



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Contact: April Jurisich, Healthy Students Initiative, (530) 245-6843
Theresa Tibbett, Sodium Reduction in Communities Program,
(530) 604-3340

LOCAL SCHOOL FOOD SERVICE STAFF RECEIVE TRAINING ON SMARTER LUNCHROOMS

SHASTA COUNTY – Two experts from the Cornell Center for Behavioral Economics in Child Nutrition Programs at Cornell University provided a free training to local school food service staff today. Food service staff learned research-based methods to encourage students to choose and eat more healthy foods. More than 50 individuals, representing about 15 school districts, attended the training at the Anderson Union High School cafeteria.

Participants had the opportunity to learn and practice the Smarter Lunchroom techniques. Each participant assessed a cafeteria to identify quick, low-cost changes to promote healthful eating. Changes, such as displaying fruit in a bowl instead of a metal tray, have been shown to increase the number of students who choose and eat the fruit by up to 102%. Another area of focus was looking at the school salad bar location and presentation. We eat with our eyes first, so making the selections look appealing is as important as making sure it is healthy and delicious. If a food looks different, students often will reject it regardless of how it may taste.

“It is exciting to learn how little changes can make a difference to students’ perception and selection of foods. I’m excited for our district schools to try some new things,” said Maureen Lewis, Director of Nutrition Services for Redding School District.



The Smarter Lunchrooms Movement aims to help schools design sustainable, research-based lunchrooms that subtly guide students to make healthier choices. Behavioral Economics, which changes the physical environment to encourage students to choose and eat healthier foods, is at the heart of Smarter Lunchrooms Movement.

“It is exciting to be able to attend a training of this type in our local area,” said Denise Ohm, Food Service Director for Enterprise Elementary School District. “Our food service staff appreciates the training and enjoys being respected as professionals in our field. The staff truly wants the students to enjoy healthful school meals and have been eager to learn new ways to entice students.”

As the Cornell Center commonly notes, “It’s not nutrition until it’s eaten.” Staff members will immediately start using what they learned at this training, with hopes that their students will become more receptive to new foods, especially to more vegetables and fruits.

The training was funded by Healthy Shasta, through the Healthy Students Initiative, a seven-year project to implement solutions to address childhood obesity in Shasta County school communities, along with the Sodium Reduction in Communities Program, which aims to reduce sodium consumption in Shasta County.

For more information, visit <http://healthyshasta.org> or call (530) 245-6843.

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Healthy Children/South
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Redding School District

Shasta College

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