

Massachusetts Smarter Lunchrooms Movement



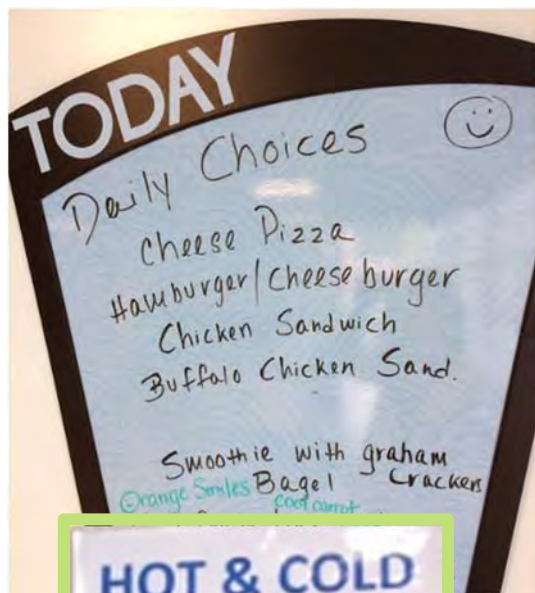
Medfield Public School District, Blake Middle School

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**HOT & COLD
GRAB & GO
LUNCHES**



Smarter Lunchrooms Goals Completed:

- At least one daily fruit option is available near all registers.
- Daily fruit options are written legibly on menu boards in all service and dining areas.
- All vegetable names are written and legible on menu boards.
- The salad bar is highly visible and located in a high traffic area.
- Daily vegetable options are easily seen by students of average height for your school.
- A daily vegetable option is bundled into grab and go meals available to students.
- Available vegetable options have been given creative or descriptive names.
- All vegetable names are included on the published monthly school lunch menus.
- A daily entrée option has been identified to promote as a "targeted entrée".
- Daily targeted entrée is easily seen by students of average height for your school.
- All targeted entrée names are written and legible on menu boards.
- The convenience line offers only reimbursable grab and go meals with low-fat, non-flavored milk, fruit and/or vegetable.
- Menu boards featuring today's meal components are visible and readable within all service areas.
- Obstacles and barriers to enter service and dining areas have been removed.

Strategies Used to Complete Goals:

- Making items more visible and accessible
- Menu boards
- Bundling fruits/vegetables with grab and go
- Creative names for menu items
- Promoting vegetables
- Promoting targeted entrée
- Involvement with students
- Improving lunchroom atmosphere

Key Successes:

- Improving grab and go options: adding vegetables to make a reimbursable meal, attractive clamshell packaging with labels, located in easy-to-access coolers.
- Displaying menu boards: large white boards that list the meal components and are placed in such a way that they are visible and readable within all service areas.