

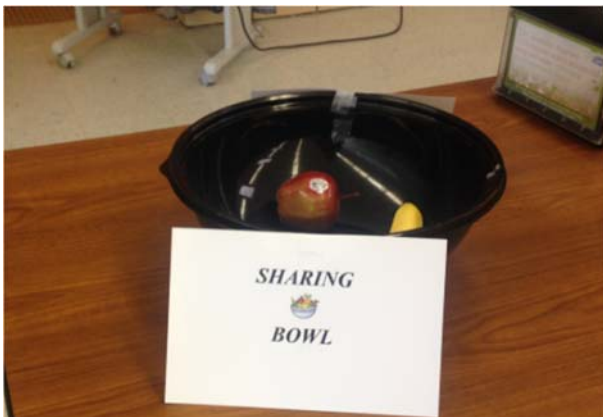
+ Stepping into Montana's Smarter Lunchrooms



Columbia Falls School District, Columbia Falls High School

Smarter Lunchrooms Principles Used:

1. Increase visibility
2. Increase convenience
3. Increase taste expectations



Goals:

- ⇒ Entice more high school students into the lunchroom.
- ⇒ Increase intake of fruits and vegetables.
- ⇒ Decrease food waste.
- ⇒ Build student support of the school lunch program.

Actions:

- ⇒ Formed a Student Nutrition Action Committee (SNAC) to collaborate with students and staff to receive feedback and suggestions.
- ⇒ Enhanced the main line with decorative baskets and serving dishes and moved salad bar to the front of the line.
- ⇒ Offered smoothies, fruit parfaits, and fresh vegetables with attractive promotional signage on the a la carte line.
- ⇒ Promoted the daily lunch menu in multiple areas with chalk board and sandwich board signage.
- ⇒ Improved ambiance with eye-appealing décor, removed clutter, and ordered colorful banners for marketing.
- ⇒ Started a sharing bowl for leftover whole fruit.

Results:

- ⇒ Number of students participating in lunch program increased by 9 percent.
- ⇒ Smarter Lunchrooms Self-Assessment Score increased by 14 points.
- ⇒ The smoothies and parfaits provide refreshing fruit options.
- ⇒ Students took notice of colorful eye appealing service line.

Next Steps:

- ⇒ Offer grab and go meals at kiosk located near the most used exit door.
- ⇒ Explore offering grab and go catered meals for students meetings occurring during the lunch hour.
- ⇒ Display new signage in cafeteria promoting menu choices on all three lines.
- ⇒ Continue with SNAC goal of continued communication.
- ⇒ Place a suggestion box in cafeteria to receive student feedback.

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Montana Team Nutrition Program

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