Quality Meals

Professional Development

Student & Community Engagement

Fueling Georgia's Future
Georgia Department of Education School Nutrition
Presenters

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Strategic Marketing & Communications Manager

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Communications Media Specialist
Purpose of These Sessions

The single biggest problem with communication is assuming communication has already taken place OR that people already know and understand the information.
Growth Opportunity

1,066,768 Average number of lunches served daily.

Total number of Georgia Schools participating in NSLP.

2,352

12,803 Total number of school nutrition employees.

Total number of students with school meal access.

1,740,417
## Learning Objectives

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<tr>
<td>1</td>
<td>How to effectively evaluate school nutrition messages</td>
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<td>2</td>
<td>Identify what will be gained by message evaluation</td>
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<td>3</td>
<td>Learn evaluation techniques through peer discussion and data</td>
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Step 1: Planning

Strategic Messaging Part 1: Create a Plan

What is your message?

Who is your audience?

What values do you share with your stakeholders?

What influences your stakeholders?

What are your stakeholder’s main concerns?

Where do your stakeholders go to access information?
Step 2: Alignment

Strategic Messaging Part 2: Alignment

Who are potential key partners in your school district or community?

Does your staff and other key partners know your message?

Who is your district communications liaison? Have you shared your message with them?

How will you purposefully align your message to address stakeholder concerns and values?
Step 3: Consistency & Managing Unfavorable Feedback

Strategic Messaging Part 3: Consistency

Managing Unfavorable Feedback Checklist:

1. Make sure you are familiar with your district’s policies and guidelines.
2. Take pause.
3. Fact check.
4. Be strategic in your response.
5. Invite the individual into your cafeteria.
6. Be consistent.
7. Be kind.
8. Involve others when necessary.
Step 4: Evaluation

Strategic Messaging Part 4: Evaluation

What am I saying? Am I addressing everything I intended to?

Am I reaching my intended audience?

What results am I getting? Am I getting my intended results and/or any unintended results?

Did I deliver the message effectively? What can I change for next time?
What makes a quality meal?

She (the server) drew my daughter into trying school lunch. We didn’t know she would eat zucchini. This caused me to have an interest in school meals. There is a stigma about the lunchroom (school meals), but it’s not what it used to be. There is a lot of fresh fruit and vegetables.

Parent from Carrollton Upper Elementary
Carrollton City Schools
What makes a quality meal?
What makes a quality meal?

A quality school meal meets or exceeds the meal pattern requirements, is attractively presented, contains Georgia Grown products including fresh fruits and/or vegetables, and is served with excellent customer service.

Dr. Linette Dodson
Georgia State School Nutrition Director
Evaluate

How do you know you have arrived if you don't know where you are headed?
Setting the P.A.C.E.

- Plan a concise message.
- Align and amplify your message with facts.
- Control your message by using consistent language.
- Evaluate your message for alignment and impact.
Peer Discussion

Cindy Jones, Union County
Angie Brown, Whitfield County
Whitfield County

Whitfield County School Nutrition

Students at Valley Point Middle participated in a taste test this week for our newest recipe, the Buffalo Chicken Meal. It was a solid "love it" from every student that participated! You will find this item, along with some other new items, featured in our upcoming spring menu. To see what your child’s school has to offer you can go to family.stark12.com to view the full menu.

#FuelingGA #KeepingGAPed #OurWhitfield

Are you ready for some deliciousness... Our most popular, Berry Bacon Salad will be available on Wednesdays. Make plans to try it tomorrow, you will not regret it. They are on the menu at middle and high schools every Wednesday so mark your calendars. #KeepingGAPed #FuelingGA

Try our delicious BERRY BACON SALADS

AVAILABLE ON WEDNESDAY’S

Lemonade now available at Coalville Creek High School. It has become a popular hit with our high schoolers. We have mango, peach, raspberry, regular lemonade can’t forget our most popular flavor blue raspberry.

Did you know that lemonade can boost your immune system? Lemons have Vitamin C and Antioxidants that keep us happy and healthy!

What is your favorite flavor? #KeepingGAPed #FuelingGA
Union County School Nutrition Program

Union County Elementary lunch choices today were Beef Tacos or Burritos, Mexicali Corn, Pinto Beans, Homemade Salsa, Sour Cream, Taco Sauce, Shredded Lettuce, Sliced Apples, Fresh Oranges and georgiagrown Fresh Strawberries. #FuelingGA #GetRayoftheWeek Foster Produce, LLC.

Today at UCS, we debuted an Italian inspired salad on our grab-n-go line. Boy, was it delicious! Thanks to Foster Produce, LLC for supplying our fresh produce weekly. Also available today were 2 different hot choices, hot vegetables, fresh salads, fresh and canned fruit, wraps, cheese and meat boxes, and PB&J. #GetRayoftheWeek #FuelingGA.
Examples of Strategic Messaging
Georgia Tray of the Week
Social Media Analytics

- Numbers aren't everything.
- The most important result you can have is behavioral change.
- Why gather analytics?
  - Is the intended audience getting the content?
  - What has changed over time?
Facebook Analytics
Analytics Example
Website Evaluation
Websites Untangled

There is a real person who maintains your district's website.
What do you need?

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<th>What is the purpose of this website?</th>
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<td>Make a 'Wish List'</td>
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<td>Research other school websites</td>
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<td>Create an outline</td>
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Outline Options

Site Map Index 9-17-18

Pages
- 2017 Average Daily Attendance Data
- Administrative Review
  - Administrative Review Resources
- AR Results
- Breakfast Initiative
- Calendar of events
- Checklist for New Schools Applying for School Lunch Programs
- Civil Rights
- Civil Rights for Directors
- Conferences and Seminars
- Contact Us
- Food Based Learning
- Food Purchasing
- Food Safety
- Free and Reduced Price Meal Applications
- Handouts from Meal Pattern Presentation
- Icons Key
- Info & Resources

Site Map Index 2019 Beta

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Create a procedure?

Who is my point person?

Who provides info and updates?

Who vets provided info?
Less is More

- Limit scrolling
- Provide links instead of typing everything on the page
- Find out what type of media works best
- Photos and graphics create interest
Strategic Marketing Toolkit and Recordings

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Georgia Department of Education School Nutrition
What is one thing you have implemented because of this Messaging Series?

(Type in the Chat)
How do you feel about your Strategic Messaging efforts?

Just PEACHy

Legen DAIRY

BROC star

Go big or GOURD home

#FuelingGA

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#FuelingGA

#FuelingGA
Thank You for Attending! Contact us!

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We Want Your Feedback

SCAN ME
Learning Codes

**Event Name:** Strategic Messaging

**Session 4:** Evaluation

**Event Date:** March 28, 2023

**Hours:** 1.0

**Professional Learning Code:** 4130

*(Program Promotion)*
Like. Follow. Engage.
Share your school story with us!

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@GaDOENutrition fuelingga@gadoe.org
@gadoe_snp snp.gadoe.org

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