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@BeyondBreakfast



Partner Up for PR Success with Chefs Move to Schools

Wednesday, March 20, 2013



Chefs Move TO SCHOOLS

Today's Moderator



Paula Zdanowicz, MPH
Senior Program Manager
School Nutrition Foundation

Today's Topics

- ❖ Gain an understanding of how to get started with Chefs Move to Schools
- ❖ Hear success stories about chef and school partnerships
- ❖ Learn tactics to use Chefs Move as a PR tool

Today's Panelists



Jen Lewi

Staff Vice President, Marketing
and Membership
School Nutrition Association
Maryland



Adam Simmons

Child Nutrition Director
Fayetteville School District
Arkansas



Leah Schmidt, SNS

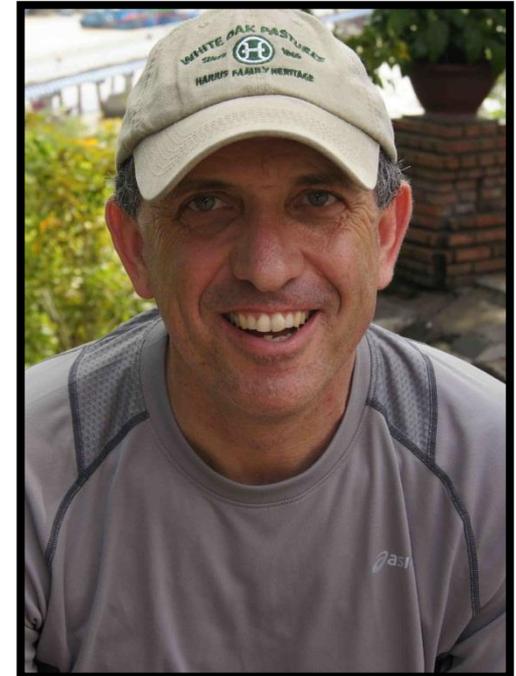
SNA President Elect
Director of Child Nutrition Services
Hickman Mills C-1 School District
Missouri

Today's Panelists



Anne Wilson, RD
Farm to School Coordinator
Denver Public Schools
Colorado

Andy Nowak
Project Director
Slow Foods Denver
Colorado



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THE CHEFS MOVE TO SCHOOLS program, founded in May 2010, is an integral part of First Lady Michelle Obama's *Let's Move!* initiative to raise a healthier generation of kids.



Coalition partners:



Cornell University
Charles H. Dyson School of
Applied Economics and Management



How Chefs and Schools Can Work Together

SCHOOLS can partner with chefs :

- Food nutrition staff in K-12 school meal operations
- Administrators and teachers
- PTA and after school clubs to help improve the way children interact with food, from the cafeteria to the classroom to home.
- School gardens and farm to school programs

CHEFS can use their culinary creativity and knowledge to engage students by :

- Hosting classroom cooking demonstrations
- Starting a school gardens
- Coordinating a health fair
- Speaking at a school assembly
- Creating other fun projects

Visit the *Chefs Move to Schools* resources page for more ideas about how to get students involved: www.ChefsMovetoSchools.org

How Chefs and Schools Work Together



Developing Healthy Recipes



Orange County Public Schools, FL



Berlin Public Schools, CT

Training Cafeteria Staff



Miami-Dade County Public Schools, FL



Highline School District, WA

Taste Tests and Sampling



Carrollton City Schools, GA



Plymouth-Canton Community School District, MI

Getting Kids Excited about Healthy Choices in the Classroom

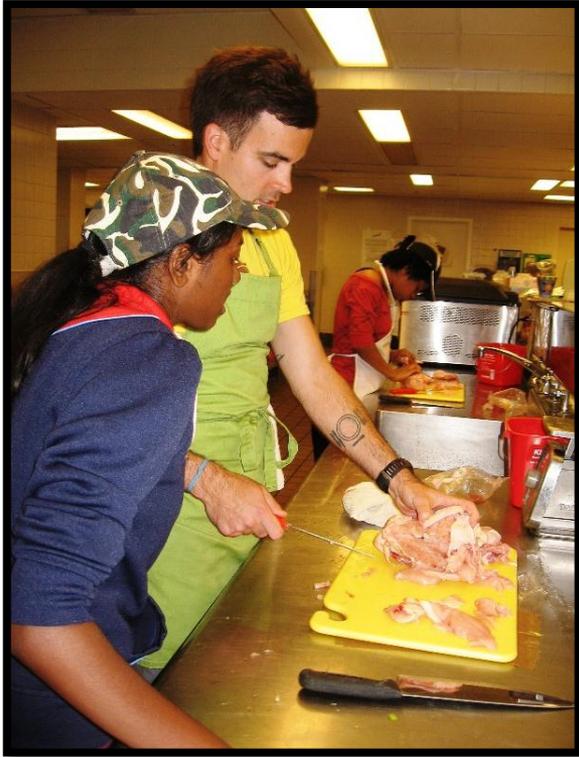


Charlotte-Mecklenburg Schools, NC



Hillsborough County Schools, FL

Cooking Demos



Maplewood Richmond Heights School District, MO



Knox County Schools, TN

Farm to School



Arlington Public Schools, VA

Your Next Steps

1

Register at www.chefsmovetoschools.org.

2

Add yourself to the map to find an interested school/chef in your community.

3

Explore the **Getting Started** page and use the **Discussion Forum** to talk with experienced chefs/school staff for ideas.

4

Contact a school administrator/chef to create a partnership.

5

Record your match on the website and look for grants.

6

Download an activity toolkit from the **Resource** page to help organize your first event.

How to Become Involved

VISIT US at www.chefsmovetoschools.org to sign up, find resources and learn what chefs and schools are doing around the country to fight childhood obesity and end hunger



FOLLOW US @Chefs2Schools, #CHEFSMOVE



LIKE US on Facebook: www.facebook.com/ChefsMoveToSchools

Questions: Emails us at info@chefsmovetoschools.org



Today's Panelists



Adam Simmons
Child Nutrition Director
Fayetteville School District
Arkansas

Fayetteville School District, AR

- 9,011 Students in 15 Schools
- 42% of students qualify for free and reduced price meals
- 38% Breakfast Participation
- 78% Lunch Participation
- Lunch Prices:
 - \$2.25 K-8
 - \$2.50 9-12
- Farm to School Initiatives Since 2008
- Local Procurement
- 4 Afterschool Snack Programs
- Summer Feeding Program
- Salad Bars in all Schools



Building Blocks for a Successful Chefs Move to School

Family Cooking Classes in Fayetteville Public Schools



“Healthy Dinner on a Budget”

Family Cooking Classes

- A collaboration between FPS and Appleseeds Inc.
 - Program Goals
 - Public perception
 - Sustainable relationships
 - Nutrition education
 - Physical education





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Chefs Move TO SCHOOLS

Public Perception

- Increase parental involvement
- Utilize media involvement
 - Television
 - Newspaper
 - Radio
- Utilizing outside groups
- Bringing in chefs



Sustainable Relationships

- University of Arkansas
- Northwest Arkansas Community College
- Appleseed's, Inc.
- Parents and students
- Media
- School board
- Administration



University of Arkansas



- Utilized student athletes to help build and sustain relationships
- Helps with student acceptance

Northwest Arkansas Community College



- Utilized Chef Instructors to legitimize the information we were passing on
- Utilized culinary students to open up there minds to a new possible career



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Chefs Move TO SCHOOLS

Physical Education

- Utilized different recognizable sports figures
- Focused on daily physical education
- Demo activities that can be done by students and parents together



Performance Indicators

- Surveys
- Follow up phone calls
- Online recipes, Q+A



Outcomes

- Averaged over 65 people at each class
- Found permanent funding
- Increased parental involvement
- Increased meal participation





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Chefs Move TO SCHOOLS



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Chefs Move TO SCHOOLS

Today's Panelists



Leah Schmidt, SNS
SNA President Elect
Director of Child Nutrition Services
Hickman Mills C-1 School District
Missouri

Hickman Mills C-1 School District

Kansas City, MO

- 6,800 students in 13 schools
- 83% of students qualify for free and reduced price meals
- Lunch Participation 70%
- Lunch Prices:
 - \$1.70 K-5
 - \$1.95 6-9
 - \$2.20 8-12
- Breakfast Participation 50%
- Universal Free Breakfast Program 100%
- Farm to School Initiatives
- Local Procurement
- Fresh Fruit & Vegetable Programs, 8 Schools Participating
- Dinner Program, 10 Schools Participating

Hickman Mills C-1
School District



Educating for a Lifetime of Success
Provisionally Accredited



Chef partnerships in Hickman Mills C-1 School District

Chef Matt Chatfield - Culinary Center of Kansas City

- Recipe Development with Chef Matt and Owner Laura O'Rourke
- Manager Professional Development
- Hickman Mills graduate
- Triplet Daughters

Chef Dan Sowders – Julian Restaurant

- Chef Celina Tio- Share Our Strength and Food Network
- Looks like Justin Beiber

Office of Minority Health Grant

- Chef Visits
- Flat Screen Healthy Messaging at POS
- Fresh Fruit and Vegetable Ambassador
- Backpack Flyers
- Fresh Fruit and Vegetable Passport
- Teen Health Mentor Videos



Chef Matt Chatfield of The Culinary Center of Kansas City



- Sampling and taste tests with Kindergarten students

Sampling & Taste Tests

- Zucchini Parmesan
- Ginger Glazed Peas and Carrots
- Apple Cucumber Salad
- Mango Salsa
- Broccoli Cheese Soup
- Oven Roasted Rosemary Sweet Potatoes

Preparing samples of peas and carrots for students recipes tweaked to appeal to kids



More Samples for Students



Zucchini Parmesan



Apple & Cucumber Salad

- Kids were encouraged to try the new food with fun facts and info running on flat screens
- Backpack flyers sent to parents





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Chefs Move TO SCHOOLS

Chef Dan Sodwer of Julian Restaurant visits for taste tests and sampling



The Superintendent stops by for the sampling



PR & Media

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Chef helps Smith-Hale students discover delicious, healthy meals

Students in the **Hickman Mills School District** have discovered new ways to eat their veggies.

Recently the **Culinary Club** at **Smith-Hale College Preparatory Middle School** was featured in an article in the **Jackson County Advocate** (see full article) for their work with Executive **Chef Matt Chatfield**. Chatfield came to the school to make "Recipes for Healthy Kids," a facet of the **Let's Move! Campaign** pioneered by First Lady Michelle Obama and the United States Department of Agriculture.

Students rolled and sliced their own sushi as they learned about the unique ingredients that are often used in the Japanese dish. Chef Chatfield combined the cooking lesson with healthy eating tips during his demonstration, encouraging kids to pick foods they like for their rolls. Students chose from green onions, avocado, carrots and... at the end of the class were excited to show their families how easy it was to make... healthy.

Chef Chatfield was invited to the school by **Leah Schmidt**, Director of... District. Schmidt believes children who have an active role in making... eat a healthier, more diverse diet.

Smith-Hale College Preparatory Middle School is the newest LINC site... **McMurtrey** is the Site Coordinator.

Share |

Photos of Chefs Move to Schools Photos Albums

Hickman Mills C-1 School District Chefs Move to Schools event

Updated about 5 months ago

Chef Matt visits Dobbs Elementary, Kansas City, Mo., for an Apple and Zucchini fruit salad tasting event!



Like Comment Share

12 people like this.

View 2 photos



HICKMAN MILLS C-1 SCHOOL DISTRICT
ADMINISTRATION OFFICE
 9000 Old Santa Fe Road • Kansas City, MO 64138
 Telephone: 816-316-7000 • FAX 816-316-7020
NCA Accreditation/MSIP Full Accreditation

The Hickman Mills C-1 School District does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding non-discrimination policies: Executive Director, Human Resources 9000 Old Santa Fe Road Kansas City, MO 64138 (816) 316-7000

FOR IMMEDIATE RELEASE
 Feb. 23, 2012

VISITING CHEFS COOK HEALTHY MEAL FOR KIDS FEB 27, MARCH 1

Thanks to the *Color My Tray* program, two distinguished Kansas City area chefs are sharing a new recipe with kindergarten students during lunch at Ingels and Dobbs Elementary School. Chef Matt Chatfield, a Hickman Mills High School graduate from The Culinary Center of Kansas City, is coming to Ingels Elementary School (11600 Food Lane) at 11 a.m. Monday, Feb. 27 and Chef Dan Sowders

SNF WEBINAR WEDNESDAYS



Chefs Move TO SCHOOLS

Outcomes

- Nearly 100% of the students that were offered healthy samples tried them!
- Engagement from school administrators – Principal and Superintendent attended and talked with students
- Media outreach – the local newspaper covered the events, along with other local outlets

Outcomes

- Increased Nutrition Education for Students
- Sampling Experience (6 times)
- Poster Session for ANC
- Louise Sublette Entry
- Partnership Opportunities Enhanced

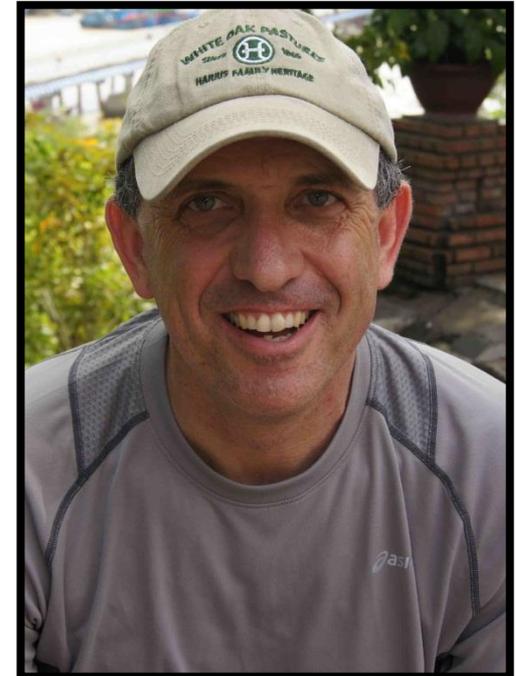


Today's Panelists



Anne Wilson, RD
Farm to School Coordinator
Denver Public Schools
Colorado

Andy Nowak
Project Director
Slow Foods Denver
Colorado



Denver Public Schools, CO



- 81,870 students in 150 Schools
- 72% of students qualify for free and reduced price meals
- 34% of students are English language learners
- Lunch Participation 61.3%
- Lunch Prices:
 - \$1.50 K-5
 - \$1.65 6-8
 - \$2.35 9-12
- Breakfast Participation 23.8%
- Universal Free Breakfast Program 100%
- Breakfast in the Classroom 45 Schools
- Farm to School Initiatives
- Local Procurement
- Fresh Fruit & Vegetable Programs 46 Schools Participating
- Afterschool Snack Program
- Dinner Program 10 Schools Participating
- Summer Food Serves 44 Schools Participating
- Salad Bars in all Schools - August thru October only Fresh Whole Fruits and Vegetables offered on Salad Bars. 4 Vegetable choices and 4 Fruit Choices Offered Daily



How the Partnership Began



- Since 2001 Slow Food Denver has been supporting school gardens in Denver Public Schools (DPS)
- In 2008, DPS Food and Nutrition Services and Slow Food Denver formed a partnership to promote feeding students healthy food and providing nutrition education to support student success
- In 2009, DPS FNS and Slow Food jointly applied for and received a School Food FOCUS Learning Lab grant which launched local procurement and Colorado Proud School Meal Days
- In 2010, Andy Nowak (Slow Food Denver), went to the White House to meet with Sam Kass to design Chefs Move to Schools



Examples of Partnership

Scratch Cooking



- In summer of 2010, DPS FNS hosted a scratch cooking boot camp
 - Goal was to use less processed, more from scratch made items, more fresh produce in our school meal program
 - Slow Food recruited local volunteer chefs to teach culinary arts classes
 - One chef volunteer was hired as the district chef in 2011 to continue the culinary focused training in the district and to assist with media events
 - Slow Food assisted DPS FNS in sponsoring a media lunch at the end of the boot camp, resulting in:
 - TV segments
 - Newspaper articles
 - Positive feedback from school principals and administrators



Scratch Cooking Classes and Chefs



Whole Foods Baker and Chef, Safa, teaching school kitchen staff during the boot camps.

Scratch Cooking Classes and Chefs



Volunteer Chef Adam Fisher, instructing staff on scratch cooking during the boot camps, later was hired by Denver Public Schools Food and Nutrition Services to assist with recipe development and to develop an ongoing staff training for our school meal program!

Scratch Cooking Classes and Chefs



Chef Daniel Young, whose clients have included some Denver Nuggets basketball players, was instrumental in getting the first scratch cooking boot camp off the ground.

Scratch Cooking Classes and Chefs



The Associated Press featured our partnership with chefs in a video clip and a nationwide article.

Source: <http://www.youtube.com/watch?v=CucWWTiKuU4>

Scratch Cooking Classes and Chefs



The school garden, and the activities that bloom from it, comprise one-half of a two-part agricultural operation happening on Bradley’s campus. On the premises, there is a school farm run by Agriburbia, which leases land from the school district to grow, harvest, and sell produce back to DPS food service for use in the neighboring school cafeterias. Over the past few years, DPS’ “Back to the Future with Scratch Cooking” boot camp has trained all kitchen staff to cook from scratch, using local foods and fresh ingredients. With the help of Slow Food Denver, local chefs and culinary professionals were also brought in to volunteer and instruct during the boot camps. Graduates of the boot camp earned green chef jackets and a true understanding of the value of real, wholesome food.

Blog from Alice Waters’ website, a chef and pioneer of the Garden to Cafeteria movement.

Source: <http://edibleschoolyard.org/project-blog/2012/09/12/alice-waters-visits-bradley-elementary-garden-productivity-gigia-kolouch>

Example of Partnership

Colorado Proud Days



In fall 2010, we launched monthly Colorado Proud School Meal Days.

- The lunch that day was all Colorado products, with Slow Food assisting with finding local vendors.
- Slow Food provided chefs for demos in the gardens and in the cafeteria, and helped serve the school meal
- Press we received was very positive, including:
 - Blogs done by chef volunteers
 - Media coverage due to chefs being present
 - Positive comments from chefs through their restaurant clientele/ school community



From Chef Michele Morris's blog, "Afterward everyone shared some of the pasta salad – the rest was put onto the new salad bar to be offered to the rest of the school. Isn't it great to see a school so focused on good, seasonal, healthy food choices for our kids? And I'll tell you, it was even better to see those kids eating up so many vegetables!"



Source: <http://cookingwithmichele.com/2010/09/colorado-proud-day-in-denver-schools/>

Colorado Proud Day



Due to the popularity of our school Garden to Cafeteria and Colorado Proud events, we have received national attention with visits from Education Secretary Arne Duncan and Secretary of Agriculture Tom Vilsack

Colorado Proud Day

Chef Demonstrations in the Cafeteria



Colorado Proud Day Chef Demonstrations in the Garden



Example of Partnership Cooking Kits



In 2011, Slow Food Denver secured 55 cooking kits from Chefs Move to Schools.

- Kits have been used to support local chefs to conduct cooking classes in the garden and classroom.
- Kits have been used for cooking demos in the cafeteria in partnership with DPS FNS and local chefs.
- Cooking classes have supported the positive changes in school meal programs in DPS, and fostered a willingness to try new foods among students.



Use of Chef Kits in Schools



Example of Partnership

Eat Denver



- Eat Denver is a group of 75 local restaurants. They designed a program called Eat Denver Serves Schools (EDSS).
 - Slow Food Denver has been pairing schools with restaurants so that the staff can volunteer at the school sites.
 - So far, 6 restaurants have adopted a school.
 - This positive relationship helps support healthy eating in schools.



Chef Helping with Garden Harvests



Example of Partnership

Johnson and Wales University

In 2007, Denver Public Schools developed a partnership with Johnson and Wales University's Culinary Nutrition program



- Students have helped us develop new recipes and with the program's emphasis on nutrition, the recipes developed fit our guidelines
- Students spend March – May getting on the job experience in school nutrition as part of their coursework
- Besides developing recipes, students have helped with taste-testing, revising recipes based on results of taste tests, health fairs, and providing nutrition education too!



Partnering with Chef Schools





Best Practices

- Find partners that are tied to the culinary community (Slow Food, etc.)
- Educate your partner on your school meals program
- Give your partner guidance on how to recruit chefs
- Chefs are there to support your program, not to drive your program





Questions[?]

Thank You

Archives, CEU information, and other resources available at www.schoolnutrition.org/webinars