

Promoting Your Events

The *Game On!* schools promoted their events in a variety of way using multiple methods to share event information with parents, community members, teachers/staff, and students.

School Communication to Parents	School Communication to Community	Communication to Students and Staff
<ul style="list-style-type: none"> • School newsletter • School menus • Parent letter • Recipes from foodservice • Website (and Twitter) • Email • School calendar 	<ul style="list-style-type: none"> • Local newspaper • Local radio 	<ul style="list-style-type: none"> • Classroom flyers and posters • Daily announcements • Café breakfast and lunch line • Student created signage • Post event information on school Facebook page • Tweet about the event using Twitter or other social media

Best practice tip:

Identify your target audience and use a variety of advertising to promote the event.

Icon Legend

 Food Tasting

 Parent/PTO

 Community Involvement

 Teacher/ Staff

 During School

 Elementary School

 Middle School

 \$-\$\$ (Cost)

 Time Level

 Before School

 After School

 Physical Activity



Food Tastings



Icons Present:



What we did:

During the month of October, Rockville Elementary School held tastings on Mondays, Wednesdays, and Fridays. Table tents were set up on the cafeteria tables to promote the tastings. The food samples were placed on a table in the cafeteria with a bulletin board behind it featuring information about the corresponding food group.

Each week was dedicated to a different food group to encourage. The tastings included:

1st week- Milk and other dairy: samplings of cheeses (Monday), yogurt parfaits (with granola) and fresh blueberries and strawberries (Wednesday), cottage cheese with tomatoes or pineapple as toppings (Friday)

2nd week- Grains (specifically whole): whole grain crackers with cheese (Monday), whole grain cereals (Wednesday), and salsa with whole grain chips (Friday)

3rd week- Fruits and vegetables: apple slices, grapes, and orange wedges (Monday), carrots and celery sticks, fresh fruit salad, and fruit smoothies (Wednesday)*

*Because of fall break, there was no event Friday

4th week- Protein: two different kinds of hummus dip with whole grain crackers (Monday), light tuna and crackers (Wednesday), sunflower seeds (Friday)

Eight students from the elementary were appointed as Wellness Ambassadors. Each week they would do a morning announcement with the lunch menu for the week and featured food group. The Wellness Ambassadors also created weekly bulletin board displays of the dedicated food group for the week. Decorating the cafeteria was another function of the Wellness Ambassadors. They hung Team Nutrition posters and displayed health information. Educational materials about the food groups were placed in the teachers' mailboxes to utilize in the classrooms.

Best practice tip:

Posters, bulletin boards, table tents, and daily announcements added to the overall atmosphere of the taste tests. Students were excited to try the foods because they had heard or read information about the importance of making healthy choices.



Smoothies

Location

Clark Middle School
Lake Central School Corporation
St. John
www.lcsc.us
219.365.9203



Food Tasting

Icons Present:



What we did:

This activity was designed to feature several food groups from MyPyramid (MyPlate). It provided students in grades 5 and 8 the opportunity to try a smoothie recipe and also to see how convenient, fast, and easy it is to create. Nine blenders full of ingredients were made prior to the start of the school day. Classes were served during SRT (Silent Reading Time) which was 25 minutes long. During this period the ingredients were blended quickly so students would not see the green spinach leaves inside the blender. Each student received a sample. The Dairy and Nutrition Council of Indiana (DNCI) provided information about the nutritional benefits of dairy foods and distributed posters and cheese erasers. Students also received recipes to take home.

The PTO and the DNCI worked to promote the event. The PTO sent out information about the event to the newspaper, parents, and community. This event was successful because of the practicality, ease, and excitement the students had about smoothies. A smoothie business recently opened up near the Lake Central School Corporation that is a hit with the kids, so the students bought into the idea of smoothies immediately. Students were amazed when they were told about the secret ingredient in the smoothie which was spinach.

According to one student at Clark Middle School, "Life would not be complete without a great smoothie."

Best practice tip:

Be sure all ingredients are fresh and experiment in small batches. Some colorful fruit and vegetable combinations can yield strange colors and textures.



Healthy Snack Days

Location

Henryville Elementary School
West Clark Community Schools
Henryville
www.wclark.k12.in.us
812.294.4806



Food Tasting

Icons Present:



What we did:

Henryville Elementary School offered several healthy snack days during the month of May. On the day the snack was offered the physical education teacher went into each classroom and explained the importance of healthy food choices. The students were then able to taste samples from a variety of snacks including grapes, apples, and oranges.

Best practice tip:

Have options for students with allergies. It is good idea to offer a variety of options for snacks in case a student has an allergy.

Rockville Jr. High School held a similar event called “Healthy Snack Fridays” during the month of April and offered yogurt cups with granola, grapes, and trail mix with yogurt bites.



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Pizza Muffins

Location

Bloomfield Elementary School
Bloomfield School District
Bloomfield
www.bsd.k12.in.us
812.384.4271



Food Tasting

Icons Present:



What we did:

The child development class assisted the fourth grade students in preparing pizza muffins. The pizza muffins consisted of whole wheat English Muffins topped with pizza sauce and mozzarella cheese. They discussed the nutritional information of the ingredients as they made the recipe. The fourth grade students enjoyed working with the high school students in the Family and Consumer Science kitchens. Many of the students had never prepared a food item with a recipe. It was a good learning experience for both the younger and older students.

Best practice tip:

Have recipes clearly printed out along with pictures of the final product. This helps with visualization and comprehension. Use this opportunity to describe whole wheat and how it can be used in a variety of recipes.



Dairy Challenge

Location

Monrovia Middle School
Monroe-Gregg School District
Monrovia
www.m-gsd.org
317.996.2352



Food Tasting

Icons Present:



What we did:

The Dairy Challenge was offered to middle school students to entice them to choose yogurt as a breakfast item or a quick snack item. The cafeteria staff assembled 380 yogurt parfaits. They consisted of vanilla yogurt, fresh raspberries, fresh blueberries and low-fat granola. Three tables, covered with red, white, and blue themed tablecloths, were set up throughout the middle school hallways. Parfaits were placed on the tablecloths along with spoons and napkins. Each table was staffed by a teacher and a cafeteria person and they encouraged students to take a parfait. Announcements were made by the principal reminding students to take a yogurt parfait. The principal also shared the benefits of consuming foods from the Dairy Group, and about the importance of eating breakfast as it relates to the learning process.

Best practice tip:

Assess the needs of your target audience. Many youth fill their afternoon with extracurricular activities and need ideas for quick and accessible healthy snacks. Skipping breakfast can be another habit so equipping them with quick breakfast ideas will help ensure they eat breakfast.



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Summer Snack Attack

Location

Wood Memorial Jr. High School
East Gibson School Corporation
Oakland City
www.egsc.k12.in.us
812.749.4715



Food Tasting

Icons Present:



1-2

MED

What we did:

The Wood Memorial Jr. High School wellness team offered several tastings from the Dairy Group in May. The first tasting included smoothies. On another day at the start of study hall, the wellness team delivered a message along with string cheese to each student. The final snack offered was crackers and low-fat cheese cubes. The wellness team distributed bookmarks and pencils donated by the local health department that reinforced the healthy nutrition messages. They also shared ideas for healthy snacking over the summer.

Best practice tip:

Enlisting the wellness team to help serve snacks made quick work of the snack distribution.



Apple Cart Taste Testing

Clark Middle School
Lake Central School Corporation
St. John
www.lcsc.us
219.614.3799

Location



Food Tasting

Icons Present:



1-2 MED

What we did:

The apple cart taste testing was held the end of October. Food services ordered all of the necessary items, cut the apples, and loaded up the carts each day to enter the classrooms. Prior to the event, advertising was conducted through school. Throughout the week, more advertising messages were posted in the hallway to promote the program and build excitement. During the day of the event, students were given a survey to complete after tasting the different variety of apples. Students were informed about the importance of eating fruit daily, the history of the apples, and how apples make a quick, inexpensive and great tasting snack. Students were also given a fun worksheet to complete to conclude the event.

The activity was successful in a variety of ways. The students were very eager, excited, and willing to try ALL of the apples presented. The students had fun debating and discussing their favorites as well. The activity allowed students to observe how quickly and easily it was to cut up apples in small pieces and bring to school or eat as a snack. Many students took this information and excitement home to their parents and changed some of their snacking habits at home!

Best practice tip:

Since there are so many types of apples, apples are an easy way to introduce students to specific food variations. A good vegetable exercise could be Bell peppers. Incorporate science standards (plant dissection and identification) or math standards (students vote on the most popular variety and graph results).



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Fruity Fridays

Location

Wes-Del Middle School
Wes-Del Community School Corporation
Gaston
www.wes-del.k12.in.us
765.358.3349



Food Tasting

Icons Present:



What we did:

Students participating in the walking club were able to try a new type of fresh fruit every Friday. The students looked forward each week to learning what new fruit they would be trying after their walk.



Best practice tip:

Think about a creative name for your event that communicates the purpose of the event. It doesn't get much simpler than "Fruity Fridays"!

Hummus Tasting

Location

North Vernon Elementary School
Jennings County School Corporation
North Vernon
www.jcsc.org
812.346.4903



Food Tasting

Icons Present:



What we did:

Cafeteria staff prepared homemade hummus based on the recipe shared at the *Game On!* training. Each classroom was given two pints of hummus and for each student, a package of wheat crackers. Very few students refused to eat it. Students were asked to answer survey questions regarding taste, texture and if they would eat it again.

Many teachers and students had never heard of or tasted hummus before. Sixty-seven percent of students really liked it (32%) or thought it was OK (35%). Only 33% of those tasting did not like it. Thirty percent said they would definitely eat it again and 35% said they might eat it again.

Best practice tip:

Eating more dried beans and peas is part of the 2010 Dietary Guidelines for Americans. Showcasing chickpeas as the ingredient in making hummus makes a great introduction to this food category.



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Oatmeal Breakfast Bar

Location

Monrovia Middle School
Monroe-Gregg School District
Monrovia
www.m-gsd.org
317.996.2352



Food Tasting

Icons Present:



What we did:

Students were challenged to increase the amount of whole grains in their diets. Students were given a ½ cup portion of cooked oatmeal in a bowl, and then allowed to go through a topping bar. Toppings included blueberries, raspberries, mini chocolate chips, peanut butter, dates, pecans, bananas, brown sugar and maple syrup, After clean up, students were allowed to pick “oatmeal-to-go” bars to take home. Approximately 300 students and staff participated in the two-day event. Since this tasting was offered students have asked for this for school breakfast option!



Best practice tip:

This is a great way to teach about whole grains. Post pictures of other whole grains and put several spoonfuls of different types of grains in clear glass jars. Label the jars accordingly. Then tape food labels with grain ingredients circled next to the jars (including products you have available in your cafeteria).

Whole Grains Challenge

Crestview Elementary School
MSD of Lawrence Township
Indianapolis
www.itschools.org
317.964.4200

Location



Food Tasting

Icons Present:



1-2 MED

What we did:

To teach the importance of consuming whole grain foods, the entire student body had the opportunity to taste test Spanish rice and whole grain rotini. Students voted on which items they would like to see on the school menu. Many students had never tasted Spanish rice or whole grain pasta. Approximately 85% of students wanted both items to be added to the lunch menu. Positive comments were received from staff as well.

Best practice tip:

Plan preparation carefully since various pastas and grains have different cooking times.



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