

National School Lunch Week 2018

PROMOTIONS PLAN

Nutrition Services' primary mission is to provide students with access to good food that is wholesome, simple, accessible, and locally sourced. National School Lunch Week — held Oct. 15-19, 2018 — provides us with a great opportunity to reinforce the importance of eating good food while also challenging students to expand their palette. This year's theme is **Level Up with a Healthy School Lunch**, which plays off the popularity of both good food and video games.

Below is a list of resources you can use to carry out a National School Lunch Week promotion on your campus.

POSTERS

Posters (attached) are available in two easily printable sizes — 8.5x11 and 11x17. Print them on a color printer and hang them around your school and in your cafeteria during the week of Oct. 8. Keep them up through the end of National School Lunch Week.

SAMPLE PA ANNOUNCEMENTS

Add special messages to your morning announcements to remind students to go through the lunch line during National School Lunch Week. Messages can be included before and during National School Lunch Week.

Sample messages:

- Hey students! National School Lunch Week starts next week. Plan to go through the lunch line every day! You won't want to miss all the good food the cafeteria staff is cooking up for you.
- Today is the day! It's the start of National School Lunch Week! You won't want to miss the delicious and nutritious lunch items being served!
- Did you know Good Food fuels your body and helps you learn? Get some Good Food today in the cafeteria in celebration of National School Lunch Week!
- It's free sticker day in the cafeteria! Every student who goes through the lunch line will get a cool sticker today! Don't miss out! Eat good food and get a sticker!
- It's Friday! You know what that means? You have one more day to enjoy some of your favorite good foods in the cafeteria!

SAMPLE SOCIAL MEDIA POSTS

Add special messages to your social media accounts to remind students to go through the lunch line during National School Lunch Week. Messages can be included before and during National School Lunch Week.

Sample messages:

- We're teaming up with @HISDNutri as we #levelup for #NationalSchoolLunchWeek! Don't forget to go through the lunch line this week! We've got plenty of good food ready and waiting for you! #goodfood #lunchtime
- It's #NationalSchoolLunchWeek, and we're celebrating all week long! Come pick up your good food today! Remember: All meals are served as no cost to students! #goodfood #lunchtime #levelup @HISDNutri

STICKERS

Rolls of "I ate Good Food today" stickers will be distributed via the Nutrition Services warehouse to all HISD elementary school cafeteria staff. Stickers can be distributed by cafeteria staff on the day of your choice during National School Lunch Week and should be handed out to all students who go through the lunch line on that day.

SERVING LINE DECORATING CONTEST

National School Lunch Week isn't just for students! Let cafeteria staff get in on the fun with a serving line decorating contest!

- Decorate your serving line before the first lunch period on Oct. 15. Be creative and use your imagination as you come up with ways to showcase the week's theme – Level Up with a Healthy Lunch.
- Take pictures of your decorated line and tweet them at @HISDNutri to be entered in the contest. **All photos must be tweeted by 2 p.m. on Thursday, Oct. 18.**

Our panel will review all the submissions and select the top three finalists to advance to the final round, which will be judged by Nutrition Services Officer Betti Wiggins and Chief Operating Officer Brian Busby. The winner will be announced via social media on Oct. 19 and will receive a trophy.

LUCKY LUNCH TRAY CONTEST

Nine select middle and high schools — one from each HISD Board of Education trustee district — will be asked to participate in a Lucky Lunch Tray Contest. As part of the contest, cafeteria staff will place a green "I ate Good Food today" sticker on the bottom of a random lunch tray. As students go through the line, they'll be reminded to check the bottom of their tray after they eat to see if they have the "Lucky Lunch Tray." The student who finds the sticker on the bottom of their tray will receive a prize! *Please note: You will be contacted separately if your school is asked to participate in this promotion. Cafeteria staff at participating schools can choose which day they want to do the "Lucky Lunch Tray" promotion.*