



STRATEGIES, TOOLS, AND RESOURCES FOR SCHOOLS

Display and Setting Tools

1

**MAKE FRUIT AND
VEGETABLES THE
DEFAULT**

- ▶ Add fruit and vegetables as a side dish to meals served in the cafeteria, with students having to request an alternative.
- ▶ Take a look at [Menu Additions for Cafeterias and Foodservice Departments](#) for great ideas about adding fruit and vegetables to your cafeteria menu.

2

**INCREASE THE
PROMINENCE OF FRUIT
AND VEGETABLES**

- ▶ Place easy-to-grab fruit such as apples, bananas, and oranges in a prominent, well-lit, and attractive display beside each food station in the cafeteria. Add 100% fruit juice as an option, if your school has a refrigerated unit.
- ▶ Implement a comprehensive school wellness program, focusing on nutrition goals and guidelines for food and beverages available on your school campus. For federal program guidelines, consult the [Healthy, Hunger-Free Kids Act of 2010](#).
- ▶ Proudly display Fruits & Veggies—More Matters signage throughout your cafeteria. Scroll through our online [PBH Nutrition Education Catalog](#) to find a variety of age-appropriate signs and posters.
- ▶ For more tips about promoting healthy menu items to students, be sure to take a look at [Promotion Ideas for Foodservice Operators](#).

3

**INCREASE FRUIT AND
VEGETABLE OPTIONS**

- ▶ Offer more fruit and vegetable choices in the cafeteria. To find some great tips for adding these nutritious foods, visit [Menu Additions for Cafeterias and Foodservice Departments](#).
- ▶ Equip your school with a salad bar to increase access to fruit and vegetables. If your school/district does not have funding for a salad bar, contact your PTA/parent organization or look for grants that may be available from sources such as the [Let's Move Salad Bars to Schools](#) initiative.
- ▶ Add pre-plated salads to the cafeteria menu to increase student access to fruit and vegetables for lunch.
- ▶ Add a fruit bar as part of your school breakfast program.
- ▶ Include more a la carte items, single-serving options, or pre-plated fruit and vegetables, as a regular part of the school menu to give students additional, healthy food options.
- ▶ Incorporate the [P.A.C.K. Program](#) as a school-wide activity for elementary school students to encourage them to eat or “pack” a colorful variety of fruit and veggies in their lunch from home or when buying it at school.
- ▶ Reduce the number of alternative, competing options that students face when making food



4

DECREASE NON-FRUIT AND VEGETABLE ALTERNATIVES

- choices, including snack bars and a la carte items.
- ▶ Remove vending machines that offer unhealthy items. Work with a vendor who will provide healthy snacks, or buy vending machines for your building and stock them with healthy foods. (Buy products in bulk and keep prices low—it’s a great way to encourage healthy eating!)
- ▶ Restrict how often fried potatoes can be served.
- ▶ Eliminate or reduce certain types of non-healthy foods (such as dessert) from the school menu to encourage healthy choices for all aspects of the meal.
- ▶ Try a new approach for your next school fundraiser. Instead of selling candy and junk food, organize a [Fresh Fruit Fundraiser](#) to raise money for your school *and* promote healthy eating!

5

INCREASE THE CONVENIENCE OF FRUIT AND VEGETABLES

- ▶ Have trays easily available for students in the cafeteria so that they can have a place to easily add and carry side dishes of fruit and vegetables.
- ▶ Learn how to promote good nutrition at [PBH Healthy Eating Fact Sheets for Schools](#).
- ▶ Display PBH posters and signs to promote healthy eating by students and staff. Use colorful,

6

PROVIDE TIMELY REMINDERS

- age-appropriate [PBH Posters](#) in your classrooms and cafeteria to remind students to eat from the salad bar.
- ▶ Find more than 100 nutrition education products (brochures, tracking tear sheets, etc.) to use in the classrooms and share with students—all available for purchase online in the [PBH Catalog](#).
- ▶ Plan a student assembly focused on healthy eating and arrange for a dietitian from a local hospital or university extension office to talk to students about the importance of good nutrition for optimal health and growth.
- ▶ Schedule “micro-campaigns” throughout the school year that focus on themes promoting healthy eating: [National Nutrition Month](#), [Eat a Colorful Variety Every Day](#), [Heart Health Month \(February\)](#), Back to School ([P.A.C.K. Week](#))
- ▶ Design lesson plans that feature a Fruit or Veggie of the Month for classroom teachers, complete with recipes and information about each commodity. Everything you need is available in downloadable, hi-res PDFs at [Fruit of the Month](#) and [Vegetable of the Month](#). Share this information with parents by posting it on your school website.
- ▶ Adopt [P.A.C.K. Week](#) to teach young students how to pack and eat a variety of colorful fruit and veggies each day. This ready-to-use toolkit is complete with reproducible handouts, in-class group activities, tracking sheets, certificates for participants, and much more!
- ▶ Organize a [Family Nutrition Night](#), using *Nutrition through Core Content*, an instructional resource for educators seeking to hold Family Nutrition Nights (FNN) for grades K-4 and 5-8. These lessons are designed to help parents and students develop positive attitudes about nutrition, establish lifelong healthful eating patterns, take action for good health, and provide accurate and current nutrition information.
- ▶ Get students interested in healthy eating by distributing colorful and informative educational materials. Choose from a wide variety of age-appropriate products from the [PBH Catalog](#). To acquire funding for this effort, ask your PTA or community members to participate in PBH’s Adopt A School Program. It’s easy and convenient! (Donors receive a tax donation for supplying materials to your school, too!) For more information about the Adopt A School Program, contact Don Schuler, Manager of Catalog Sales, at dschuler@pbhfoundation.org or 302.235.2329, ext. 320.

- ▶ Lower prices on fruit and vegetables to encourage students to eat more of these healthy foods.

Incentive and Price Tools

7

**OFFER STRATEGIC
DISCOUNTS**

- ▶ Show students and parents how fruit and vegetables are an excellent value for their money.

8

**CONSIDER PRICE
PERCEPTION AND
FAIRNESS**

- Find great tips for smart planning, shopping, and storage/preparation by visiting [Fruit and Veggies on a Budget](#).
- ▶ Sell a la carte fruit and vegetables at reduced prices in the cafeteria to increase convenience and

9

OFFER BONUS QUANTITIES

- portability for students.
- ▶ Create a program to provide small rewards to students who eat at least one serving of fruit or

10

**USE SMALL MONETARY
INCENTIVES**

- vegetables as part of their school-provided lunch.
- ▶ Choose student incentives which serve as healthy eating reminders. For some great ideas, check our online selection of inexpensive [Promotional Items](#) (pencils, pens, stickers for kids, etc.) and [Cookbooks](#) like the Cool Fuel Cookbook for Kids.
- ▶ Adopt the [Food Dudes Behaviour Change Programme for Healthy Eating](#) developed in Britain that combines small rewards and peer modeling videos depicting super heroes enjoying fruit and vegetables.

11

USE SOCIAL REWARD

- ▶ Display signs in the cafeteria and other common areas that show students eating fruit and vegetables. Find inexpensive, age-appropriate nutrition education posters and signs in the [PBH Catalog](#).
- ▶ Ask your student government leaders to organize a poster campaign that appeals to students, showing ways to include fruit and veggies as part of a healthy diet and lifestyle.
- ▶ Post cafeteria menus online so parents and students can plan healthy food choices in advance.

Planning and Habit Tools

12

CREATE

PRE-COMMITMENT TOOLS

- ▶ Help young children (ages 5-9) count how many times they have eaten from the

13

CREATE SIMPLE
TRACKING TOOLS

school salad bar over the course of a day, week, or month. Provide students with a [Kid's Salad Bar Tracking Sheet](#) that can be purchased inexpensively from the [PBH Catalog](#).

14

CREATE PERSONAL
STRATEGIES

- ▶ Introduce the MyPlate graphic to students as an easy-to-use guideline for filling half their plate with fruit and vegetables. At [Health and Nutrition Information for Educators](#), find classroom materials, games, coloring pages, etc., designed specifically for children aged 6-11. For older students, USDA will be unveiling a new website later this year, [Healthier Middle Schools: Everyone Can Help](#), featuring a wide array of communication tools and resources (videos, YouTube, and PDF downloadable handouts) for principals, parents, school food service operators, teachers, and students.
- ▶ Conduct a school-wide competition between grade levels or classrooms based on healthy eating. Challenge students to see how many fruit and vegetables they can add to daily meals and snacks over the course of a week or month. Plan a special celebration if students reach a pre-determined goal for their school community.

15

PROMOTE
HABIT-STARTING
OPPORTUNITIES

- ▶ Plan different promotions throughout the year to teach students about healthy eating, such as during National Nutrition Month in March and back-to-school celebrations.
- ▶ Adopt food procurement policies requiring that healthy foods, including fruit and vegetables, be served at all school-sponsored meetings, events, assemblies, and conferences.
- ▶ Sign up for the [Chefs Move to Schools](#) program which matches chefs with local schools to educate students and show them that nutrition can be fun.

16

ENCOURAGE ONLY
FRUIT AND VEGETABLE
SNACKING WHILE
WATCHING TV

- ▶ Ask parents and students to reduce TV time **and** snack only on fruit and veggies.
- ▶ Share snack ideas with parents that are healthy and convenient to eat while watching TV. For some great tips, visit [Top 10 Fruit Snacks for Kids](#).

17

FACILITATE PREFERENCE
CHANGE

- ▶ Introduce a new fruit or vegetable to your cafeteria menu through promotions and taste tests.
- ▶ Plan a classroom “tasting fest” and invite students to bring their favorite fruit and vegetable dishes. (Ask them to bring along copies of their recipe to share!)

Messaging Tools

18

USE APPROPRIATE
NUTRITION LABELING

- ▶ Teach students how to read nutritional labels when making purchases, as part of your school's math or health curriculum. For advice and tips on how to determine and compare the nutritional contents of food items, visit [Understanding Food Labels](#).

19

USE APPROPRIATE
NUTRITION LABELING

- ▶ Fund school gardens so students can plant, grow, and prepare healthy meals with the produce they harvest. They'll be more likely to eat and try new vegetables that they have grown themselves! For more information and tips, read [Gardening Gets Kids to Try New Fruit and Vegetables](#), [4 Steps to Your Vegetable Garden](#), and [Gardening Can Improve Your Health](#).
- ▶ Help students understand how fruit and veggies are grown, with a colorful book featuring the Fruit & Veggie Color Champions called the [Farm to Fork Activity Book](#). This book, appropriate for students aged 4-8, is available in English and Spanish.

20

HIGHLIGHT SOCIAL
NORMS

- ▶ Ask your PTA/parent-school organization or Student Council to sponsor a campaign promoting healthy eating. Conduct a poster contest featuring fruit and vegetables as part of a nutritious diet for elementary students and teens.
- ▶ Create a reward program to communicate a social norm about the importance of eating fruit and vegetables.

21

LEVERAGE LOSS
AVERSION

- ▶ Design nutrition education classes or lesson plans that teach students how a poor diet can lead to health problems as they get older, emphasizing why it is important to eat fruit and vegetables every day for good health.

22

USE STRONG,
APPEALING BRANDING

- ▶ Add a link to [Food Champs](#) on your school website for young students to help them get excited about fruit and veggies. This interactive website for kids aged 2-8 features games, activities, and recipes. It offers kid-friendly resources to share with parents, including downloadable [Printable Recipe Cards](#) and a [Food Champs Weekly Shopping Planner](#) that encourages young children to shop for fruit and veggies with a parent or guardian and then track what they eat each week.
- ▶ Display the Fruits & Veggies—More Matters logo on your school website. It's a great visual way to convey the message that fruit and vegetables are important for healthy living. Using the logo is easy to do, costs nothing, and is a great way to share information with your school community about healthy eating with fruit and vegetables. Contact PBH about adding the Fruits & Veggies—More Matters web button to your website so that everyone at your school can link directly to information and ideas about healthy eating with fruit and vegetables!