

Healthy Kids, Healthy Programs Summit

Sponsored by the Massachusetts Department of Elementary and Secondary Education and The John C. Stalker Institute of Food and Nutrition.



www.johnstalkerinstitute.org

May 30, 2018

Breakfast & Registration BEGIN AT 7:00 A.M.
Summit from 8:00 A.M. TO 3:30 P.M.

Welcome to the Healthy Kids, Healthy Programs Summit aimed at promoting healthy students and healthy school nutrition programs.



The John C. Stalker Institute
of Food and Nutrition
AT FRAMINGHAM STATE UNIVERSITY



The Certificate of Attendance will be available upon completion of the online evaluation which you will receive via email at the end of each day.

MAY 30, 2018

Healthy Kids, Healthy Programs Summit

AGENDA

Suggested Learning Codes (SLC) for USDA Professional Standards listed after session descriptions.

| TIME | EVENT | LOCATION |
|-------------------------|--|----------|
| 7:00 A.M. | Registration and Continental Breakfast | FOYER |
| 8:00 A.M. | Welcome Robert Leshin, MPA, Director, Office for Food and Nutrition Programs at DESE Karen McGrail, MEd, RDN, LDN, Director, The John C. Stalker Institute of Food and Nutrition BOKS Jumpstart! | BALLROOM |
| 8:30 A.M. |  School Wellness: National Trends, Local Solutions Marlene Schwartz, PhD, Director, Rudd Center for Obesity and Food Policy Local school wellness policies are required for schools participating in school nutrition programs, but do you find yourself fighting an uphill battle to implement wellness initiatives in your district? Dr. Schwartz will review national trends seen in written school wellness policies and what actually gets implemented, the effect of food marketing on children, and the relationship between school breakfast consumption and obesity. Walk away with the evidence to promote wellness initiatives in your district. SLC: 3230 | BALLROOM |
| 9:45 A.M. TO 12:00 P.M. | Breakout Sessions SEE LEARNING TRACKS & ROOM LOCATIONS BELOW | |
| 12:15 P.M. | Buffet Lunch Greetings from Diane Zak, President, School Nutrition Association of Massachusetts | |
| 12:45 P.M. |  Building a Strong Breakfast Coalition Erin McAleer, President, Project Bread Panel: Maryalice Aker, Tamatha Bibbo, Michael Byron, and Darcy Fernandes Both district and local support are important tools for the growth of a successful School Breakfast Program. Erin will moderate a panel of school community members who will share the impact breakfast has had on their students and how you can work with other professionals within your district to increase support for your current or new School Breakfast Program. SLC: 4150 | BALLROOM |
| 2:00 P.M. TO 3:30 P.M. | Breakout Sessions SEE LEARNING TRACKS & ROOM LOCATIONS BELOW | |
| 3:30 P.M. TO 6:00 P.M. | SNA of Massachusetts Reception REGISTRATION REQUIRED | BALLROOM |

Engaging Your Customers – BREAKOUT ROOM 101

Empower your team to improve customer service, and to grow your program's branding efforts.

9:45 A.M. TO 12:00 P.M.

Exceptional Customer Service

Jumana Saleh, MS, Nutrition Education Specialist, JSI

Recognize the importance of exceptional customer service and enhance your skills using concepts from *The Guest: Everything You Already Knew About Great Customer Service*.

Create an action plan to deliver great customer service in your cafeteria.

SLC: 4130

2:00 P.M. TO 3:30 P.M.

Empowering Staff to Improve the Customer Experience

Janice Brathwaite, MS, Director of Workforce Initiatives, Massachusetts League of Community Health Centers

Explore the difference between customer service and customer experience along with the potential issues that may be impacting your program. Discover ways to empower staff and enhance their role in improving the customer experience.

SLC: 3400, 4130

Expanding School Breakfast – BREAKOUT ROOM 103

Explore how to start or expand your School Breakfast Program and implement an effective plan to promote your program.

9:45 A.M. TO 12:00 P.M.

Rules, Regulations, and Reimbursement...Oh My!

Doreen Iovanna, MEd and Julie Valcour, MEd, RD, Educational Specialists, DESE

Learn all the essential aspects of the School Breakfast Program, including the state and federal requirements, as well as the components of a reimbursable breakfast.

SLC: 1110, 2310

2:00 P.M. TO 3:30 P.M.

Hot and Cold — Variety Made Easy

Chef Guy Koppe, MS, Director, Chefs in Schools
and Maura Ackerman, MS, MPH, Director, Child Nutrition Outreach Program

Discover hot and cold breakfast recipes that can be easily integrated into your School Breakfast Program during this culinary demo by Chef Koppe. Strategies to store, transport, and serve meals that meet temperature requirements and healthy meal planning techniques will be discussed.

SLC: 2130, 3230

Maximizing Community Support – BREAKOUT ROOM 104

Immerse your school nutrition program into the culture and climate of your community.

9:45 A.M. TO 12:00 P.M.

The Power of School-Wide Collaboration

Facilitator: Lisa Jackson, MS, RD, LDN, Educational Specialist, DESE

Panel: Catherine Donovan, Margaret Eberhardt, Janice King, Jackie Morgan, Danielle Petrucci, and Rob Shaheen

Discover strategies to promote healthy nutrition behaviors, collaborate within your wellness committee, and garner support from your administration and community.

SLC: 3230, 4150

2:00 P.M. TO 3:30 P.M.

The SWITCH Campaign: A Massachusetts School Wellness Initiative

Lisa Jackson, MS, RD, LDN, Educational Specialist, DESE

Be in the know about the newest state-wide school wellness initiative, the School Wellness Initiative for Thriving Community Health (SWITCH) and discover how you can get involved!

SLC: 3230, 4150

Resource Tables

9:30 A.M. TO 2:00 P.M. IN THE FOYER

Move Your Learning into Action!

Remember to complete your action plan and apply what you have learned at the Summit in your school district.

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Tools You Can Use

Take advantage of these time-saving online tools designed for schools in Massachusetts! All tools have been created by The John C. Stalker Institute of Food and Nutrition to meet the Massachusetts School Nutrition Standards for Competitive Foods and Beverages and the USDA Smart Snacks, whichever is stricter.

A-List

A list of approved school vending and snack products updated weekly and re-evaluated annually.

MassNETS

A tool for schools to evaluate if a pre-packaged snack item meets the state and federal nutrition standards.

Recipe Tool

An easy-to-use recipe analysis tool for schools to analyze, share, save and print recipes. Student-approved snack recipes are now available.

ALL TOOLS ARE AVAILABLE AT WWW.JOHNSTALKERINSTITUTE.ORG

