



# THE SMARTER LUNCHROOMS MOVEMENT



## NUDGING KIDS TO EAT HEALTHIER

Smarter Lunchrooms is a nationwide movement based on proven strategies for nudging students to select and eat the healthiest foods in the school lunchroom. To date, nearly 30,000 elementary, middle and high schools have successfully used Smarter Lunchroom strategies. Smarter Lunchrooms is dedicated to providing schools with the knowledge, motivation, and resources needed to build a lunchroom environment that makes *the healthy choice the easy choice*.

### The Smarter Lunchrooms Movement...

- Is easy and inexpensive to implement
- Grows school meals participation
- Increases student satisfaction
- Uses simple evidence-based strategies to gently nudge students to make healthy choices
- Empowers, energizes, and engages school nutrition staff
- Increases the amount of healthy food students eat and reduces waste



### 5 Easy Smarter Lunchroom Changes

- Offer sliced or cut fruit
- Offer fruits and vegetables in all service lines
- Keep milk coolers full throughout meal service
- Offer at least 2 types of fruit and 2 types of vegetables
- Offer pre-packaged salads or a salad bar to all students



**IT'S NOT NUTRITION UNTIL IT'S EATEN!**

## THE SMARTER LUNCHROOMS MOVEMENT - IT WORKS!



↑40%

Offering vegetables in two locations can result in students taking up to **40%** more



↑54%

Holding recess before lunch can increase vegetable and fruit consumption by **54%**



↑100%

Moving fruit from a stainless steel tray to a colorful fruit bowl can **double** sales



↑30%

Giving healthy food choices fun, descriptive names – for example, calling green beans “supercharged green beans” – can increase consumption by over **30%**



↑70%

Offering sliced fruit can increase student consumption by over **70%**



↑70%

Suggesting students take a fruit can increase the number of students eating (not just taking) a fruit by as much as **70%**

“I really appreciate the partnership with the B.E.N. Center and the work Smarter Lunchrooms has done across this country to encourage children to eat healthier meals. What’s really beneficial is that the whole entire initiative has science to back it up.”

**Katie Wilson**  
Deputy Under Secretary  
for Food, Nutrition and Consumer Services

“Strategies like Smarter Lunchrooms give schools simple, actionable, low-cost steps that help make sure that the healthy food on kids’ plates ends up in their stomachs.”

**Tom Vilsack**  
United States Secretary  
of Agriculture

“We started implementing the Smarter Lunchrooms Movement techniques and we saw an increase in our fruit selections by putting those fruits at the point of sale. We’ve also seen an increase in the white milk ... so we are seeing choices made by the students have improved drastically.”



**Melinda Bonner**  
Director of Child Nutrition  
Hoover City Schools

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