Technical Advising Professionals (TAPs) Quarterly Webinar

July 24, 2014
10-11 AM PST; 1-2 PM EST

California Smarter Lunchrooms Movement (CA SLM) Collaborative

This training opportunity is made possible through the partnership of the following organizations:

Conference call guidelines:
- Provide speakers with your full attention during the webinar
- Call will be “muted” during the presentation
- Questions will be answered at end of each presentation
  - Type questions into the conversation panel
  - Call will be unmuted at this time for questions
- Webinar evaluation after discussion and closing
Agenda for Today’s Webinar:

- **Overview of the CA SLM Rollout**
  - Heather Reed, California Department of Education
- **SLM across the Nation**
  - Kathryn Hoy, BEN Center, Cornell University
- **TAP Roles and Guidelines**
  - Shannan Young, Dairy Council of California
  - Tammy McMurdo, UC Cal Fresh Nutrition Education Program
- **Best Practice Sharing**
  - Candice Sainz-Lau, Dairy Council of California
  - Tammy McMurdo, UC Cal Fresh Nutrition Education Program
- **Discussion and Closing**

Webinar Objectives:

- Describe the California Smarter Lunchrooms Movement (CA SLM)
- Explain the impact of SLM nationwide and the value of Technical Advising Professionals (TAPs)
- Clarify roles and expectations for TAPs
- Describe how to access SLM resources to support school districts
- Apply successes and tips from the field to helping schools implement SLM

**TA-The California Smarter Lunchrooms Way!**

California Joins the Smarter Lunchrooms Movement!

*Heather Reed, MA, RDN*

Nutrition Education Consultant
California Department of Education

hreed@cde.ca.gov
California Smarter Lunchrooms Movement

CA SLM Phase One: Timeline
(School Year: 2013–14)

- Fall 2013
  • Collaborative approach!
  • UC Davis and Long Beach workshops
- Winter 2014
  • Planning
- Spring-Summer 2014
  • Planning
  • UC Davis and Long Beach workshops
  • Fall and TAP workshop
- Summer-Fall 2014
  • UC Davis and Long Beach workshops
  • Webinars
- Fall 2014
  • UC Davis and Long Beach workshops
  • TAP support
  • Evaluation Plan
- Winter 2014
  • Training
  • Registration
- Spring-Summer 2014
  • Training Design
  • FSD and TAP workshops
  • (March-April 2014)
  • TAP support
  • Webinars
- Summer-Fall 2014
  • Evaluation
  • Process evaluation
  • Evaluation Plan

Phase One- CA SLM Gets Rolling

- 11 FSD trainings
- 8 TAP trainings
- 9 school site visits
- Over 300 Trained
  - 64 TAPs
- Over 100 local education agencies for part one
  - 58% return for part two

California’s Unique Training Design includes TAPs!

<table>
<thead>
<tr>
<th>Date</th>
<th>Food Service Directors (FSD)</th>
<th>Technical Advising Professionals (TAPs)</th>
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<tbody>
<tr>
<td>September</td>
<td>201A (1AM-4PM) Introduction to SLM best practice</td>
<td>201A (1AM-2PM) Introduction to SLM best practice</td>
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<td>2013</td>
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<td>March 2014</td>
<td>201A (1AM-2PM) Introduction to SLM best practice Context to three changes</td>
<td>201B (1-3PM) Providing Technical Assistance Day in the Life of a FSD Plus Optional Guided Site Visit</td>
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<td>April 2014</td>
<td>201B (1AM-2PM) Engaging Stakeholders Summary of commitments Communication Plan</td>
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What’s Next?

- TAP Quarterly Webinars – next one is October 23, 2014
- Websites – best practices and TAPs Resource Drop Box
- Phase Two CA SLM
  - CSNA – November 13-16, 2014 2 sessions and alumni gathering
  - Evaluation design
  - Workshop series
    - 100 more school districts to be trained at 4-6 locations during March and April 2015

Thank You!

Please contact me if you have questions:

Heather Reed, MA, RDN
Nutrition Education Consultant
hreed@cde.ca.gov
916-323-3581

Smarter Lunchrooms Movement Across the Nation

Kathryn "Kate" Hoy, RD, CN
Manager for the Center for Behavioral Economics in Child Nutrition Programs Cornell University
kfh7@cornell.edu
**Technical Assistance**

- Most effective results when technical assistance provided
- Team Nutrition
  - TN grants resulted in brief TA; however, unsustainable
  - California – 1st program of its kind
    - Direct assistance provided in past solely by B.E.N.
What is TA to B.E.N.?
Boots on the Ground!
- Broaden & further both your organization’s mission & the mission of the Smarter Lunchrooms Movement
  - To equip school lunchrooms with evidence-based tools that improve child eating behaviors and thus improve the health of children
- Train when requested/able
  - You’re certified trainers…do with this what you will
  - Lots of resources – use them (with credit if applicable)
- Refer when necessary
- Empower/support as needed/able to facilitate change
- Communicate-
  - Dynamic process → You are informing the process!

Forthcoming Tools
- California – TA File Sharing/Box
Forthcoming Tools

- California – TA File Sharing/Box

- Smarter Lunchrooms Scorecard App

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Further Synergies

○ USDA – Proposed Professional Standards for School Nutrition Professionals
  ♦ http://professionalstandards.nal.usda.gov/

○ SLM meets all Marketing & Communications Competencies, Several Ops & Administration Competencies

Thank You!

○ Please contact me:
  ○ Kate Hoy at kih7@cornell.edu
US Consumption Compared to MyPlate

Report Conclusion:
“...Other efforts will be needed to encourage more students to try the new fruit and vegetable offerings. Multiple strategies for encouraging consumption—such as in-class educational efforts and altering the food environment...are probably needed.”

Strategy for Systems Behavior Change

Nutrition Education (Want to Do)  Policy (Able to Do)  Cafeteria (Triggered to Do)  Partnerships
California Smarter Lunchrooms Movement

Partners

Training

TAP

SLM in CA

What is TAPs in California?

TAPs assist school foodservice in learning about the SLM strategies and in implementing the strategies by providing detailed information, training and advice on SLM implementation.

Regulation

USDA Snap-Ed Programs are encouraged to use SLM in their programs!

SNAP-Ed Guidance | 3/29/2014 (p.14, 15, 16, 19, 60)

For example, States and their Implementing Agencies may decide to work with schools on smarter lunchroom efforts to help achieve school wellness goals. The Smarter Lunchroom Movement uses research-based principles that lead children to make healthy food choices (more information at: http://healthymeals.nal.usda.gov/healthierus-school-challenge-resources/smarter-lunchrooms).
What Does TAP Look Like?

- Inspire change by helping not doing
- Needs based
- Follow up on SFS Commitments
- Conduct site visits with Score Card
- Provide written Observation Summary
- Regularly Check in: in-person, phone or email
- Make referrals to Kate Hoy
- Provide SLM resources
- Conduct trainings

Resources for TAPs

- National and State SLM Advisors
- Each other
- Quarterly SLM Professional Learning Community webinars
- Monthly CoPx webinars on SLM
- SLM Resources and website
- Trainer Resources
- List serve for SML TAPs

Sharing Success:

- Collect best practices
- Document success through evaluation of interventions
- Take pictures before and after
**BEFORE:**
Roseville City School District
Spring 2014

**After:**
Roseville City School District
Summer 2014

Thank You!
Please contact us if you have questions:

Shannan D. Young, RDN, SNS
Project Manager
Dairy Council of California

and

Tammy McMurdo, MS, RD
Nutrition Program Representative
UC CalFresh Nutrition Education Program
Best Practices Sharing: Successes and Tips from the Field

Candice Sainz-Lau, RDN, SNS
Community Nutrition Advisor
Dairy Council of California

and

Tammy McMurdo, MS, RD
Nutrition Program Representative
UC CalFresh Nutrition Education Program
Taking Milk and Water

Funded through a joint agreement among the U.S. Department of Agriculture/Food & Nutrition Services (USDA/FNS), the California Department of Social Services (CDSS) CalFresh Branch, and the University of California Cooperative Extension (UCCE).

Julie Cates
Nutrition Program Coordinator
UC CalFresh Nutrition Education Program
Tulare County Cooperative Extension

Tulare County joins the Smarter Lunchroom Movement!

Julie Cates
Nutrition Program Coordinator
UC CalFresh Nutrition Education Program
Tulare County Cooperative Extension

In Spring 2014, the UC CalFresh Nutrition Education Program and the Dairy Council of California partnered with Tulare County School Districts to utilize Smarter Lunchrooms principles.

School Districts included:
- Earlimart
- Farmersville
- Tulare City
- Tulare High School

Tulare County joins the Smarter Lunchroom Movement!
Early Implementers

Positive practices noted during initial site visits:
- Changing of milk placement
- Rearranging fruit to increase fruit consumption
- Creating menu changes based on student surveys
- Decorated lunch tables for students with good behavior

Challenges with implementing SLM practices
- Open campus policy
  - Parents bringing in lunches
  - Local restaurants delivering lunches
  - Groups offering free lunches in the quad without school food service’s permission
- School food service staff morale

Addressing these challenges

Key to successfully implementing SLM practices:
- Involve the students
- Involve the parents
- Involve the community
- Involve school food service staff
Tip #1: Change lunch menu sign daily and place at lunchroom entrance

Tip #2: Use colored markers and large letters or removable clings to highlight today's lunch special
Tip 3#: Change the Nutrition Corner board monthly

Tip 4#: Offer infused water and market it!
A fun sign can be placed in front of gray water dispensers detailing what is inside

Tip 5#: Boost employee morale by adding positive nutrition images in the work place
Last Tip of the Day:
Make others aware of what you are doing as TAPs!

Next steps....
Farmerville Unified School District plans to:
- Add a burrito bar which was requested by the students (and Mr. Lohry)
- Analyze production and or consumption records since implementation of minimal posters May 2., after infused water, other changes
- Focus on getting parents and community groups involved in school wellness policy
- Continued press releases by TAPs!!

Questions and closing........

What can we do for you to make implementing Smarter Lunchroom Techniques more successful in your county?
Thank you for attending!

Please complete the evaluation at the end of the webinar.