

# Increasing Participation in Child Nutrition

Alabama State Department of Education



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"Food is Essential to life, therefore make it good." - S. Truett Cathy

# THE FOUR P'S OF PARTICIPATION

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## PEOPLE

There is no greater resource than people and children are the greatest.

## PACING

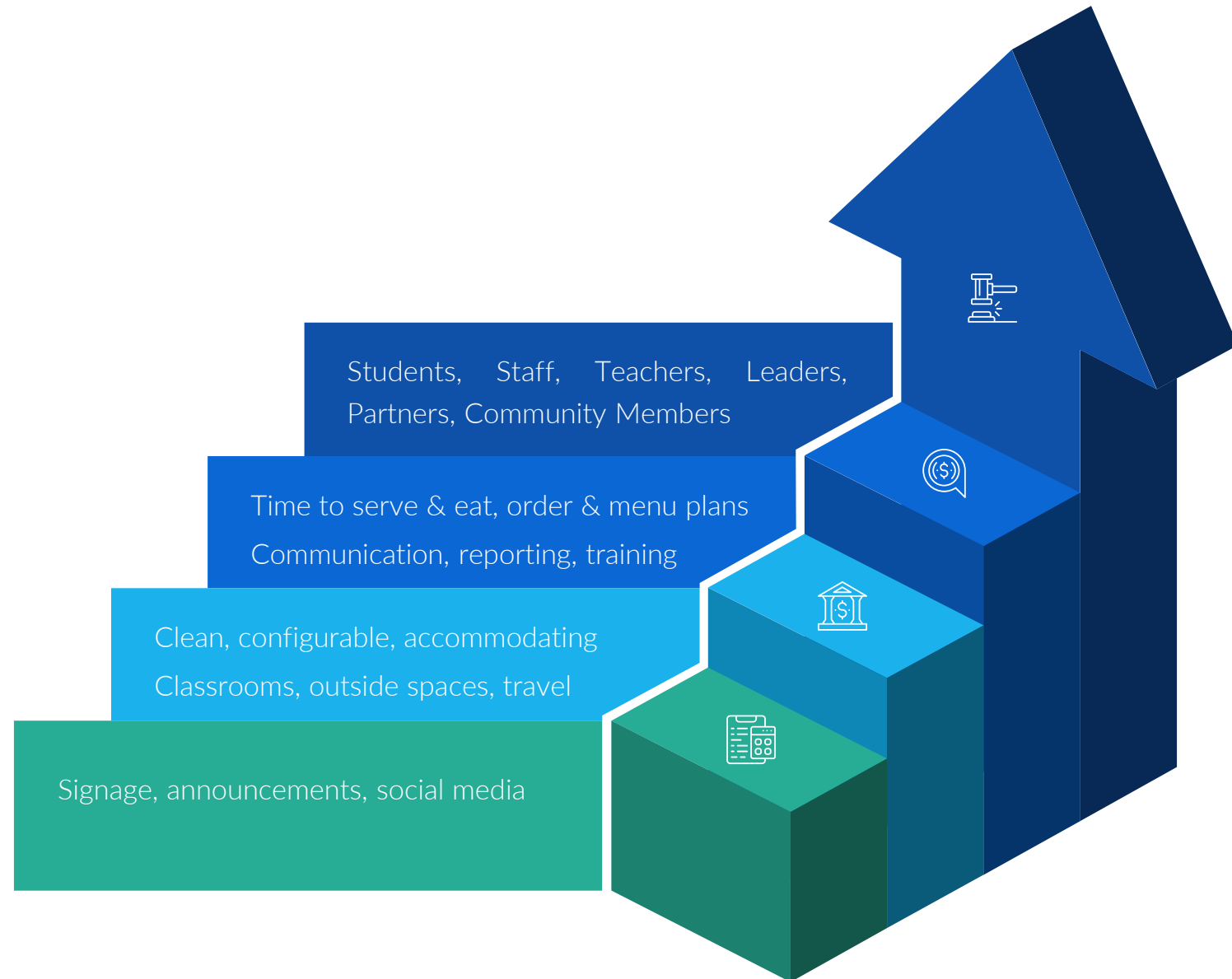
Fast is not the goal, quality is, but with quality comes speed.

## PLACES

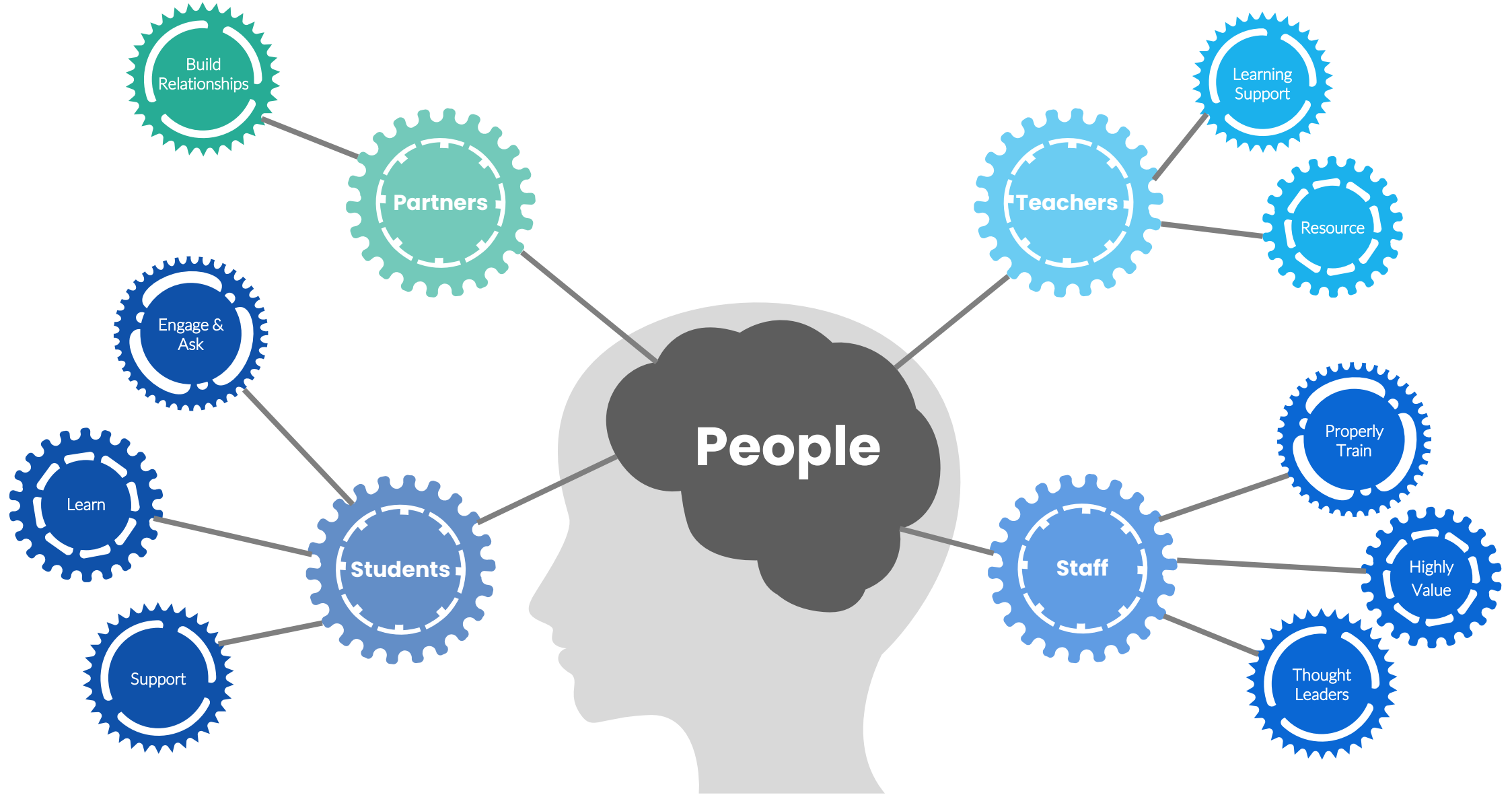
Nutritionally speaking, students desire places that are engaging, inviting, and safe.

## PROMOTION

If you truly want customers, you must compete for them.



# The “People” of Participation



# THE “PACING” OF PARTICIPATION

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## **SERVING**

Optimize serving time so that students move in a continuous flow. Consistently deliver food and other resources using the “Just in Time” method.

## **EATING**

Work with school and district leaders to ensure students have nutritionally proper times to eat. Maximize spacing and seating so students are comfortable.

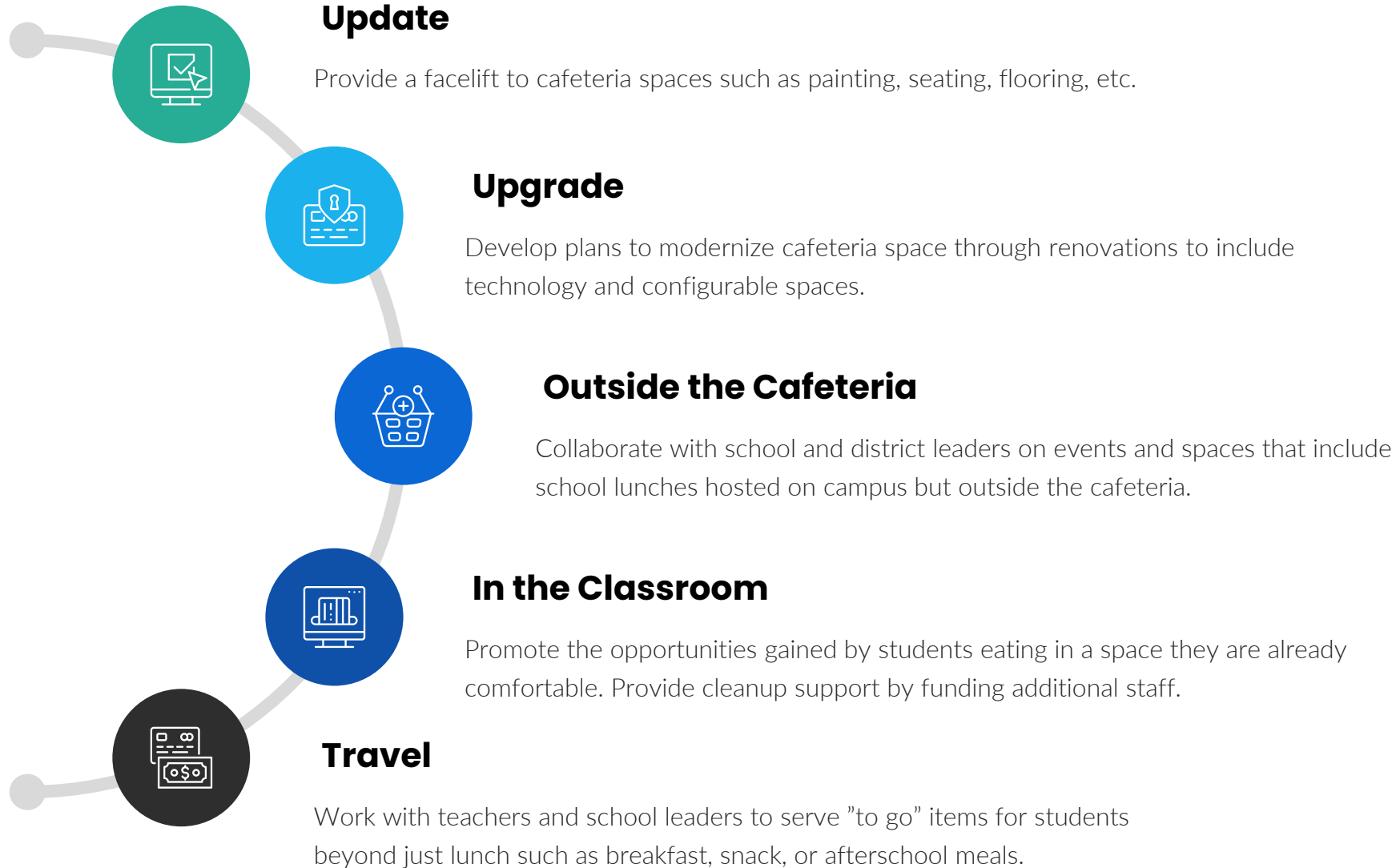
## **PLANNING**

Menu planning helps to pace the inventory, work, and delivery of high-quality food.

## **REPORTING**

Automate administrative functions, document work processes, utilize key performance reports to drive improvement and align goals.

# The “Places” of Participation



# The “Promotion” of Participation



## People

Recruit guests to have breakfast and lunch. Build a team of people that promote the good news.



## Events

Go beyond the well-known event days. Use themes, competitions, and rewards.



## Interior Aesthetics

Ensure the cafeteria is visually appealing to children. Use photos, murals, quotes, etc.



## Social Media

Embrace and use social media to target students and promote your program.



## Welcoming Exterior

Maintain the entrance and exit areas in a way that welcomes students and visitors to enjoy their time.



## Quality Taste

Use creative ways to spice and texture foods for higher quality while retaining nutrition requirements.



## Presentation

Maintain a focus on how food is presented for serving and eating.

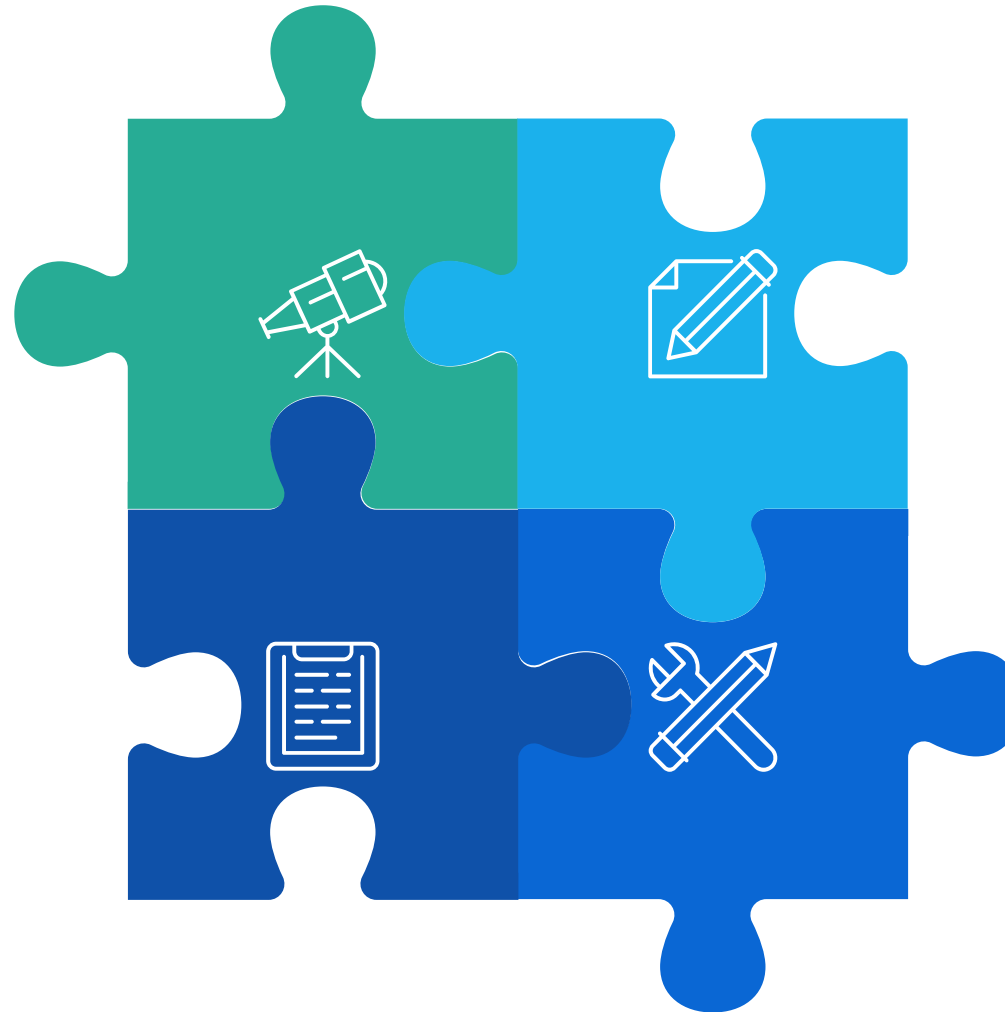
# Connecting the Strategies for Increasing Participation

## People

Form focus groups, establish a strategic team, rotate members, communicate ideas and plans.

## Places

Strive to make the places your program is utilized both, physically and mentally, pleasing. Focus on high-quality visuals. Always seek a yes to the question, “Is this the place I want to eat?”



## Pacing

The U.S. Navy SEALs utilize the quote, “Slow is Smooth and Smooth is Fast” don’t run yourself to death. Pace yourself for success.

## Promotion

Serve as your biggest advocate, others will join you. Positivity is contagious and wildly different than the current norm.

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