Butte School District, West Elementary School

Stepping into Montana’s Smarter Lunchrooms

**Smarter Lunchrooms Principles Used:**
1. Increase Visibility of Healthy Foods
2. Increase Convenience of Healthy Foods
3. Utilize Suggestive Selling and Signage

**Goals:**
- Increase the selection of fruits, vegetables, and white milk by students in the lunchroom
- Create an inviting, colorful, pleasant atmosphere in the lunchroom
- Promote the school meals program to students and parents

**Action:**
- Offered at least two types of fruit each day and placed fruit in at least two different locations along the serving line
- Offered whole, mixed fruit in an eye-appealing bowl at the cash register
- Promoted white milk and all fruit and vegetable choices on the daily menu board
- Placed the white milk in front of the chocolate milk in the milk cooler
- Increased the visibility of the daily menu by posting a larger-sized menu in the lunchroom and the hallway
- Added colorful posters to help students build a healthy meal

**Results:**
- Smarter Lunchrooms Self-Assessment Score Card increased by 16% in two months; This created a cafeteria that is more inviting and nudge students to make a healthier choices.
- Students selected more white milk (62% increase)
- Students selected more fruits and vegetables (increased by 30 servings per day).

**Next Steps:**
- Follow-up evaluation to determine long-term effects
- Expand Smarter Lunchrooms strategies to Kennedy School
- Support Smarter Lunchroom efforts with Nutrition Education in the classroom provided by the MSU Extension SNAP-Ed Program

Partnership: Butte School District, MSU Extension SNAP-Ed, Montana Team Nutrition 2016-2017 School Year

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