Smart Snacks and Smarter Lunchrooms: Policies and Principles for Healthier Food

Kaiser Permanente Southern California
Fall 2014 Learning Community
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Arpiné Shakhbandaryan, Community Partners

Icebreaker

Share you name, your HEAL or Thriving Schools community, and a talent or hobby.

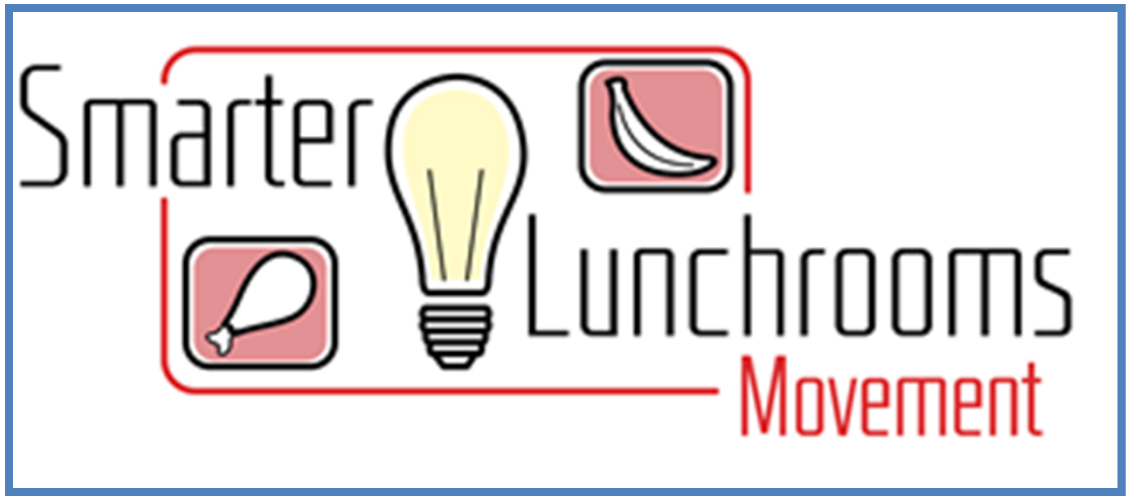
Share how you are involved in the HEAL, smarter snacks, or smarter lunchrooms movement in your community, school, or school district.

Two Big Opportunities

A La Carte

Student Store

Fundraisers



Sizes

Convenience

Visibility

Enhance

Suggestive

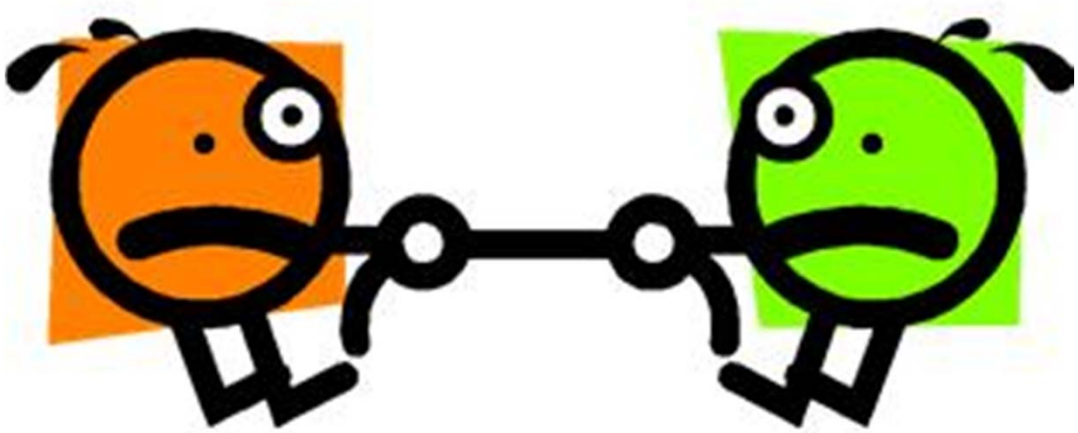
Pricing

CA Smart Snacks in Schools

Competitive Foods

Any food sold in schools that is not part of the federal school meals program.

- Vending machines
- Snack bars
- School stores
- A la carte lines
- Fundraising sales



Taking the Lead

- Learn about the district's wellness policy and join the wellness council.

- Familiarize yourself with the breakfast and lunch menus and discuss with food services director, cafeteria manager, and your children.

- Talk with teachers and parents about having healthier parties and fundraisers. Lead by example!

Behavioral Economics

What factors affect our choices?

- Price
- Appearance
- Convenience
- Information
- State of mind
- Habit
- Expectations

Cornell Center
for Behavioral Economics
in Child Nutrition Programs

6 Principles

Environmental Cues that Influence Eating Behavior

1. Manage Portion **Sizes**
2. Increase **Convenience**
3. Improve **Visibility**
4. **Enhance** Taste Expectations
5. Utilize **Suggestive** Selling
6. Set Smart **Pricing** Strategies

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in Child Nutrition Programs

Smarter Lunchroom Movement

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Video
https://www.youtube.com/watch?v=BKFf5QiTqqg

Next Steps

Vending machines

Snack bars

School stores

A la carte lines

Fundraising sales

Smarter Lunchrooms Movement

Manage Portion **Sizes**

Increase **Convenience**

Improve **Visibility**

Enhance Taste Expectations

Utilize **Suggestive** Selling

Set Smart **Pricing** Strategies

Resources

Smart Snacks in Schools
http://www.cde.ca.gov/ls/nu/he/compfoods.asp

Smarter Lunchrooms Movement
http://smarterlunchrooms.org/

Technical Assistance Providers

California Project LEAN
http://www.californiaprojectlean.org/

CA Food Policy Advocates
http://cfpa.net/

Thank You for Participating!

Arpiné Shakhbandaryan
Program Manager
Community Partners
213-346-3280
ashakhbandaryan@CommunityPartners.org