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

Kaiser Permanente Southern California
Fall 2014 Learning Community
November 4, 2014 | Westin Hotel Pasadena

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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
Smarter Lunchroom Movement

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

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

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!

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