

Creating Change in the Cafeteria Through Community Collaboration

2018 MA Farm & Sea to School Conference

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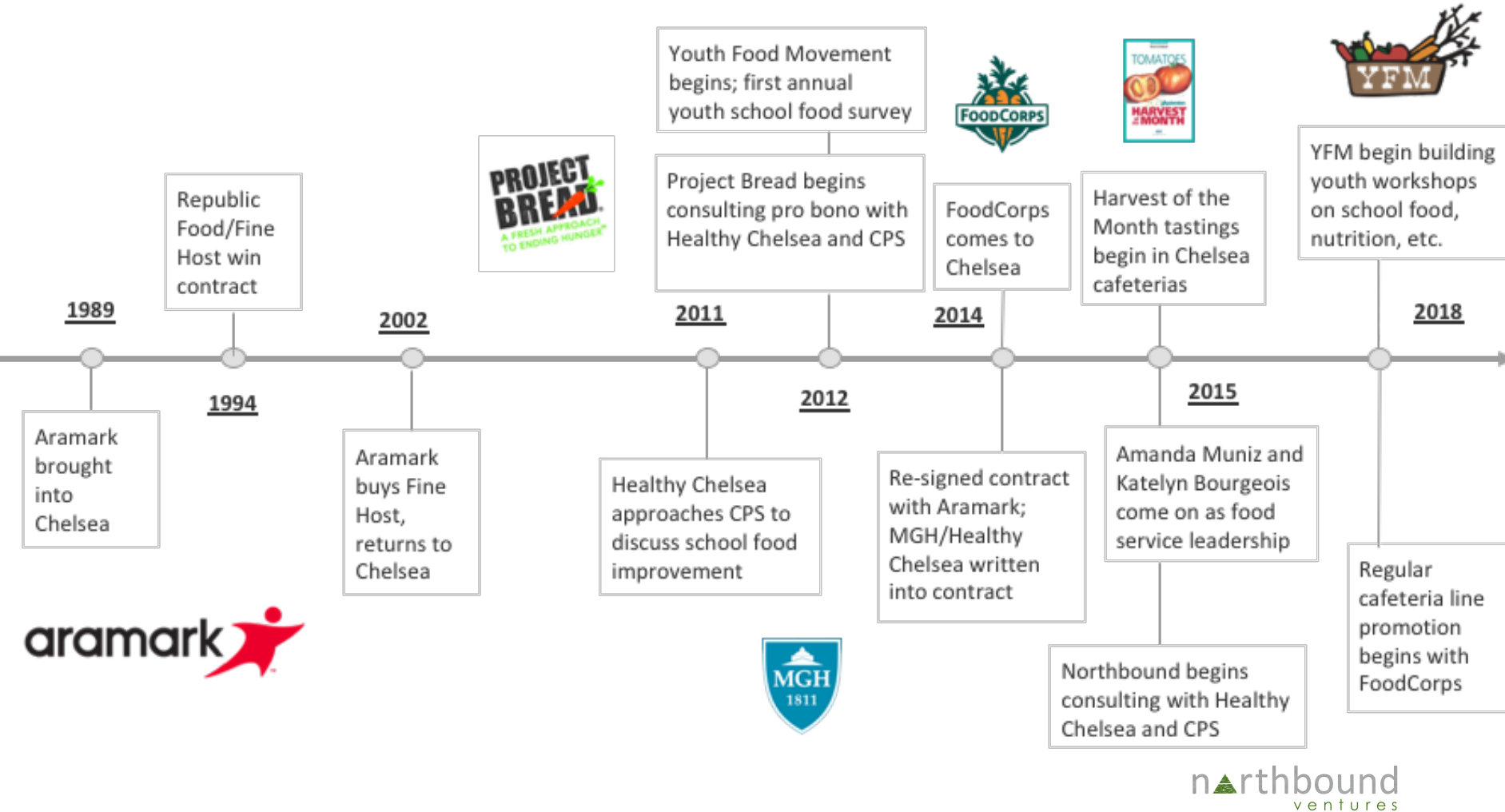


About

- Healthy Chelsea
 - Program of MGH Center for Community Health Improvement
 - A community coalition to increase access to healthy and affordable foods, to increase physical activity, and to reduce hunger in Chelsea



School Food Partnership Timeline

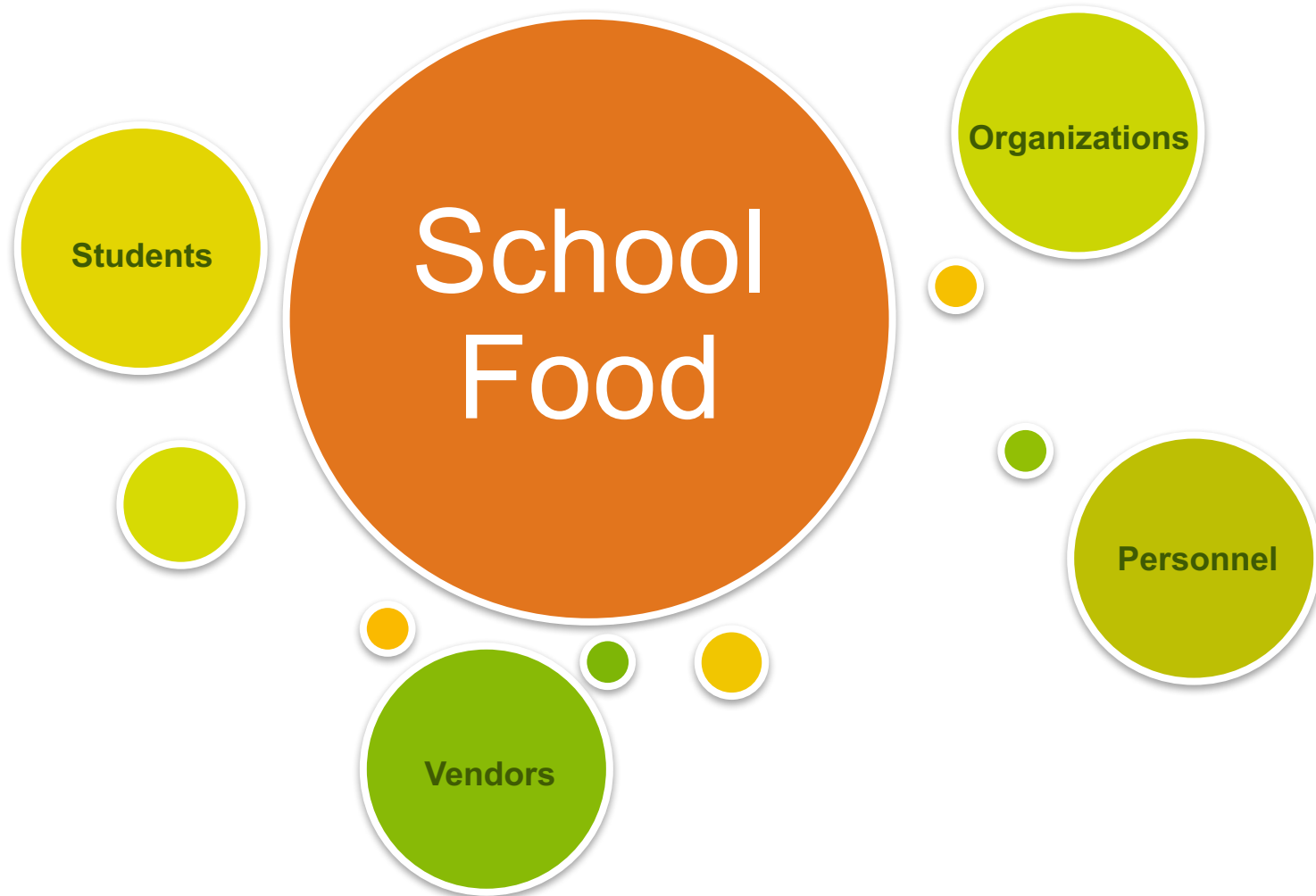


School Food Collaboration Partners

- Chelsea Food Services (Aramark)
- Healthy Chelsea
- FoodCorps
- Chelsea Public Schools Business Office
- Youth Food Movement (YFM)
- MA Farm to School
- UMass Extension Nutrition Education Program
- Northbound Ventures



Who are your partners in school food?



Chelsea High School

- Chelsea: Small, dense city north of Boston with a large immigrant and refugee population
- Predominantly Latino and low-income urban high school
- Childhood overweight and obesity prevalence ~37.8% vs Massachusetts average 30.6%

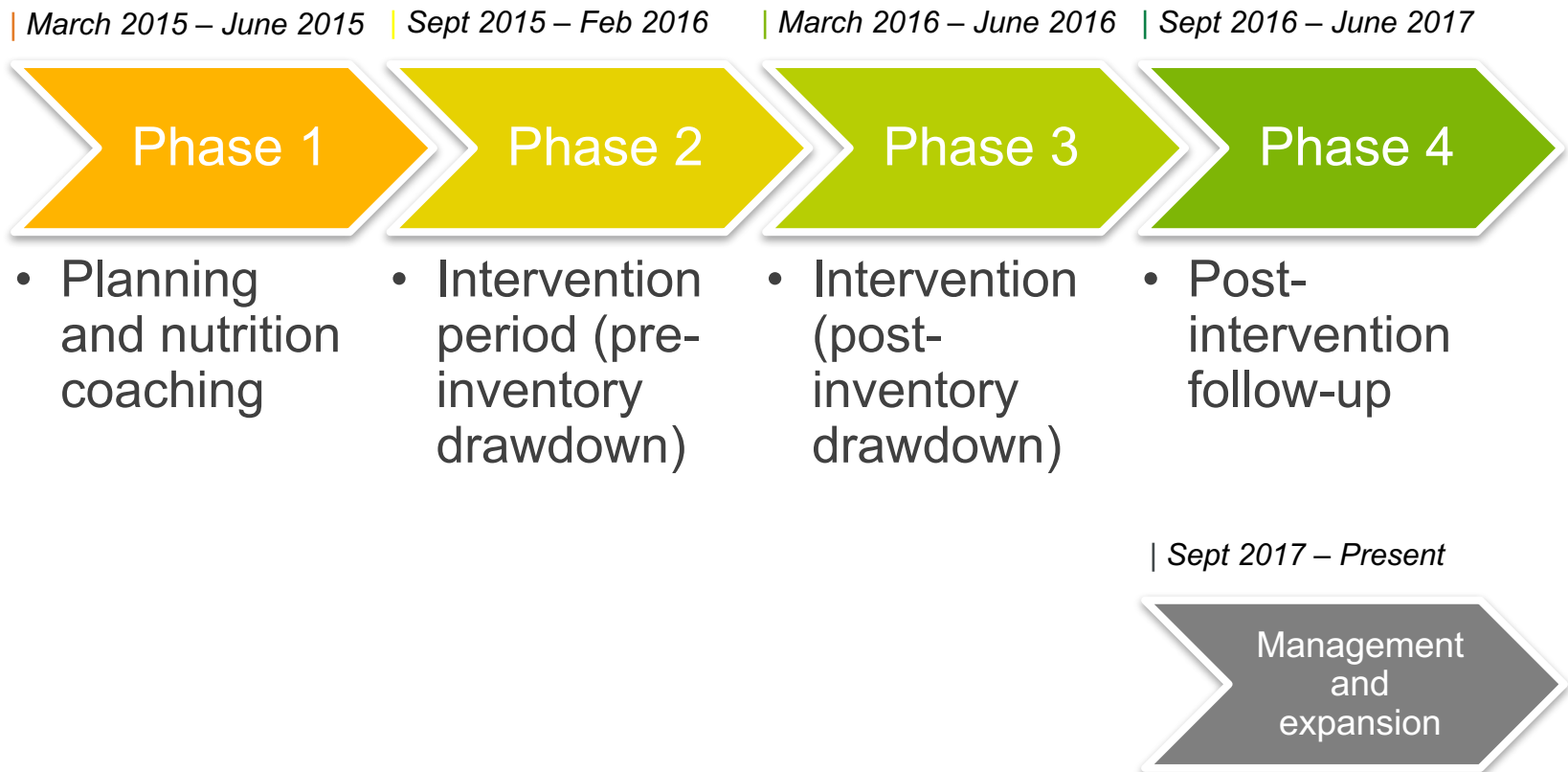
School Year	9 th grade enrollment (dropout rate)	10 th grade enrollment (dropout rate)	11 th grade enrollment (dropout rate)	12 th grade enrollment [SPED] (dropout rate)	Total Student Enrollment [SPED] (dropout rate)	% Non-White	% free / reduced price meals	Average Daily Attendance (Chronic Absence)
SY 14-15	592 (6.6%)	346 (8.4%)	312 (6.1%)	273 (3.7%)	1,527 [4] (6.4%)	93.3%	79%	90.5% (33.3%)
SY 15-16	492 (8.1%)	447 (8.5%)	310 (7.7%)	268 (6.0%)	1,521 [4] (7.8%)	93.7%	83%	90.1% (35.4%)
SY 16-17	439 (NA)	430 (NA)	384 (NA)	292 (NA)	1,545 [0] (NA)	94.4%	75%*	89.4% (37.1%)
SY 17-18	398 (NA)	413 (NA)	393 (NA)	333 (NA)	1,538 [1] (NA)	93.6%	71%*	93.4% (20.9%)

* All students eligible for free lunch via Community Eligibility Provision (CEP) regardless of household income level

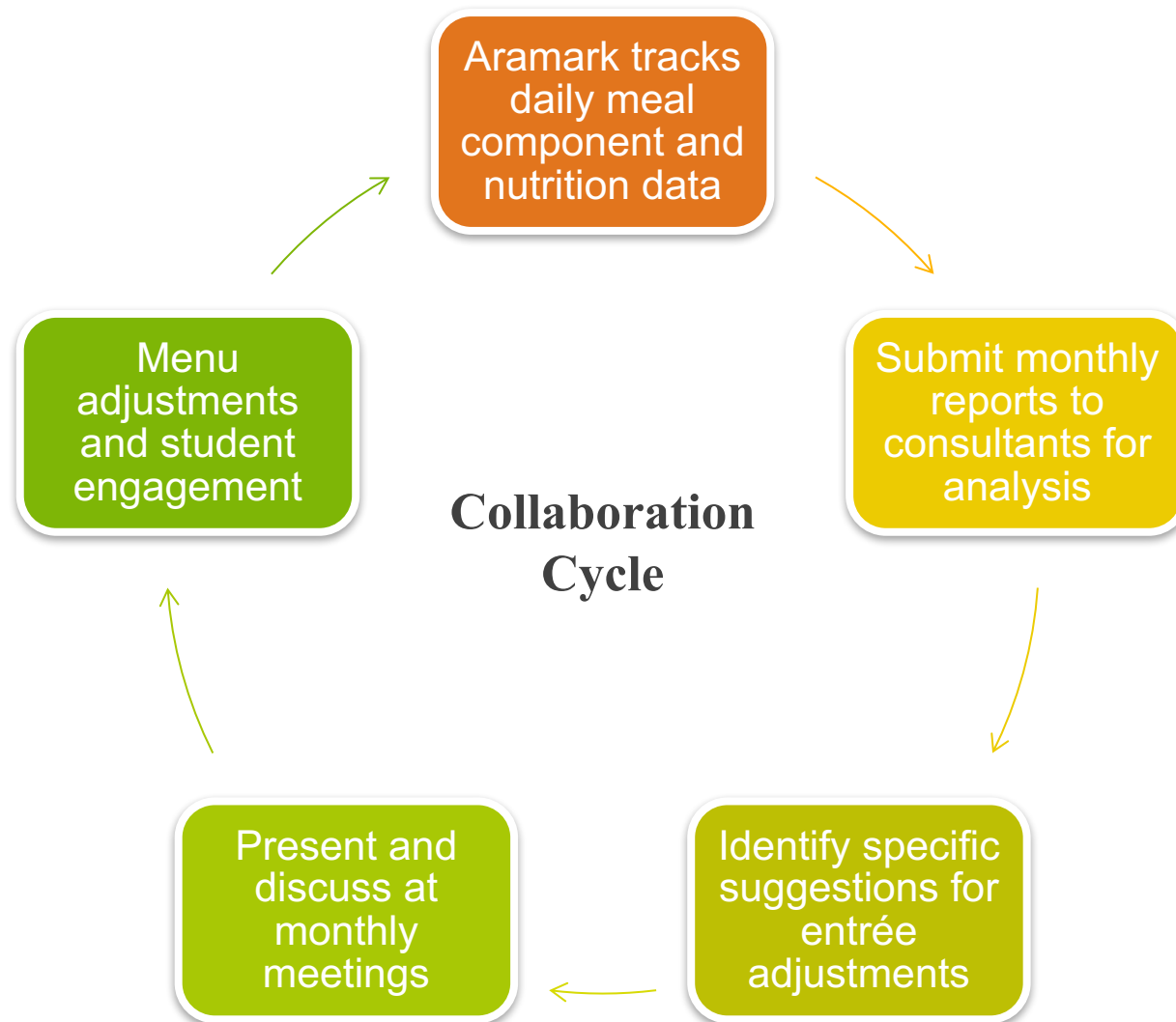
Sources: Massachusetts Department of Public Health; National Conference of State Legislatures; Massachusetts Department of Elementary and Secondary Education; CPS Food Service Department

Intervention Timeline

- The intervention occurred over the course of 2.5 school years, with four distinct phases:



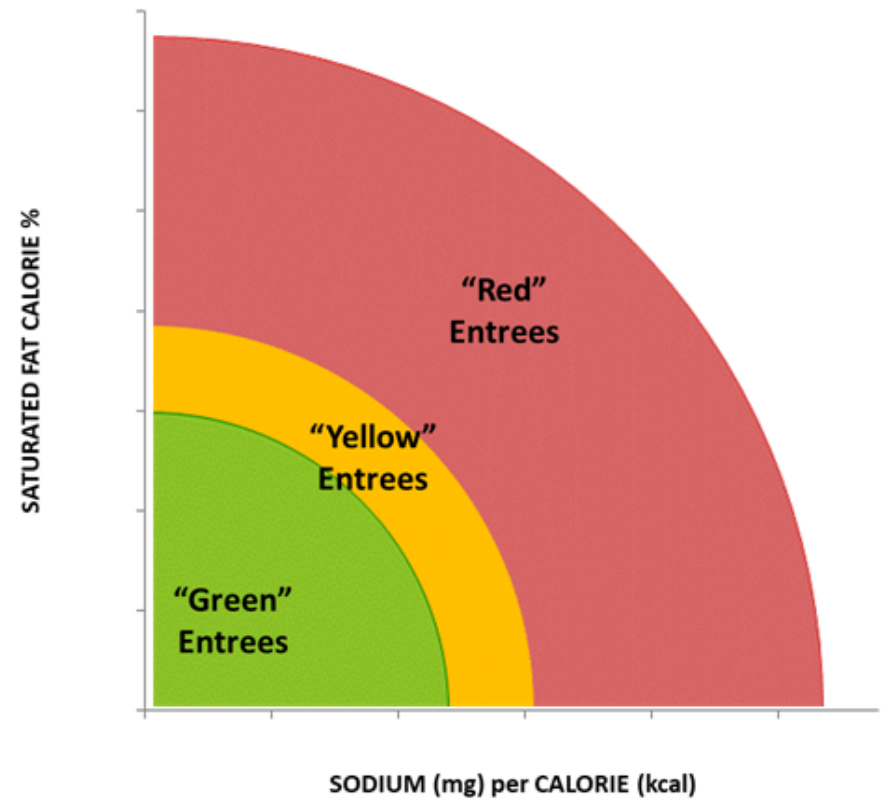
Tactical Approach



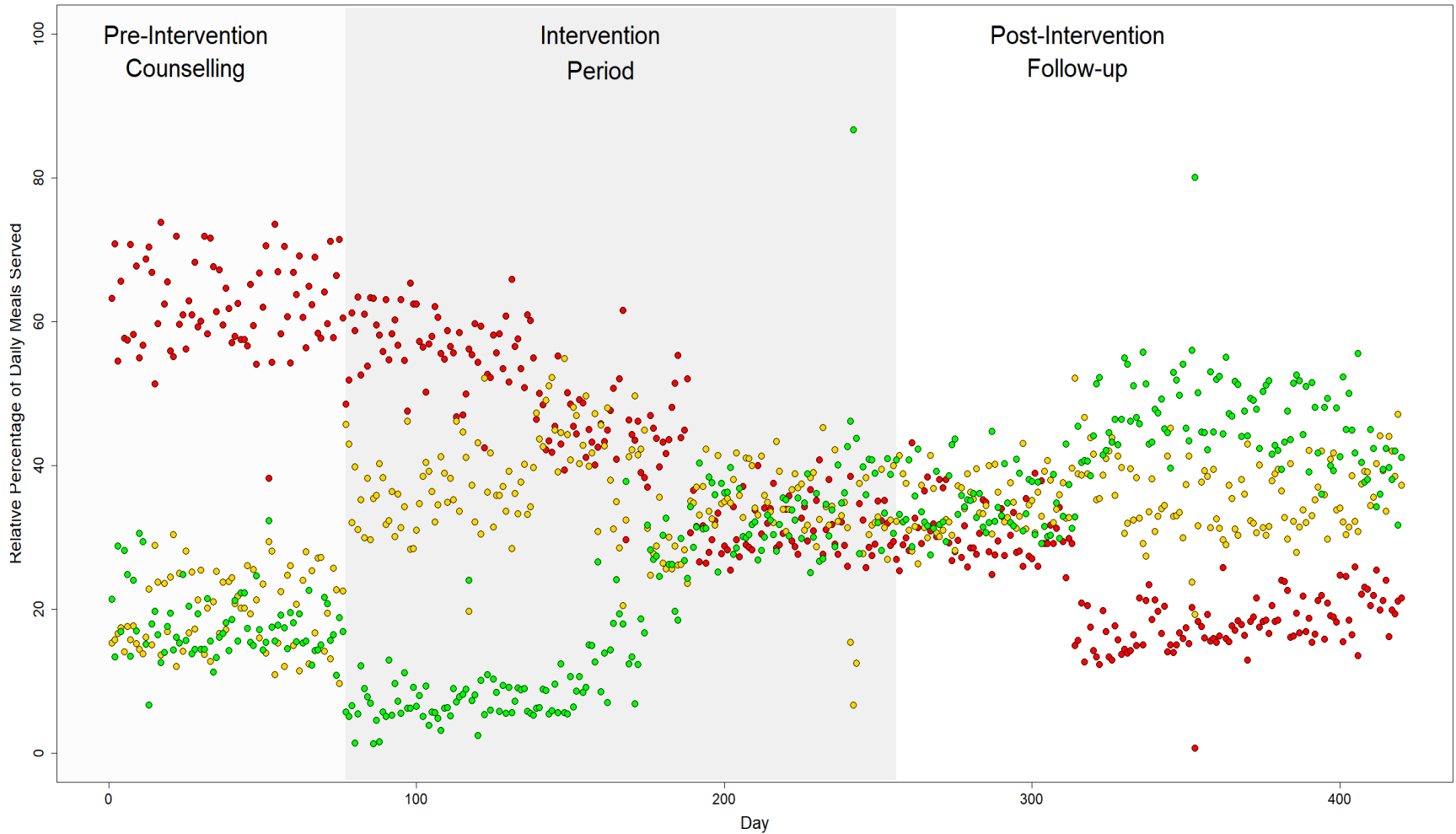
Methodology: Focus on Entrees

- Typically comprise both the meat/meat alternate and grain components
- Contribute the lion's share of calories, saturated fat, and sodium offered each day
- Has a selection/reimbursable meal ratio of 1.0 on most days of the school year
- Target for reduced or increased percentage of total offerings based on their saturated fat calorie % and sodium-to-calorie ratio

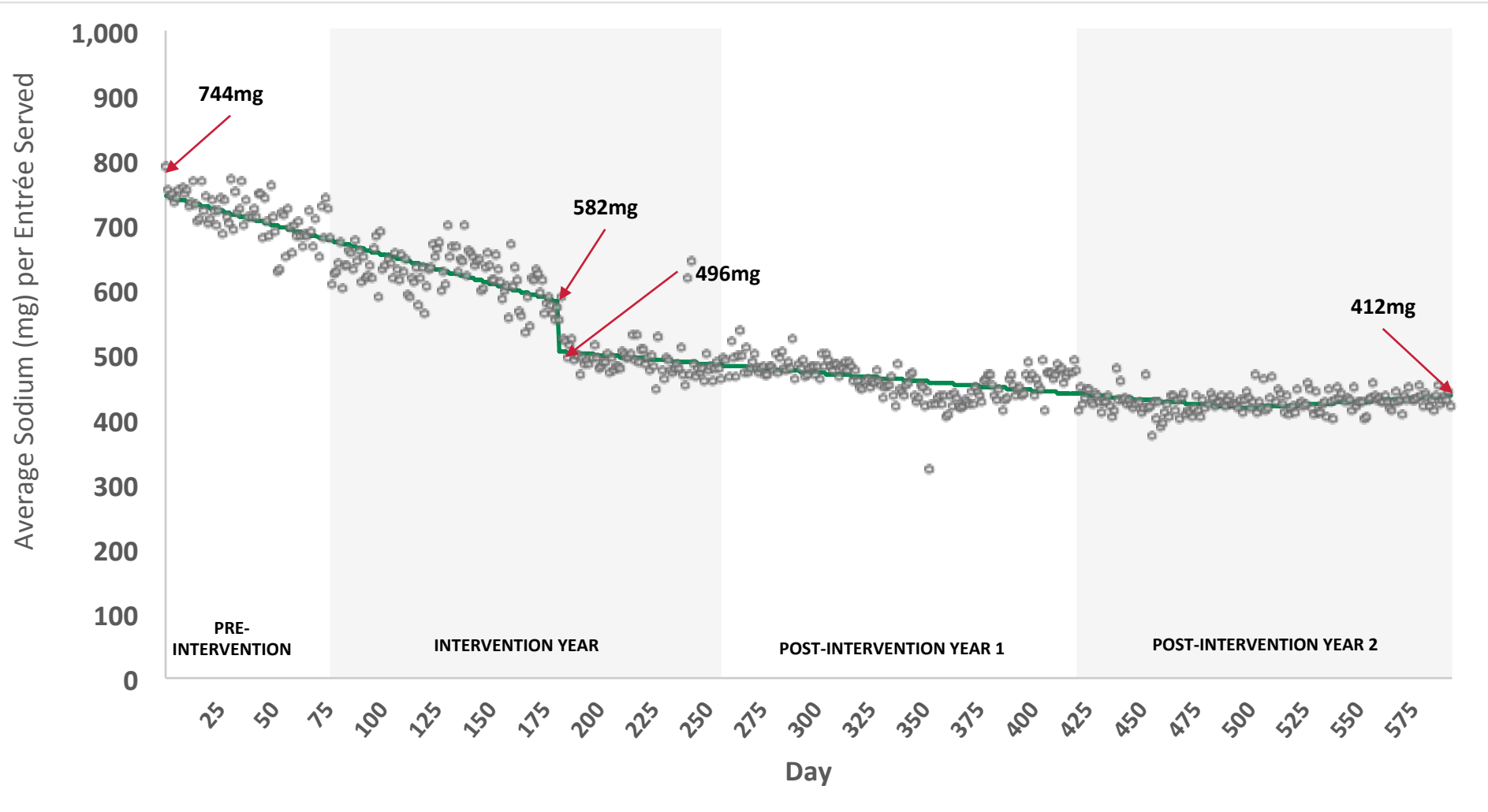
SATURATED FAT CALORIE PERCENTAGE AND SODIUM:
CALORIE RANGES BY ENTRÉE CLASSIFICATION



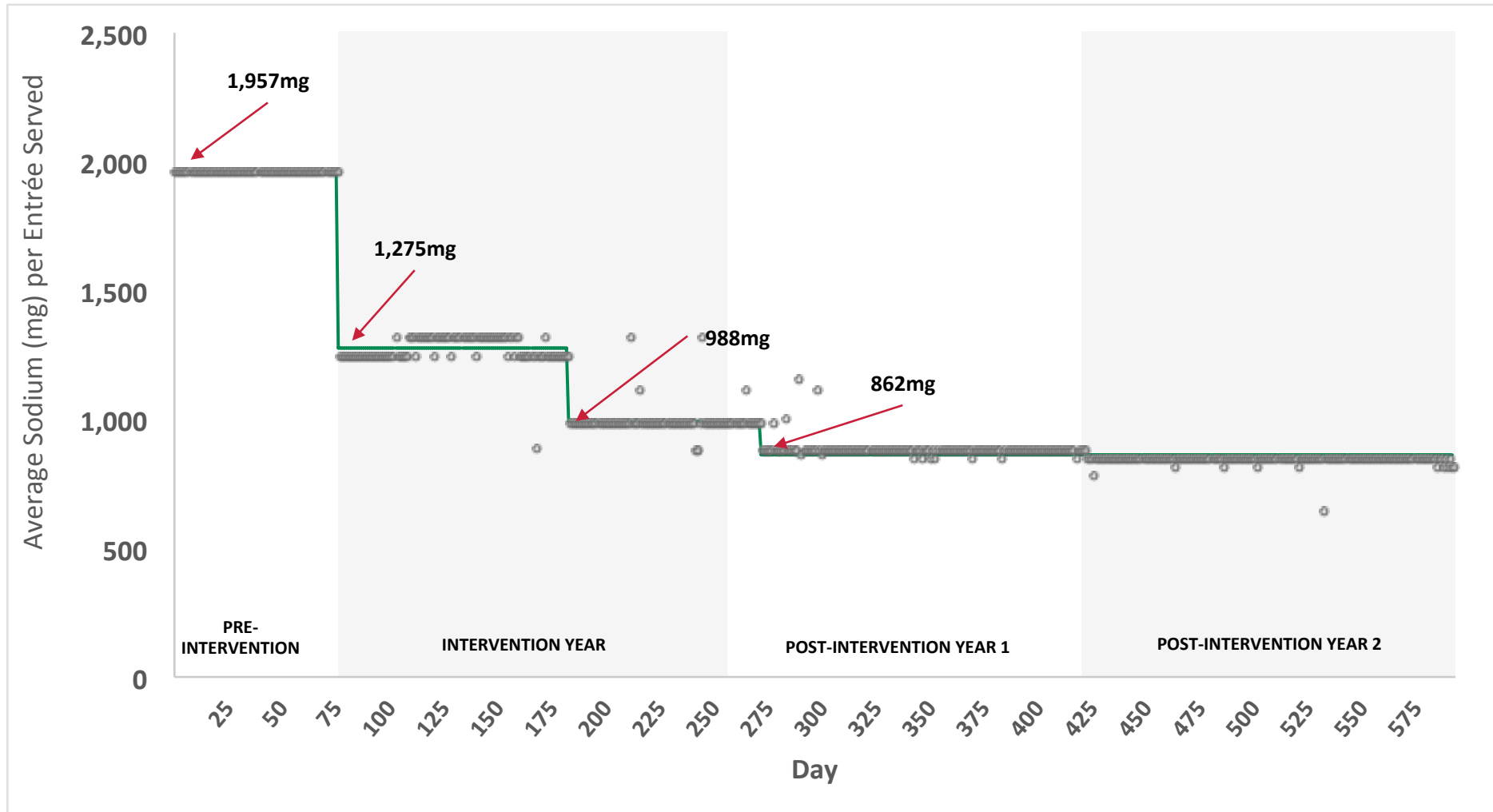
Relative % of Daily Entrees Selected by Group



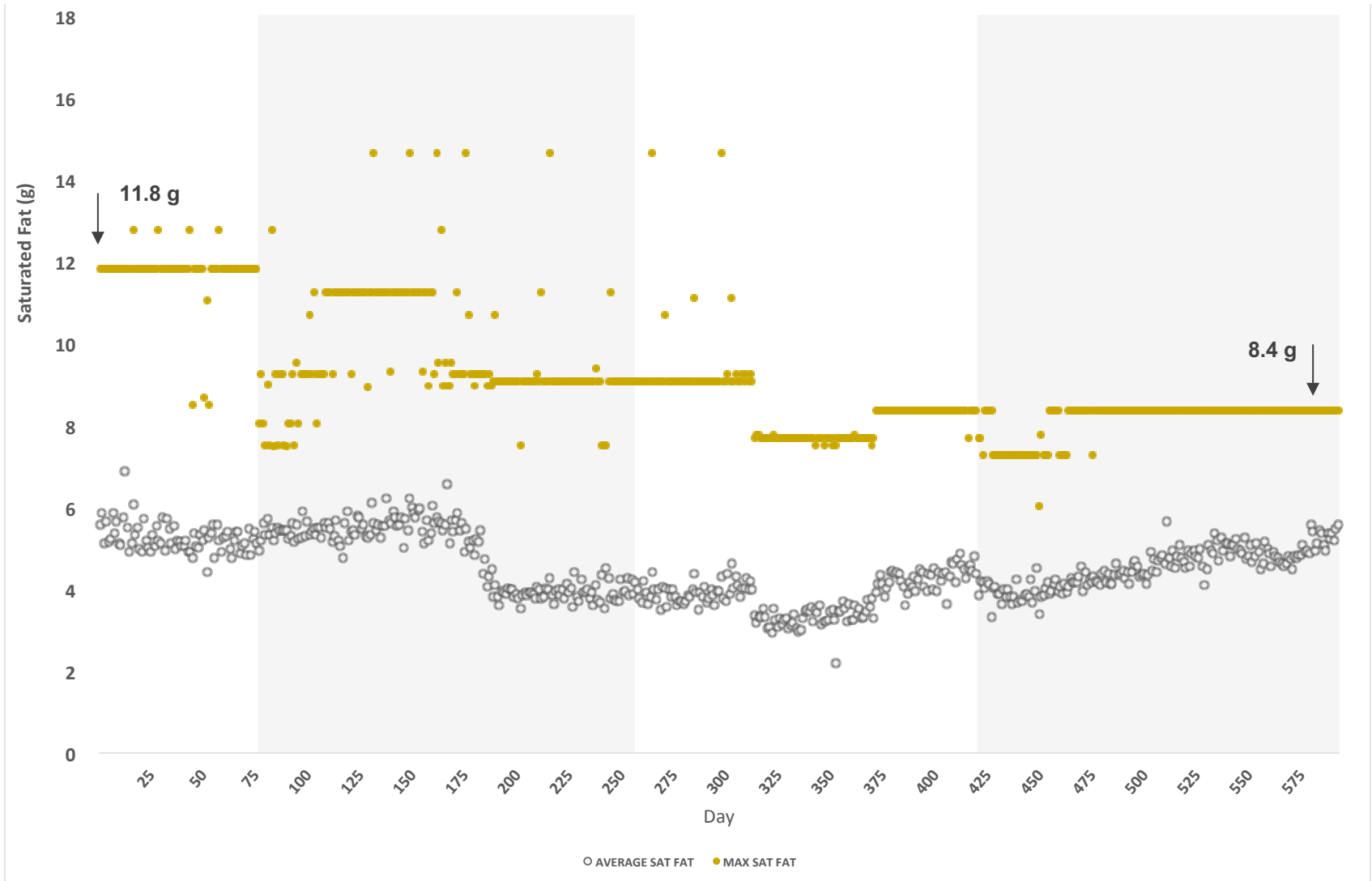
Average Sodium (mg) Entrees Selected by Day



Maximum Sodium (mg) Entrees Selected by Day



Average and Max Saturated Fat (g) Entrees Served by Day



Intervention Results

- Overall sodium was reduced by an average 46% (average of 744 mg to 412 mg per entrée).
- Max daily saturated fat reduced by 29% (11.8 g to 8.4 g).
- Student participation in the school lunch program increased over the 420 day study period by an average 313 meals per day.
- The student that picked the highest sodium/saturated fat meal choice in the beginning and now has a significantly better choice.



Sample Menu Changes

- Retired some “Red” entrees
 - BBQ Pork Sub with 1,957 mg sodium
- Removed ingredients
 - American cheese from burger
- Substituted lower sodium/lower saturated fat ingredients
 - Seasoned from scratch rather than from a package
 - Changed nachos to a made-to-order brown rice bowl
 - Served with guacamole instead of sour cream
- Incorporated more vegetables directly into entrees
- Switch to fresh fruit only



Local Sourcing

- Used Harvest of the Month as focus for taste testing events to add new entrees to the menu
- MA Farm to School
 - Marketing, education, recipe materials
- FarmLogix (2016-2018)
 - Squash, kale, potatoes, apples, pears...
 - Farm marketing materials
 - Purchasing report by volume
- Sid Wainer
 - Apples, kale, potatoes
 - List of local items with farm names and order codes
- Northcoast Seafood (2016-Present)
 - Significantly increased fish as a protein option



Operational Implementation

- Recipe evaluation and modification
- Cost comparison
- Increased participation trend
- Staff training on new items
- Taste testings
- Menu integration
- Daily items offered for a week; monthly specials offered three (3) times
- Production and selection analysis
- Progress tracking



Taste Testing New Entrees



Youth Food Movement



Jennifer Martinez

Madina Hassan

Nevena Jurisic



What is Youth Food Movement (YFM)?

- A paid internship with Healthy Chelsea for Chelsea youth
- We work on improving school food through surveys and meeting with Aramark
- Every year YFM creates a school food survey that goes to all Chelsea High School students



Our Work

- Create schools lunch surveys in Spanish and English every year
- Collect data, create power points, and have meetings with Aramark
- Work in Anita's Youth Community Garden, and give out produce to food pantries and nearby Chelsea residents
- Community service (Selah)
- Excel High School



Chelsea High School Survey

- Since 2012, YFM has been creating a school food survey in Spanish and English that goes to all Chelsea High students.
 - Last year we got 575 responses
 - The questions ask students how satisfied they are with school lunch and breakfast
 - What are some improvements and changes they would like to see in the cafeteria?
- After collecting and analyzing the survey results, we create a presentation with information from the survey, and we set up a meeting with Aramark to present the data, and talk about possible changes for the cafeteria

Play our Kahoot game! It's based on CHS School Food Survey Results from last year.

[Play Now!](#)

Changes in the Cafeteria

- Food we have added to the menu
 - The “pro-yo to go”
 - Smoothies
 - Parfait
 - Infused fruit water/plain water in the cafe for easy access
 - Sauces for burrito/taco line



Current Projects

- Focus groups
- Informative workshops for school peers
- Finalizing 2018-19 school lunch surveys



Next Steps

- High school internship piece is evolving and expanding this year
 - More hours
 - Peer-to-peer workshops about school food improvement, healthy eating, and food justice
- Two (2) FoodCorps service members in the cafeterias
- Promote new healthier scratch cooked menu items at the Early Learning Center



Questions?

Group Exercise

1) What is your school food collaboration goal?

- Nutrition
- Education
- Participation
- Sourcing
- Partnership
- Communication

2) Who are you currently working with?

3) Who would you like to include in the future?

- THANK YOU!

