

### Utilize Suggestive Selling

Cafeteria staff can influence student food decisions when it comes to selecting healthier options.

Utilize signage and have school nutrition staff offer friendly reminders for students to select healthy options.

"Fruit comes with your meal."

"Would you like a salad with your pizza?"



### Proven Success in Wisconsin!

North Shore Middle School of Hartland Lakeside School

**enhanced taste expectations** by giving entrées and sides creative names. They then displayed the creative names on a menu board. *Sales of the targeted food items nearly doubled!*



Sauk Prairie Middle and High School increased fruit consumption by **improving visibility**. Fruit was placed in decorative bowls in several places along the serving line. *Student selection of whole fruit increased by 192%!*

To learn more about the Smarter Lunchrooms Movement and strategies to implement, visit: [ne.dpi.wi.gov/ne\\_smarterlunchroom](http://ne.dpi.wi.gov/ne_smarterlunchroom)

