

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 31, 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 the day.

MAY 31, 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 Jeff Wulfson, Deputy Commissioner, Massachusetts Department of Elementary and Secondary Education Recognition Ceremony	BALLROOM
8:30 A.M.	 Branding Your Program Like a Pro! Dayle Hayes, MS, RD, President, Nutrition for the Future, Inc. 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	BALLROOM
9:45 A.M. TO 12:00 P.M.	Breakout Sessions SEE LEARNING TRACKS & ROOM LOCATIONS BELOW	
12:15 P.M.	Buffet Lunch BOKS Brain Boost!	
12:45 P.M.	News You Can Use Robert Leshin, MPA, Director, Office for Food and Nutrition Programs at DESE School Nutrition Program update and essential news you can use. SLC: 3200, 3230, 3260	BALLROOM
2:00 P.M. TO 3:30 P.M.	Breakout Sessions SEE LEARNING TRACKS & ROOM LOCATIONS BELOW	

Move Your Learning into Action!

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

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

Growing Your Nutrition Brand

Dayle Hayes, MS, RD, President, Nutrition for the Future, Inc.

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:

- How does your program brand look today?
- How can your brand look in the future?
- How can you get where you want to be?

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

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.

Thinking Outside the Cafeteria Tray

Kristina Webber, MS, RD, LDN, Kerry Callahan, MPA, and Amanda Chisholm, MPA, Educational Specialists, DESE, and Maura Ackerman, MS, MPH, Director, Child Nutrition Outreach Program

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

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

Team Up: Breaking Breakfast Barriers

Facilitator: Denise Courtney, MS, RD, Nutrition Education and School Wellness Training Coordinator, DESE

Panel: Kristen Gentili, Anne Marie Grinder, Gus Stickley, Jen Tuttleman, and Madison Walker

Team Up session facilitated by school nutrition directors targeting how to promote the School Breakfast Program.

SLC: 3230, 4120

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

Game On: Six Steps to Building a Healthier School

Shannon Ashcroft, MEd, CHES, Massachusetts State Coordinator, Action for Healthy Kids

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:

- 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.

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

Resource Tables

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

For presentation files please visit

www.johnstalkerinstitute.org

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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



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