



Healthy Kids, Healthy Programs Summit

May 30 & 31, 2018

**Breakfast and Registration begin at 7:00 a.m.
Summit from 8:00 a.m. to 3:30 p.m.**

Four Points by Sheraton
1125 Boston Providence Turnpike
Norwood, MA

www.johnstalkerinstitute.org



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

Schedule at a Glance

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

MAY 30, 2018

MAY 31, 2018

7:00 A.M.	Registration and Continental Breakfast	
8:00 A.M.	Welcome Robert Leshin, MPA, <i>Director, Office for Food and Nutrition Programs, ESE</i> Karen McGrail, MEd, RDN, LDN, <i>Director, The John C. Stalker Institute of Food and Nutrition</i>	Welcome <i>Commissioner, Massachusetts Department of Elementary and Secondary Education</i>
8:30 A.M.	School Wellness: National Trends, Local Solutions Marlene Schwartz, PhD, <i>Director for Rudd Center for Obesity & Food Policy</i> 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	Branding Your Program Like a Pro! Dayle Hayes, MS, RD, <i>President of Nutrition for the Future, Inc.</i> Branding is a process designed to meet customer needs with a comprehensive approach to excellence. Dayle will explore creative ways to include nutrition employees in marketing and promotion; to engage students, school staff, and community leaders; and to tell school nutrition success stories to all audiences. SLC: 4110, 4120, 4150
9:45 A.M.	Breakout Sessions	
		Resource Tables 9:30 a.m. to 2:00 p.m.
12:15 P.M.	Buffet Lunch	
12:45 P.M.	Building a Strong Breakfast Coalition Erin McAleer, <i>President at Project Bread</i> 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	News You Can Use and Recognition Ceremony Robert Leshin, MPA, <i>Director, Office for Food and Nutrition Programs, ESE</i> School nutrition program update and essential news you can use. SLC: 3200, 3230, 3260
2:00 P.M. - 3:30 P.M.	Breakout Sessions	

Healthy Kids, Healthy Programs Summit

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

Join school nutrition directors and managers from across the Commonwealth for this two-day summit aimed at promoting healthy students and healthy school nutrition programs. Each day provides 5½ continuing education hours to meet your USDA Professional Standards training needs. School nutrition directors are encouraged to register their managers for May 30 which includes a breakout session specifically for school nutrition managers.

Register Online

by May 11, 2018 at www.johnstalkerinstitute.org

Cost: \$60 per day or \$100 for both days

SNA of Massachusetts Reception and Exhibits

May 30 from 3:30 p.m. to 6:00 p.m.

Cost: \$10

Kindly select this event when completing your online registration for the summit.

Unwind after a full day of professional development! Relax with your peers and vendors while enjoying snacks and a free beverage (included in your \$10 ticket price) in the ballroom of the Four Points by Sheraton. Participate in a scavenger hunt designed to help you learn about available products and services. Get fun facts about your vendors and school nutrition. This is networking at its best.



Scan to go to the JSI web site

Hotel Accommodations

A block of guest rooms at Four Points by Sheraton have been reserved at a discounted rate.

Details available at www.johnstalkerinstitute.org

Please visit www.johnstalkerinstitute.org to view complete descriptions and to register.

The Breakout Sessions include three different learning tracks – select one when you register.

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

Engaging Your Customers

Select this track to empower your team, to improve customer service, and to grow your program's branding efforts.

MAY 30

MAY 31

9:45 A.M. TO 12:00 P.M.	<p>Exceptional Customer Service Jumana Saleh, MS, <i>Nutrition Education Specialist, JSI</i> Recognize the importance of exceptional customer service and enhance your skills using concepts from <i>The Guest: Everything You Already Knew About Great Customer Service</i>. Create an action plan to deliver great customer service in your cafeteria. SLC: 4130</p>
2:00 P.M. TO 3:30 P.M.	<p>Empowering Staff to Improve the Customer Experience Janice Brathwaite, <i>Director of Workforce Initiatives at Massachusetts League of Community Health Centers</i> 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</p>

Attention School Nutrition Managers!
Register for this learning track offered specifically for you.

<p>Growing Your Nutrition Brand Dayle Hayes, MS, RD, <i>President of Nutrition for the Future, Inc.</i> Dive deeper with Dayle to build a strong brand for your school nutrition program during the morning and afternoon sessions. Enhance the perception of school meals throughout your community and build participation at every meal. During this interactive learning track, participants will consider the following questions:</p> <ul style="list-style-type: none"> • How does your program brand look today? • How can your brand look in the future? • How can you get where you want to be? <p>Take advantage of Dayle's expertise to help you grow your school nutrition brand. Each participant will assess their current brand, create a vision, and plan next steps for branding. SLC: 4110, 4150</p>

Expanding School Breakfast

Select this track to explore how to start or expand your School Breakfast Program and implement an effective plan to promote your program.

MAY 30

MAY 31

9:45 A.M. TO 12:00 P.M.	<p>Rules, Regulations, and Reimbursement...Oh My! Doreen Iovanna, MEd and Julie Valcour, RD, MEd, <i>Educational Specialists, ESE</i> 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</p>
2:00 P.M. TO 3:30 P.M.	<p>Hot and Cold — Variety Made Easy Chef Guy Koppe, MS, <i>Director of Chefs in Schools</i> and Maura Ackerman, MS, MPH, <i>Director of Child Nutrition Outreach Program</i> 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</p>

<p>Thinking Outside the Cafeteria Tray Kristina Webber, MS, RD, LDN, Kerry Callahan, MPA, and Amanda Chisholm, MPA, <i>Educational Specialists, ESE</i> Discover alternative School Breakfast Program service models designed to overcome barriers to participation. Identify implementation strategies and ways to accurately record point of service meal counts. Explore the business value of starting or expanding your School Breakfast Program and how increasing school breakfast participation can positively impact your revenue. SLC: 2200, 3230, 3310, 3510</p>
<p>Team Up: Breaking Breakfast Barriers Panel of School Nutrition Directors and Denise Courtney, MS, RD, <i>Nutrition Education and School Wellness Training Coordinator, ESE</i> Team Up session facilitated by school nutrition directors targeting how to promote the School Breakfast Program. SLC: 3230, 4120</p>

Maximizing Community Support

Select this track to immerse your school nutrition program into the culture and climate of your community.

MAY 30

MAY 31

9:45 A.M. TO 12:00 P.M.	<p>The Power of School-Wide Collaboration Panel of School Nutrition Directors and Lisa Jackson, MS, RD, LDN, <i>Educational Specialist, ESE</i> Discover strategies to promote healthy nutrition behaviors, collaborate within your wellness committee, and garner support from your administration and community. SLC: 3230, 4150</p>
2:00 P.M. TO 3:30 P.M.	<p>The SWITCH Campaign: A Massachusetts School Wellness Initiative Lisa Jackson, MS, RD, LDN, <i>Educational Specialist, ESE</i> 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</p>

<p>Game On: Six Steps to Building a Healthier School Shannon Ashcroft, MEd, CHES, <i>Massachusetts State Coordinator, Action for Healthy Kids</i> Discover how to work more effectively to improve your school wellness policy and practices. During the morning and afternoon sessions, you will use the Action for Healthy Kids Game On program to learn how to:</p> <ul style="list-style-type: none"> • Build support in your school community for your school wellness policy. • Assess your school environment using the AFHK-modified CDC School Health Index. • Create an action plan for school wellness policy initiatives. • Explore Eat Better & Move More activities for your school. • Engage volunteers to strengthen your wellness efforts. • Achieve national recognition as a health-promoting school. <p>Strengthen your school wellness policy and take advantage of the many resources available from Action for Healthy Kids Game On in this interactive learning track. SLC: 3230, 4150</p>
