TOOLKIT AND RESOURCES FOR SNA MEMBERS

NATIONAL SCHOOL LUNCH WEEK
October 11–15, 2010

WHAT'S ON YOUR TRAY?

STRONG
BALANCED
CREATIVE

CHILLED
RADIANT
TABLE OF CONTENTS

What’s On Your Tray?  2
Campaign Highlights  3
What’s On Your Tray? School Lunch Personalities  4-5
Celebration Ideas & Publicizing Your Event  6-7
What’t on Your Tray? Resources  8-9
WHAT’S ON YOUR TRAY?

“School Lunch—What’s on Your Tray?” helps students learn that eating a healthy and nutritious school lunch is essential to help them get the most out of their action-packed day!

Whether it’s their busy academic or social calendar, or the foods they choose, what’s on the lunch tray says a lot about a student’s personality! The highlight of the “School Lunch—What’s on Your Tray?” campaign is a quiz that will help your students to identify their school lunch profile and learn what foods are best to keep them healthy, active and going strong!

The campaign runs from August 2010 to October 2010, culminating in National School Lunch Week, October 11-15, 2010.

The School Nutrition Association (SNA) and the Milk Processors Education Program (MilkPEP) are excited to bring you great tools and resources to promote the “School Lunch—What’s on Your Tray?” Campaign.

National School Lunch Week
• Created in 1962 by President John F. Kennedy
• NSLW is a celebratory week of events and activities promoting the benefits of the NSLP

Key Message
The objective of “School Lunch—What’s on Your Tray?” and NSLW is to highlight the importance of a healthy and balanced school lunch in a student’s day.
CAMPAIGN HIGHLIGHTS

www.WhatsOnYourTray.org
The official “What’s on Your Tray?” website www.whatsonyourtray.org has a tray full of activities and information for kids, including the What’s on Your Tray personality quiz.

“What’s On Your Tray?”
Personality Profile
Available online at www.whatsonyourtray.org or in paper format for use in your cafeteria*, this light-hearted quiz can help reveal whether you are creative, chilled or balanced. This school lunch personality quiz asks fun food and activity questions while passing along some great healthy eating tips.

*The paper format of the quiz is available to download at www.schoolnutrition.org/nslw

What’s on Your Tray? Community
Tell us how “What’s on Your Tray?” has impacted your school lunch participation and what you are doing to celebrate NSLW and enter for your chance to win. Join our new “What’s on Your Tray?” Community on the School Nutrition Network and you will have the chance to win prize packs for your school. On the Community, you can swap celebration ideas and take polls. Find out more at www.schoolnutrition.org/nslwcommunity

At the end of each month, between August and October, we will randomly pick 10 winners (30 total) to receive Prize Packs for their school.
What’s on Your Tray?—School Lunch Personalities

Find out more about all 5 different school lunch personalities and get some great healthy eating tips.

**Strong**

Your strong personality and even stronger muscles allow you to be the go-getter that you are. “Eat healthy, eat balanced” are the words you live by. You should have balanced meals throughout the day with plenty of lean protein and lowfat milk for strength. After all, muscles aren’t going to feed themselves.

**Creative**

Some would call you an “outsider” but really, you just like to take in life from a different angle. The secret to your edge? The positive energy you harness from your lunch, of course. Your lunches should include whole grains like whole grain pasta and bread or brown rice. You need your complex carbs and vitamin B to maintain your creative energy. Wash it all down with tasty lowfat chocolate milk.
Being the center of attention is the story of your life. One bat of your eyelashes or flash of that calcium-sourced pearly grin and the people come running. Nothing keeps you glowing like a healthy lunch packed with vitamins C and A, and other essential nutrients. To help maintain that glow, you should fill up on salads with all types of vegetables and lowfat salad dressings. The vitamin A will help with your vision and keep your skin looking its best. Lowfat strawberry milk could accompany your lunch perfectly.

You involve yourself in anything and everything. A busy balanced schedule can only be fueled by a balanced meal. A balanced meal is made up of just the right amount of foods. You should fill up half your plate with fruits and vegetables and the other half with lean protein and whole grains for energy throughout your hectic days. Lowfat chocolate milk will help you recover after all that activity.

Your ability to see the positive in the worst of situations makes you the calm, cool and collected dude that you are. When waves are high, you ride them. When roads give you rocks, you weave around them. You definitely should fill your plate with a healthy balance of whole grains, lean protein, fruit and veggies to keep you hangin’ in there. A nice gulp of lowfat milk will treat you just right.
CELEBRATE IDEAS & PUBLICIZING YOUR EVENT

The April 2010 issue of School Nutrition magazine featured ideas for “What’s on Your Tray?” events, decorations, games and other participation-boosting activities for NSLW 2010. Need more? Check out our list below:

You Could...

- Get your students to take the personality quiz either online or in your cafeteria. Find out whether they are balanced, creative, radiant, strong or chilled.
- Decorate the cafeteria with “What’s on Your Tray?” themed materials available from the SNA Emporium.
- Hold a “Dress Like Your School Lunch Personality” Day.
- Invite parents and other special guests for lunch during NSLW.
- Offer prizes to the classroom with the highest participation during NSLW.
- Use SNA’s suggested lunch menus to showcase healthy, nutritious lunches.
- Hold assemblies about the importance of eating a balanced school lunch for all personality types.
- Ask students to create artwork or essays that describe “What’s on Your Tray?” or explain what their respective personality type means to them. Create a display of the finished pieces.
- Create a large tray on a bulletin board and have your students fill it with images of balanced meals.

How to Publicize Your Events and Activities

- Add information about your school and your planned NSLW activities to the sample news releases.
- Ask local dietitians, pediatricians, teachers, parents and students how they view the school lunch program, and, with permission, use their comments in the releases.
- Print the sample releases on your own letterhead and list yourself as the contact. Send these to your media contacts about 10 days prior to NSLW.
- Get others involved! Speak to teachers, administrators, parents and others to gather support for a NSLW celebration.
- Publicize NSLW on the back of your school menus, in school newspapers and on your website.
- Order, copy and distribute the NSLW 2010 backpack brochure and activity sheets to distribute to students. Find out more at www.schoolnutrition.org/nslw.
WHAT’ ON YOUR TRAY? LUNCH RESOURCES

SNA has put together an overflowing tray full of fun and useful resources to help you get the most out of “What’s on Your Tray?”. Take a look and decide which tools will help you make NLSW a success!

Menus
SNA has put together 5 special NSLW menus packed with personality, including Champion Chicken-and-Orange Rice and Action-Packed Chicken Fajita Wrap.

Each menu includes healthy preparation tips to help you market the nutritious profile of these meals to the community.

These menus are a great way to promote NSLW messages, while increasing participation. The menus can be found in the April issue of School Nutrition magazine or online at www.schoolnutrition.org/nslw.

www.schoolnutrition.org/nslw
Our special member website has a complete array of useful tools and celebration ideas to help get you ready for a successful NSLW, including:
• 5 lunch menus for NSLW
• Backpack brochures for students and parents
• Downloadable presentations
• Press releases and Proclamations
• Activity sheets
• Banner ads for school websites
• Permission form for logo usage

Thank You
This year’s National School Lunch Week menus were provided by members of SNA’s Nutrition Committee. SNA extends its thanks to Julia Bauscher, RD, SNS, Nutrition Committee chair, for overseeing this project and to Martha Dysart, SNS, Jefferson County (Ky.) Public Schools, for compiling the nutrient analyses.
**Parent/Student Brochure**
This glossy color backpack brochure is great for spreading the school lunch message to students and parents. The brochure outlines how the school nutrition program works and the benefits of eating a healthy school lunch. It’s a great way to widen your influence outside of the cafeteria. The brochure is available to order from SNA’s Emporium in packs of 100 and is free (you just pay shipping). Contact SNA’s Emporium at 1 (800) 728-0728 or visit emporium.schoolnutrition.org.

You can also download the brochure and print it at your school, by visiting www.schoolnutrition.org/nslw.

**“What’s on Your Tray?” Merchandise**
To really make a splash in your cafeteria, purchase themed lunch week materials from SNA’s Emporium. You will find is a wide range of bright, fun items such as t-shirts, aprons, and baseball caps, as well as posters, pencils, balloons and other small giveaways for your students.

Call SNA’s Emporium at 1-800-728-0728 or visit us online at emporium.schoolnutrition.org

**PR Support Materials**
One of the best ways to make your lunch celebration a hit is to invite local media to cover the event. SNA has a sample NSLW press release to help you get the attention your school deserves. Simply download and modify it to fit your needs at www.schoolnutrition.org/nslw or call SNA Headquarters for further information at 1-800-877-8822.

**Proclamation**
Make NSLW an official event in your community with a proclamation. A proclamation is a good way to add some ceremony to your lunch week celebrations by having the mayor or another dignitary sign and attest it. You may download a sample proclamation at www.schoolnutrition.org/nslw

**Logos and School Lunch Profile Artwork**
The official full-color “What’s on Your Tray?” logos are available for use in helping to promote your lunch program and NSLW. Why not add these logos to your menus, website, bulletin board or school magazine/newspaper?

To request the official logos and images, submit our easy logo request form, found at www.schoolnutrition.org/nslw.