Stepping into Montana’s Smarter Lunchrooms

Columbia Falls School District, Columbia Falls High School

Smarter Lunchrooms Principles Used:
1. Increase visibility
2. Increase convenience
3. Increase taste expectations

Goals:
⇒ Entice more high school students into the lunchroom.
⇒ Increase intake of fruits and vegetables.
⇒ Decrease food waste.
⇒ Build student support of the school lunch program.

Actions:
⇒ Formed a Student Nutrition Action Committee (SNAC) to collaborate with students and staff to receive feedback and suggestions.
⇒ Enhanced the main line with decorative baskets and serving dishes and moved salad bar to the front of the line.
⇒ Offered smoothies, fruit parfaits, and fresh vegetables with attractive promotional signage on the a la carte line.
⇒ Promoted the daily lunch menu in multiple areas with chalk board and sandwich board signage.
⇒ Improved ambiance with eye-appealing décor, removed clutter, and ordered colorful banners for marketing.
⇒ Started a sharing bowl for leftover whole fruit.

Results:
⇒ Number of students participating in lunch program increased by 9 percent.
⇒ Smarter Lunchrooms Self-Assessment Score increased by 14 points.
⇒ The smoothies and parfaits provide refreshing fruit options.
⇒ Students took notice of colorful eye appealing service line.

Next Steps:
⇒ Offer grab and go meals at kiosk located near the most used exit door.
⇒ Explore offering grab and go catered meals for students meetings occurring during the lunch hour.
⇒ Display new signage in cafeteria promoting menu choices on all three lines.
⇒ Continue with SNAC goal of continued communication.
⇒ Place a suggestion box in cafeteria to receive student feedback.

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Montana Team Nutrition Program
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