

(Note to the presenter: Comments in parentheses are instructions to follow while giving the presentation. Do not read these comments to participants. This convention will be followed throughout the notes in this slide show.)

(Give participants a copy of this presentation, obtained by printing the PDF version of these slides in the Training 1 folder on this Web Resource.)

Welcome to the fifth *Eat Well & Keep Moving* training session.

During this session, we will learn ways to promote the *Eat Well & Keep Moving* menu items to students. Along these lines, we will also learn how to make important connections between the cafeteria and the classroom.

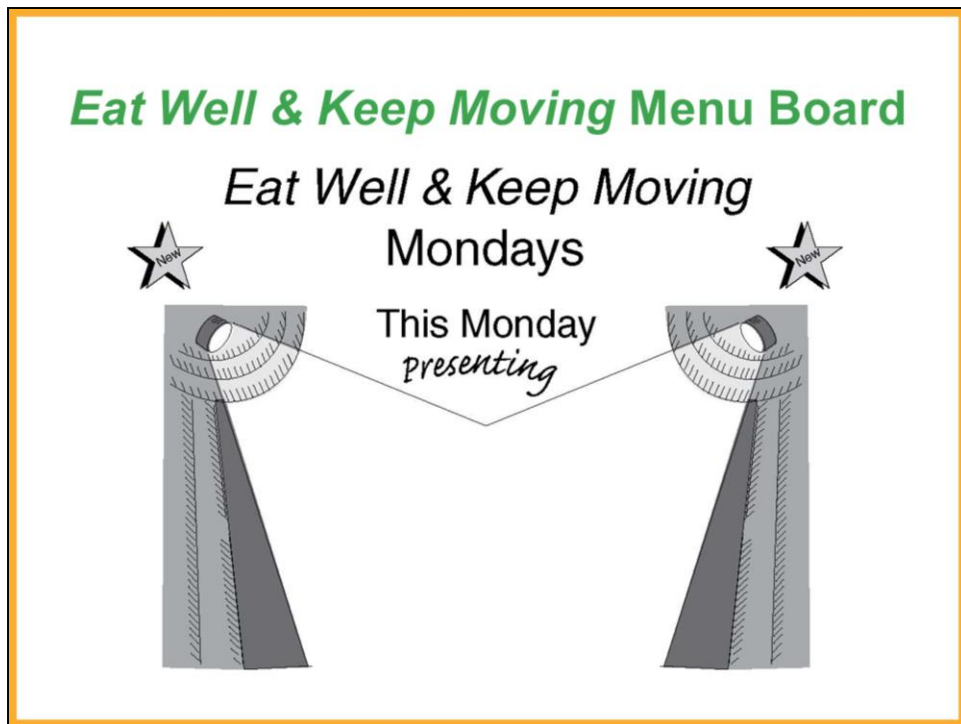
Eat Well & Keep Moving Promotions

- ***Eat Well & Keep Moving*** menu board
- **Eat Well** cards
- **Food** posters

(Distribute the menu boards from the Menu Board folder and the Eat Well cards from the Eat Well Cards and Keep Moving Cards folder on this Web Resource.)

These materials are components of the *Eat Well & Keep Moving* promotional package. In this module, we will discuss each of these components and how food service staff members can help build classroom and cafeteria linkages to *Eat Well & Keep Moving*. The complete promotional package includes the following low-cost items:

- *Eat Well & Keep Moving* menu boards
- Eat Well cards
- Food posters



(Give participants 8.5" × 11" copies of the menu board and food ovals that are used to highlight food items served from the Eat Well & Keep Moving menu. These can be found in the Menu Board folder on this Web Resource.)

Here is an example of the *Eat Well & Keep Moving* menu board. The letter-size copy of the menu board can be blown up, laminated, and placed in view of the cafeteria line. The food ovals can then be cut out and placed in the spotlight to draw attention to a particular menu item that will be coming up in the next few days.

(Demonstrate how the menu board works.)

Eat Well Cards in the Classroom and the Cafeteria



Eat Well cards serve as an important link between the classroom and the cafeteria. They are handheld cards with graphics and text that can be reviewed with students in about 3 minutes before lunch. These cards help students put into practice the nutrition information they learn through the classroom lessons, through posters in the cafeteria, and through other means.

(Review the Stir-Fry With Healthy Oils! Eat Well card, included in the Eat Well Cards and Keep Moving Cards folder on this Web Resource.)

In the cafeteria, Eat Well cards can be posted on bulletin boards and on the cafeteria line the day of a particular promotion. The cards may be enlarged on a photocopier so that they are more visible.

Cafeteria staff members should familiarize themselves with the information on the cards and be prepared to answer questions from teachers, students, parents, and other school staff.

(Please keep in mind that being asked to answer questions may cause stress to any employees who are illiterate or face language barriers.)

Posters

- Throughout the school year, cafeteria managers can order posters that support ***Eat Well & Keep Moving*** goals.
- Poster sources include the USDA and food vendors.
- Consult principals on the best locations to hang posters.

(Display optional food posters, if available. Even if not available, discuss the points below.)

Throughout the school year, food service managers can order posters that support *Eat Well & Keep Moving* goals from the USDA (www.usda.gov) and food vendors.

When managers receive the posters they have ordered, they should discuss with their principals the places to hang them. These posters should be laminated as soon as possible.

Promote These Foods!

- Green beans
- Tabouleh*
- Orange slices
- Marinated black bean salad*
- Sautéed kale
- Hummus* and raw bell pepper slices
- Water
- Chunky vegetable stew*
- Peach salsa*
- Sweet potatoes
- Chicken stir-fry with vegetables on brown rice*

* = *Eat Well & Keep Moving* item

These are some examples of foods that could be integrated into a school menu. The starred items are featured *Eat Well & Keep Moving* recipes. How could we use promotional materials to highlight some of the items on this sample menu?

(Ask participants to share their ideas. Write these ideas down on a flip chart, and post them around the room.)

Questions?

Any questions?

Thank you for your attendance. The next (and final) training session will focus on the messages students are learning in the *Eat Well & Keep Moving* classroom lessons.