

The Massachusetts Smarter Lunchrooms Movement began in 2012 with state-wide regional trainings. The Office for Food and Nutrition Programs at the Massachusetts Department of Elementary and Secondary Education (DESE) envisioned Smarter Lunchrooms as a larger part of the school community, where schools could work in teams for the overall wellness of the students. This became the impetus for the Massachusetts DESE and Department of Public Health joint initiative, Wellness Initiative for Student Success (WISS), which was designed to bring together school wellness teams that include administrators, nutrition leaders, and physical education/physical activity leaders for the purpose of making wellness changes at the school level. These teams create a place for school staff to work together for change by sharing successes and strategies and creating an action plan to move the work forward. As part of WISS initiative, Massachusetts School Nutrition Programs commit to assess current practices and increase their use of Smarter Lunchrooms strategies. WISS schools are offered the opportunity to get a jump on their work by starting the Smarter Lunchrooms portion of the initiative.

The pilot program for the Massachusetts Smarter Lunchrooms Movement began in Spring 2015 and was structured to help schools set goals based on the Smarter Lunchrooms Assessment and to address the issues of documenting success and providing deliberate follow-up and technical assistance. Annual review and updates to the program were made and implemented.

From 2015-2018, 25 schools per year have received Smarter Lunchrooms technical support and training by the Smarter Lunchrooms Coaches. The program was developed and implemented by The John C. Stalker Institute (JSI) of Food and Nutrition at Framingham State University with funding from the Office for Food and Nutrition Programs at DESE. In the 2017-2018 school year, the Massachusetts Smarter Lunchrooms Movement was implemented in school by both Smarter Lunchrooms Coaches, as well as a SNAP-Ed Multi-Level Specialist.

We are pleased to share the Massachusetts Smarter Lunchrooms Coaches Outline. Additional resources are available on the JSI Resource Center: Smarter Lunchrooms page @ <http://johnstalkerinstitute.org/blog/jsi-resource-center/smarter-lunchrooms/>



The John C. Stalker Institute  
of Food and Nutrition  
AT FRAMINGHAM STATE UNIVERSITY

*Permission granted for the National Office of the Smarter Lunchrooms Movement  
to share this resource for educational purposes.*

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**2017-2018 School Year (10 hours/school)**

Each Smarter Lunchrooms coach will provide a total of 10 hours of technical support, training, and reporting to each Smarter Lunchrooms school (4.5 hours during the initial visit and 5.5 hours during the follow-up visit).

**Prior to the site visit: (up to 0.5 hour)**

- Using the template, email the School Nutrition Director and Manager to confirm dates, time, and contact person (call if unable to connect via email). Attach a copy of the Smarter Lunchrooms School Nutrition Director and Manager Outline, which give full details of what they should expect before, during and after the visit.
- Request production/sales records (see *Production and Sales Records*) for baseline data. These can be sent before visit or picked up during the visit.
- Send the School Nutrition Director and Manager a copy of the *Smarter Lunchrooms Self-Assessment (Scorecard)*. Explain that they do not need to make any changes before the site visit but that the *Scorecard* will be used as an assessment tool during the visit as well as a guide for creating an action plan afterward.
- If you choose, some of the Scorecard statements can be assessed through an email or phone call with the School Nutrition Director and Manager before the visit (see *Pre-Visit Scorecard Statements*).
- Prepare materials and review presentation. You will need to bring the following materials:
  - Scorecard (1)
  - Smarter Lunchrooms Action Plan (1)
  - School Nutrition Director/Manager's Site Visit Feedback (2)
  - Staff training sign-in sheet (1)
  - Smarter Lunchrooms Staff Training Evaluation (one per staff member at site visit)
  - Staff Training Certificates (one per staff member at site visit)
  - Staff Training Packet (one per staff member at site visit)
  - Coach's Site Visit Feedback (1)

**During the site visits: (2 hours)**

Site visits will take 2 hours and will include the following:

- Taking pictures (see *Photo Checklist*); there should be 20-25 pictures of each site
- Observation of at least 2 lunch periods
- Scorecard completion
- Debriefing with School Nutrition Director and Manager
- School Nutrition Director and Manager will identify at least six changes that the school wants to work on as goals that will be part of the school’s Smarter Lunchrooms Action Plan
- Training for school nutrition staff

**Goal:** As a result of this visit the School Nutrition Directors and Manager will identify strategies that can be used to increase the amount of nutrient-dense foods that students consume in their lunchrooms.

Time	Activity	Notes
20 minutes	Arrival/Introduction	Arrive 20 minutes before the first lunch period. Check in with the School Nutrition Director/Manager and explain what you will be doing. Take some pictures of the cafeteria (inside/outside), serving line, etc. Take note of signs, posters, food placement, layout, etc. (see <i>Photo Checklist</i> in binder) 20 – 25 pics
45 minutes	Observation	Observe at least <b>two</b> lunch periods. Include serving areas, snack window, and dining area. Observe interactions between students/servers. Identify locations of fruits/vegetables on the serving line. Do not begin the Scorecard until after at least one lunch period. Complete the <i>Scorecard</i> using the paper form.

Time	Activity	Notes
20 minutes	Debriefing	<p>Meet with the School Nutrition Director and Manager to go over your findings. Start with what they are doing well and then go over the areas for improvement.</p> <ul style="list-style-type: none"> <li>• Together, identify <b>six</b> low cost/no cost changes that the school could make (see <i>Smarter Lunchrooms Action Plan</i>). Each school must have at least one goal from School Community Involvement. Discuss their thoughts on implementing the changes.</li> <li>• Collect their sales data and production records from the past week (if you do not already have them).</li> <li>• Explain that you will be sending a summary report based on your findings and discussion.</li> </ul> <p>Review expectations for follow-up and technical assistance.</p>
30 minutes	Staff Training	<p>Ensure that staff sign the sign-in sheet provided. Introduce yourself to staff and let them know some of the positive things that you noticed about their program.</p> <p><b>PowerPoint: Use Smarter Lunchrooms Self-Assessment, Scorecard</b></p>
5 minutes	Wrap Up	<p>Thank the staff for allowing you to observe their program. Ask them to complete the training evaluation. When they pass in the evaluation, give them a certificate. Remind the School Nutrition Director/Manager that you will be emailing a summary of your visit.</p>

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**Follow Up: (2 hours)**

- Upload pictures, *Scorecard*, and *Smarter Lunchrooms Action Plan* into a file on the JSI Smarter Lunchrooms Google Docs. Email link to the folder to the School Nutrition Director and Manager. If appropriate, attach resources that may be helpful in implementing the *Action Plan*.
- Use the production/sales records obtained from the school and add to the MA Smarter Lunchrooms Data spreadsheet.
- Send all of the evaluation pieces directly to The John Stalker Institute of Food and Nutrition.

**Technical Assistance: (1 hour)**

Each school is allotted one hour of technical assistance from the SL Coach. Technical assistance should include, but is not limited to:

- Follow-up contact by phone or email one month after initial visit to see how changes are going.
- Email resources that may be helpful to the school in completing their SL goals. Use the John C. Stalker Institute's [Smarter Lunchrooms](#) resource page as your primary resource. Resources may include lessons from the SL No Time to Train, SL video links to be used in staff meetings, resource on signage, etc.

**Final Assessment: (1.5 hours)**

Preparation for and completion of the final assessment will take 1.5 hours and will include the following items noted on the timeline.

**Timeline**

Time	Activity	Notes
15 minutes	Preparation: Contact School Nutrition Director and Manager to set up visit/Review file	<p>Using the email template, contact the School Nutrition Director/Manager to set up a time for the final assessment visit. Share what will happen during the visit. Ask for recent production and sales records and email the School Nutrition Director/Manager a copy of the <i>Production and Sales Records</i> form the Smarter Lunchrooms Coach’s Outline or School Nutrition Director’s Outline. These records may be received electronically before the visit or collected at the time of the visit.</p> <p><b>Prior to the visit:</b></p> <ul style="list-style-type: none"> <li>• Review the first set of pictures taken at the school so that the pictures taken can reflect “before and after” scenarios. Also review the original Scorecard and SL Goals, and take a copy of each of them with you on your visit.</li> <li>• Review the forms to be completed for the SL follow-up visit: <ul style="list-style-type: none"> <li>• <i>SL Final Report Template</i>: Fill in the <i>Initial Numbers</i> and <i>Technical Assistance Provided</i> sections of the report before the visit. Print the first page of this report to take to the visit as a reminder of the information to be gathered.</li> <li>• <i>MA SL Next Steps</i>: take a copy to fill out and give to the School Nutrition Director/Manager at the end of the visit.</li> <li>• <i>SL Photo Addendum Template</i></li> </ul> </li> </ul>

Time	Activity	Notes
15 minutes	Arrival/Introduction	Arrive 15 minutes before the first lunch period. Check in with the School Nutrition Director/Manager. Take approximately 20-25 pictures that reflect SL goals set by the school at their initial evaluation. Include photos inside and outside the cafeteria, serving line, etc. and take note of signs, posters, food placement, layout, etc. (see Photo Checklist in binder).
30 minutes	Observation	Observe at least 1 lunch period. Include serving areas, snack window, and dining area. Observe interactions between students/servers. Identify locations of fruits/vegetables on the serving line. Information gathered from the observations will be used to complete the Scorecard and help evaluate the completion of SL Goals.
15 minutes	Scorecard	Complete the <i>Scorecard</i> using the paper form.
15 minutes	Debriefing	Meet with the School Nutrition Director and/or Manager to review the following: Note: **At this point, be sure you have the production and sales records, total number enrolled in the school, and the percent free/reduced for the school (see <i>SL Final Report Template</i> ).  <ul style="list-style-type: none"> <li>• Compare the initial and follow-up SL Scorecards.</li> <li>• Referring to the SL Goal sheet from initial visit, identify the goals that have been met, partially met, or not met. Encourage school to maintain new SL practices and continue to work to complete goals that are not met.</li> </ul>



Time	Activity	Notes
	Debriefing (cont.)	<ul style="list-style-type: none"> <li>Review the <i>MA Smarter Lunchrooms Initiative: Next Steps</i> form and enter the # actions items. Give this form to the School Nutrition Director/Manager before you leave. You will also upload a copy to the school's Google Doc folder.</li> </ul>

**Final Report: (3 hours)**

- Input information into Google Docs. Record information from production and sales records and the Final Assessment score in the SL Data Sheet. Upload the final Scorecard Assessment and photos to the school's folder. Final photos should be placed in a separate folder in the school's folder labeled "Final Photos". Also upload the Final Scorecard Assessment to the SL Assessment folder. Label it with the district, school name, and final assessment (ex. Ashland, High School, Final Assessment).
- Complete the *Smarter Lunchrooms Final Report* using the template.
- Use the *Smarter Lunchrooms Initiative Final Report, Addendum 1: Before and After Photos* template to input before and after photos for each goal. Copy and paste each goal from the Final Report into the corresponding goal number in the addendum. If a before photo is not available, leave that space blank. Only include goals that were completed. Click on the box to insert a picture by selecting the appropriate one from your computer.
- Enter the *Smarter Lunchrooms Final Report* information into Survey Monkey (<https://www.surveymonkey.com/r/MASmarterLunchrooms>).
- Upload the *Smarter Lunchrooms Final Report, Addendum 1: Before and After Photos*, and *MA Smarter Lunchrooms Initiative: Next Steps* to the school's Google Docs folder.
- Using the email template, notify the School Nutrition Director and Manager when all the above steps have been completed and the documents are available in the school's Google Docs folder.



**Production and Sales Records**

<b>Smarter Lunchrooms Self-Assessment Evaluation Area</b>	<b>Production/Sales Records Needed: Before First Visit (1 week of records) and Before Final Visit (1 week of records)</b>
All	Overall participation
Moving More White Milk	Production records for milk (broken down by flavor: white, chocolate, etc), total used
Focusing on Fruit	Production records for all fruit, total used
Promoting Vegetables and Salad	Production records for all vegetables, total used
Increased Sales Reimbursable Meals	Sales records for total reimbursable meals
School Synergies	Sales records for a la carte items and competitive foods sales (total sales that were not reimbursable meals)

### Smarter Lunchrooms Action Plan

School District: \_\_\_\_\_

Coach: \_\_\_\_\_

School: \_\_\_\_\_

Date: \_\_\_\_\_

School Nutrition Director and Manager:

\_\_\_\_\_

#### Strengths

This lunchroom is doing a really good job at:

Focus Area	Smarter Lunchrooms Strategy	Permission Needed?	Tasks	Person Responsible	Due by

*Continued on back*

MA Smarter Lunchrooms Initiative: Smarter Lunchrooms  
Coach Outline



Focus Area	Smarter Lunchrooms Strategy	Permission Needed?	Tasks	Person Responsible	Due by



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### Coach's Site Visit Feedback

Coach's Name: \_\_\_\_\_

School District and School: \_\_\_\_\_

Date: \_\_\_\_\_

Number of staff at training: \_\_\_\_\_

Please rate your satisfaction by checking the appropriate choice below:

	Very Satisfied	Satisfied	Dissatisfied
Availability of School Nutrition Director/Manager for arrival and debriefing.			
Access to information needed to complete the Scorecard.			
Staff reception of training.			
Time to complete the visit.			
Creation of action plan with School Nutrition Director/Manager.			
Overall site visit experience.			

Please comment on any items marked as dissatisfied.

What went well during this visit?

Were there any area for improvement?

### School Nutrition Director and Manager’s Site Visit Feedback

School Nutrition Director/Manager’s Name: \_\_\_\_\_

School District and School: \_\_\_\_\_

Date: \_\_\_\_\_

Number of staff at training: \_\_\_\_\_

Please rate your satisfaction by checking the appropriate choice below:

	Very Satisfied	Satisfied	Dissatisfied
Coach’s ability to stay on schedule: arrived on time, sufficient time for debriefing and training.			
Coach’s ability to present an assessment of the Scorecard in a way that was easy to understand.			
Presentation for staff.			
Assistance in creating action plan.			
Clear communication of expectations for moving forward.			
Overall site visit experience.			

Please comment on any items marked as dissatisfied.

What went well during this visit?

Were there any area for improvement?

### Smarter Lunchrooms Staff Training

#### EVALUATION

As a result of this training:	Yes	No
1. I understand the six principles behind the Smarter Lunchrooms movement.		
2. I can identify low-cost/no cost changes that our school can make.		
3. I am willing to make the changes discussed in the training to help our school reach its goals.		
4. This training met my expectations.		
5. The trainer presented the material clearly and was knowledgeable about the subject.		

Additional comments:

### Pre-Visit Scorecard Statements

**School District:** \_\_\_\_\_

**School Nutrition Director and Manager:** \_\_\_\_\_

**Directions:** Indicate whether the statement is true for each school by checking the box. If you believe that your school does not reflect the statement 100% do not check the box.

Statement from Scorecard	Put a check if the statement is true.
A fruit taste test is offered once a year.	
When cut, raw vegetables are offered, they are paired with a low-fat dip such as ranch, hummus, or salsa.	
A serving of vegetables is incorporated into an entrée item at least once a month (e.g., beef and broccoli bowl, spaghetti, black bean burrito).	
A vegetable taste test is offered once a year.	
Students can pre-order lunch in the morning or day before.	
Student have to ask a food service worker to select a la carte snack items if available.	
Students are offered a taste test of a new entrée at least once a year.	
Students, teachers or administrators announce today's menu in daily announcements.	
Students are involved in the development of creative and descriptive names for menu items.	

*Continued on back*



Statement from Scorecard	Put a check if the statement is true.
Students are involved in the creation of artwork or marketing materials to promote menu items.	
Students provide feedback (information—raise your hand if you like....or formal focus groups, surveys) to inform menu development.	
A monthly menu is provided to students, families, teachers, and administrators.	
Information about the benefits of school meals is provided to teachers and administrators at least annually.	
Nutrition education is incorporated into the school day.	
Students are engaged in growing food.	
Elementary schools provide recess before lunch.	
The school participates in other food program promotions such as: Farm to School, Chefs Move to Schools, Fuel Up to Play 60, Share our Strength etc.).	
A local celebrity (Mayor, sports hero, media personality) is invited to share lunch with student 3 to 4 time a year.	
Smarter Lunchrooms strategies are included in the Local School Wellness Policy.	