



School Foodservice Role Model & Champion Criteria

Share with us how you support Fruits & Veggies—More Matters®!

1. Supports Fruits & Veggies—More Matters mission by:

(Meet criteria for consideration as a Champion or Role Model)

- Join America's More Matters Pledge to Fight Obesity

2. Fruits & Veggies—More Matters visibility and support on organization's website:

(Meet 1 criteria for consideration as a Champion; 1-2 criteria for consideration as a Role Model)

- Link to FruitsAndVeggiesMoreMatters.org
- Copy/text about Fruits & Veggies—More Matters on web site, or through social media outlets such as Facebook and Twitter.

3. Our district (fill in the blank) _____, is a supporter of the overall mission of increasing all forms of fruits and vegetables. Explain and provide examples:

(The breadth and depth of the written/submitted support will determine Champion vs. Role Model status)

4. Our district serves fruits & veggies in the following forms:

(Need to serve 4 to qualify for consideration as a Champion or Role Model)

- Canned
- Dried
- Fresh
- Frozen
- 100% Juice

5. Promote Fruits & Veggies—More Matters via:

(Check all that apply)

- Cafeteria or school-wide promotions/nutrition fairs
- Lunch menus
- School newsletters
- Staff development meetings

6. Healthy lifestyle values (eating well and physical activity) are deeply rooted in the organization's culture:

(Meet 1 criteria for consideration as a Champion and more than 1 for consideration as a Role Model)

- Newsletter or Staff Development presentation for employees that includes messaging highlighting the benefits of Fruits & Veggies—More Matters logo/brand messages, health messaging on tips and ideas of how to incorporate more fruits and veggies into center of the plate menu items
- Newsletter or Staff Development presentation for employees that includes highlighting the benefits of all forms of fruits and vegetables, including canned, dried, fresh, frozen & 100% juice
- Cafeterias promote physical activity and eating well by posters and or annual event
- School Foodservice Director, wherever possible, makes a grassroots effort to help increase consumption of all forms of fruits and vegetables for better health
- Other

7. Be “AN ALL FORMS COUNT!” Director supporting Fruits & Veggies—More Matters efforts all year-long:

(Meet 1 criteria for consideration as a Champion and more than 1 for consideration as a Role Model)

- Support *Let's Move Salad Bars to Schools* by:
 - Bringing a salad bar into a school and/or initiating fundraising effort to encourage donations to fund a salad bar for one of your schools, inclusive of nutrition education information. (saladbars2schools.org)
 - Introducing smoothie bars, healthy fruit and vegetable vending, fruit and vegetable fundraisers or other ways to get fruits and vegetables into schools
- Take Fruits & Veggies—More Matters and the message that “ALL FORMS COUNT!” to key groups beyond your schools and districts via:
 - State or national educational education breakout sessions @ CSNA or SNA
 - Via social media efforts
 - Via Chapter Meetings
 - Via any other appropriate community outreach setting or mechanism

8. Demonstrate success of the program in #7 by showing:

(Check all that apply)

- Skill-building
- Increased knowledge about the benefits of all forms of fruits & veggies
- Increased fruit and vegetable consumption in all forms
- Other