



School Foodservice Role Model & Champion Criteria

Are You a Fruits & Veggies--More Matters® Role Model?

1. **Supports Fruits & Veggies—More Matters mission by:**
(Meet criteria for consideration as a 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 Role Model)
 - Link to www.FruitsAndVeggiesMoreMatters.org
 - Post copy/text about Fruit & Veggies—More Matters on school website, Facebook or 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 support will determine Role Model vs. Champion status)

4. **Our district serves fruits & veggies in the following forms:**
(Need 4 to qualify.)
 - Canned
 - Dried
 - Fresh
 - Frozen
 - 100% Juice

5. **Promote Fruits & Veggies—More Matters via**
 - 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)

Tell us whether or not you are a Role Model or Champion by emailing ImaRoleModel@pbhfoundation.org by Jan. 5 of each calendar year.

- 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. (www.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:

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

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