

SEPTEMBER

MAKE FRUITS AND VEGGIES FIRST, FAST, AND FABULOUS

Objective: Use Visibility, Convenience, and Suggestive Selling to promote fruits and vegetables. Use placement and signage to increase students' awareness of and interest in daily fruit and vegetable offerings.

Participants use the Smarter Lunchrooms principles Visibility, Convenience, and Suggestive Selling to promote fruits and vegetables. Participants rearrange and decorate the serving line fruit and vegetable display areas. In the Booster Shot lesson, participants create an eye-catching, engaging menu board to advertise daily fruit and vegetable offerings.



LESSON 2: Make Fruits and Veggies First, Fast, and Fabulous

MATERIALS

- Trainer's Script
- SLIDE PRESENTATION: *No Time to Train: September (Make Fruits and Veggies First, Fast, and Fabulous)*
 - Projection capability, screen
- SLM intervention supplies (see advance prep instructions below)
 - Intervention options written on index cards, one per card
 - Colorful trays, linens, and/or utensils
 - Colorful large bowl or basket
 - Gooseneck lamp or other bright, directional lighting
 - Premade food signs and labels
 - Laminating film or machine (optional)

ADVANCE PREPARATION

The hands-on application portion of this workshop requires preparation. **Review** the available intervention options, **choose** 3-5 options, and **gather or create** the appropriate materials. This module is customizable; you will only need the materials pertaining to your chosen interventions. Create and laminate labels and signs. Lastly, **write** each chosen intervention and its needs on a separate index card. The interventions and materials choices are:

- Switch display trays/chafing dishes for colorful trays (**trays**)
- Place colorful linens on/under/around display trays (**cloth napkins or fabric swatches**)
- Switch serving utensils for colorful new utensils (**utensils**)
- Create an attractive fruit display (**basket or bowl, label or sign**)
- Shine spotlight on fruit display (**gooseneck or clip-on lamp**)
- Hang food labels or signs (**premade labels and/or signs, tape or other fasteners**)

➔ DO:

- Cue up the **No Time to Train: September (Make Fruits and Veggies First, Fast and Fabulous) slide presentation.**
- Confirm you have access to the service line area.
- In the service area, group workshop props by intervention.

■ SHOW SLIDE: September (Make Fruits & Veggies...), slide 1: title page

LESSON 2: Make Fruits and Veggies First, Fast, and Fabulous continued



SAY:

This month, we will use the Smarter Lunchrooms principles Visibility, Convenience, and Suggestive Selling to promote fruits and vegetables. With just a few changes to the serving line, we will encourage our students to select more fruits and vegetables. This can improve both their health and overall satisfaction with their meal. It can also help the lunchroom by completing more reimbursable meals and making the school lunch more attractive to consumers.

Let's begin.

SHOW SLIDE: Make Fruits & Veggies..., slide 2: Warm-Up Challenge, part 1

SAY:

Let's start with a brainteaser.

Look at this crowd of rubber ducks. Pick one. Keep your choice secret.

SHOW SLIDE: Make Fruits & Veggies..., slide 3: Warm-Up Challenge, part 2

SAY:

Now imagine you will win \$100 if you can get a friend to choose the same duck. The rules are:

- * You **can't** make noise, motion, or otherwise communicate directly with your friend
- * You **can** alter the photo or duck pond, as long as you don't remove any ducks

How will you get your friend to choose the \$100 prize duck?

DO:

- Encourage participants to call out answers. Be positive and reaffirm all answers that conform to the rules, especially those which relate to the following slides. The point of this exercise is to generate enthusiasm and get participants to think about how environmental cues get and direct attention.

SAY:

Thanks for those great answers. I think you would have won the prize! Here are visualizations of many of the possible strategies for getting your friend to guess the right duck [many of which you mentioned].

SHOW SLIDE: Make Fruits & Veggies..., slide 4: Add a splash of color

SAY:

First up: color. Bright, contrasting colors immediately grab an audience's attention.

SHOW SLIDE: Make Fruits & Veggies..., slide 5: Point the way



LESSON 2:

Make Fruits and Veggies First, Fast, and Fabulous continued

SAY:

Another easy and effective option: point an arrow or shine a spotlight on the target duck.

SHOW SLIDE: Make Fruits & Veggies..., slide 6: Move your duck to the front

SAY:

Our eyes notice objects in the front of a group before those on the sides or in the back of the group.

SHOW SLIDE: Make Fruits & Veggies..., slide 7: Make a big display

SAY:

Excitement is contagious. If you give your duck a prominent setting, it becomes the best duck in the pond, impossible to overlook.

SHOW SLIDE: Make Fruits & Veggies..., slide 8: Add bling. Decorate your duck!

SAY:

Who could overlook a duck this fabulous? Tasteful decorations are like magnets for eyes.

SHOW SLIDE: Make Fruits & Veggies..., slide 9: Make your fruits and veggies just as unforgettable.

SAY:

What does this duck game have to do with your lunchroom?

Answer: The same techniques we used to make our ducks stand out from the crowd will work on target foods in the lunchroom. This month, our **target foods** are fruits and vegetables.

Students are very preoccupied when they go through the lunch line. Classes, homework, friends, sleepiness, upcoming tests and due dates...these stressors can envelop kids in a cloud of distractions. They are on "autopilot" and often literally don't see what's in right front of them.

We can use the duck strategies to break through their distractions so they notice and select target foods in the serving line.

SHOW SLIDE: Make Fruits & Veggies..., slide 10: Add a splash of color 2

SAY:

Adding color will add interest and appeal to foods. Some easy examples are:

* Add brightly colored linens under trays or registers, or on counters

– *Note: Keep them clean!*

LESSON 2: Make Fruits and Veggies First, Fast, and Fabulous continued



- * Switch or hide metal tools and pans with bright plastic utensils and trays
- * Place foods with contrasting colors near each other
 - Handheld fruits of many colors in the same bowl
 - Fruits or veggies in portioned cups arranged in a checkerboard or striped pattern
- * Garnish the sides of dishes
- * Write menus and food labels using brightly colored chalk or ink

■ **SHOW SLIDE: Make Fruits & Veggies..., slide 11: Point the way 2**

🗨️ **SAY:**

Use color, arrows, and pictures to grab students' attention and direct it to your target foods. Which is your favorite example? (Pause)

Signs work! Effective signs are neat, colorful, clear, and short. Put fruits and vegetables first on menus or in a "special feature" starburst.

■ **SHOW SLIDE: Make Fruits & Veggies..., slide 12: Move target foods to the front**

🗨️ **SAY:**

Front-placed objects are easier to see and reach. This concept was the basis behind moving the snacks in your home pantry or refrigerator.

- * How many of you did that last month? (Pause for a show of hands.)
- * Did you notice it was easier to eat healthy foods and/or resist overeating less healthy foods? (Pause for nods or discussion, depending on time.)

Place fruits in at least **two places** on every serving line. Veggies, too. First and last (by the register) are the best spots.

- * Look at these buffets. Doesn't the left one make you want a crisp, fresh salad, while the right-hand one makes you hungry for French fries? It's because the first items in a serving line have a huge advantage in terms of what we actually select. Therefore, place target foods first in line or place signs promoting target foods where they will be seen first.

Place fruits and vegetables in the front of coolers and displays **at eye level to the students**. (Hunker down if you serve elementary students!)

Place foods, plastic display food models, or signs in **high-traffic areas** where kids stand in line, such as entrances and exits, by the trays and utensils, and by the register.

Lastly, place your salad bar in a **central** location where students will walk by it. Orient it so they walk past the serving side, not the end.

■ **SHOW SLIDE: Make Fruits & Veggies..., slide 13: Make a big display 2**





LESSON 2: Make Fruits and Veggies First, Fast, and Fabulous continued

SAY:

Placing handheld fruit in a colorful bowl or basket by the register can double fruit sales. Get even more impact with a spotlight and sign. Wrap fruit with edible peels or offer tongs.

Feature your daily fruits and vegetables with a fun, personalized menu board.

SHOW SLIDE: Make Fruits & Veggies..., slide 14: Decorate (add bling)

SAY:

Add cheery, colorful, age-appropriate art and decorations to create a fun, inviting atmosphere and increase students' awareness of their food options. Choose items which feature healthy foods, seasonal flavors, and school spirit.

An important reminder: Keep decorations current and attractive. Spot-clean decorations weekly and update decorations every 1–3 months.

SHOW SLIDE: Make Fruits & Veggies..., slide 15: Let's try it out!

SAY:

Let's make fruits and veggies the stars of the show! For the hands-on part of this workshop, we will make some fast, easy updates to the serving line.



Fun art ideas!

Invite students to create food-themed art projects to display in the lunchroom. Talk to art and photography teachers about our Smarter Lunchrooms lesson plans. Pick a different fun theme each month or quarter, such as a food/produce of the month or the favorite foods of school "celebrities" (principal, popular teachers, clubs, student council, etc.).

Download or request free food-themed promotional materials from commodities groups, local farmers' co-ops or markets, and other food-based businesses.

Lesson plans and signs are on [SmarterLunchrooms.org](https://www.smarterlunchrooms.org).

LESSON 2: Make Fruits and Veggies First, Fast, and Fabulous continued



➔ DO:

- Distribute the intervention index cards. (Form groups or double up on tasks, as needed.) Suggestion: match tasks to the workers' regular duties—for example, utensils can be updated by whomever usually stocks those items.

💬 SAY:

On your index card is an easy, fast Smarter Lunchrooms intervention to promote fruits and vegetables in the serving line.

- * Read your intervention
- * Collect the supplies that go with your intervention
- * Go to the appropriate spot on the serving line and complete your task
- * After you finish, you may assist other team members who are still working

➔ DO:

- Assist participants in retrieving the appropriate supplies and completing the tasks. Praise and thank each participant for his/her contribution.

FOLLOW-UP

Spot-check the service line to make sure interventions are implemented daily (or assign this duty to the kitchen manager or other staff member). Check daily for the first week, then 1–2 times per week thereafter. Post a friendly reminder sign in the staff break room or by the appropriate work stations.

Praise compliance and point out examples of when students saw, talked about, or selected fruits or vegetables based on lunchroom's new look. Ask participants to share examples. Write these examples on simple signs or index cards, then post them in staff areas to boost morale and keep positive momentum going.

If interventions are **not** consistently implemented, gently but firmly remind staff members (in private) how important their work is and how these easy interventions can help both the lunchroom and the students. Check in regularly to encourage and praise implementation.





BOOSTER SHOT 2: Create a Fruit/Veggie-du-Jour Magnet Board

This easy, fast art project will earn big dividends in your lunchroom! Students of all ages love to check each day to see if their favorites are on the menu. The pictures are especially appealing to young students and those with language barriers or reading challenges. You can designate student volunteers to update the board daily. Best of all, the magnet version sticks to freezers, warmers, and other hard-to-decorate large metal appliances. If you want to hang it on a wall space instead, use Velcro pieces.

MATERIALS

- Trainer's Script
- Menu board supplies:
 - School lunch menu
 - Color images of fruits and veggies, approx. 3"–4" tall
 - Small, adhesive magnets or adhesive Velcro pieces
 - Poster-sized paper and art supplies (pop-out letters, markers, etc.) for center sign, or printed computer-generated sign
 - Laminating machine or film
- Scissors (multiple pairs)
- Large envelope

Make a fruit/veggie board for each serving line in the lunchroom.

ADVANCE PREPARATION

Create the sign pieces.

1. List all fruits and vegetables served in a menu cycle.
2. Print out appetizing color photos of the listed fruits and vegetables. Size them to be approx. 3"–4" tall. Take your own photos, find free images on the internet, and/or go to **SmarterLunchrooms.org** to download free images. If desired, write food names below each item.
3. Create the center of the sign(s) using a computer or art supplies.
 - a. Keep the message **short and direct**—5 words or fewer. Ex.: "Pick 2!," "Today's Delicious Sides," "Fresh and Delicious," "Today's Fruits and Veggies," "Fruit and Veggie Specials," "Fruit du Jour/Veggie du Jour," "Which will YOU pick?," etc.
 - b. Use **neat, bold, big letters**. It needs to be clear from 20 feet away. Do not use cursive.
4. Proofread all writing.
5. Laminate signs and food images for durability, if possible.
6. Label the envelope "Fruits and Veggies."

Laminating machines are often located in school libraries and district-level print shops. They are often free for school-related use.

BOOSTER SHOT 2: Create a Fruit/Veggie-du-Jour Magnet Board continued



➔ DO:

- Confirm access to the serving area.

💬 SAY:

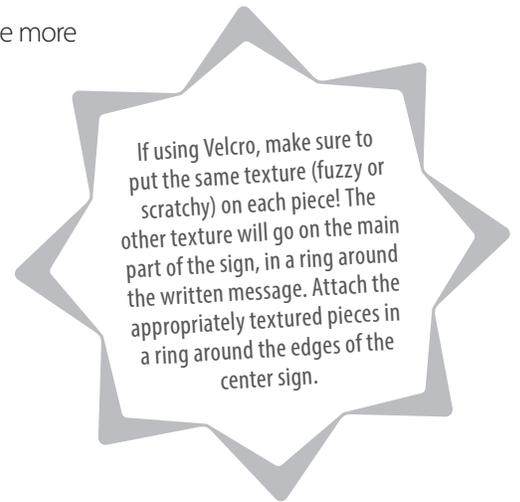
Welcome to the Booster Shot lesson! Today we will make a fun, eye-catching sign that will get students excited about the fruits and vegetables offered each day. This colorful, useful addition will benefit us in two ways:

- * Increase students' interest in the food, so participation will rise
- * Educate students as to what foods are available, so they will move more quickly through the serving line

Let's begin.

➔ DO:

- Distribute sheets of food images, scissors, and magnets/Velcro pieces. Direct participants cut out fruit and vegetable shapes and attach 2–3 magnets or Velcro pieces to each piece.
- After the pieces are all assembled, combine them. The resulting sign should feature a main message surrounded by the day's options. The options will stick to the main message board using Velcro or surround the sign on the appliance's magnetized surface. Unused food shapes can be stored in the envelope for safekeeping or stuck to a less-visible part of the appliance surface.
- As a group, go to the serving area. Hang the new sign on an appliance or wall where students will see it before ordering their meals. Use additional magnets and/or tape as needed.





BOOSTER SHOT 2:

Create a Fruit/Veggie-du-Jour Magnet Board continued

FOLLOW-UP

Designate a lunchroom staff member, student, teacher, or parent volunteer to update the sign each day by selecting the appropriate fruit and vegetable choices from the shapes envelope and sticking them to/around the sign. Encourage students to include a fruit and vegetable in their reimbursable meal. Instruct servers and cashiers to refer to the sign to accustom students to looking for it each day.

