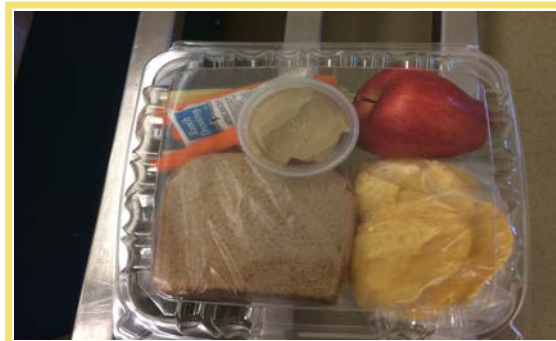


# Massachusetts Smarter Lunchrooms Movement



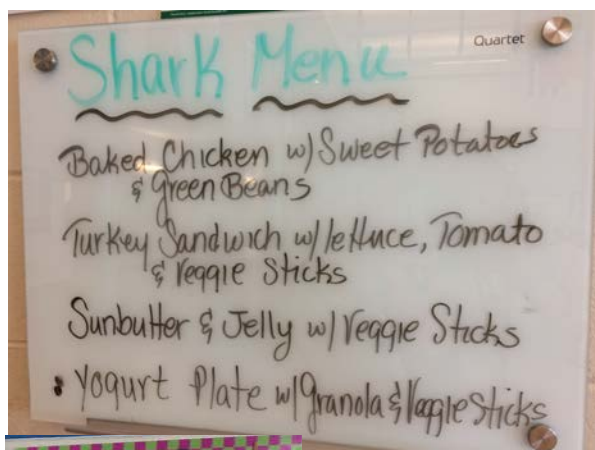
## Salem Public School District, Collins Middle School

**Contact:** Deborah Jeffers

**Position:** School Nutrition Director

**Email:** [deborahjeffers@salemk12.org](mailto:deborahjeffers@salemk12.org)

**Phone:** 978-740-1230



### Smarter Lunchrooms Goals Completed:

- At least one daily fruit option is available near all registers.
- Daily fruit options are bundled into all grab and go meals available to students.
- All vegetable names are written and legible on menu boards.
- 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".
- All targeted entrée names are written and legible on menu boards.
- Posters displaying healthful foods are visible and readable within all service and dining areas.
- Signage/posters/floor decals are available to direct students toward service areas.
- Daily fruit options are available in at least two different locations in each service line.

### Strategies Used to Complete Goals:

- Making items more visible and accessible
- Bundling fruits and vegetables with grab and go
- Menu boards
- Promotion of vegetables
- Promotion of the entrée of the day
- Priming of healthy foods
- Signage on the line

### Key Successes:

- Improving grab and go options: adding fruits 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.
- Decorating the dining and service areas with attractive posters and signage that encourage a healthy lifestyle.