

Top 10 Reasons Why Your School Should Have a Salad Bar



1. Both academic research and actual experience in schools across the country have shown that children significantly increase their consumption of fruits and vegetables when given a variety of choices on a school salad bar.
2. Increased daily access to fruits and vegetables provides a personal experience about choices that can shape a child's habits far beyond the school lunch line and prepares them for a lifetime of healthy eating.
3. When offered multiple fruit and vegetable choices, children respond by trying new items, incorporating greater variety into their diets, and increasing their daily consumption of fruits and vegetables.
4. Salad bars can help increase participation in school lunch. When more students eat school lunches, there are often more funds to allow for further improvements to the school's meal program.
5. The USDA supports use of salad bars as an effective method for meeting the new meal requirements for fruits and vegetables. The White House Task Force on Childhood Obesity has also endorsed school salad bars as a tool for providing healthier food choices to kids.
6. Salad bars are a great way to utilize school garden vegetables and let kids taste what they've grown. This also educates children on what fresh grown foods look like when served in the raw state.
7. Salad bars are a smart first step to incorporating not only healthier, but also fresh foods into your school lunch program. You can start with a basic plan and build your program from there.
8. Salad bars can help raise community awareness about positive food changes being made at your school. They are also a useful tool for increasing parents' involvement in their children's school meals.
9. Salad bars are a great way to get kids to try different whole grains that are needed to comply with the new USDA guidelines. Whole grain salads that include brown rice, Bulgur wheat, couscous, and quinoa can be offered as healthy choices.
10. Salad bar equipment can be free to your school if you apply for, and are approved to receive, a Let's Move Salad Bars to Schools grant.

Evaluation of the Let's Move Salad Bars to Schools Initiative

Executive Summary

January 2014



Introduction

Higher fruit and vegetable intake has been shown to be associated with a reduced risk of chronic diseases such as various cancers, cardiovascular disease, and diabetes¹. Incorporating salad bars into schools is one environmental change strategy to increase school-age children's fruit and vegetable intake. However, only 17% of schools, elementary through high school, offer a salad bar daily.² Let's Move Salad Bars to Schools (LMSB2S), launched in 2010, aims to increase children's fruit and vegetable intake by donating salad bar equipment to schools across the country and supports First Lady Michelle Obama's *Let's Move!* initiative. All K-12 school districts participating in the National School Lunch Program are eligible to apply via the www.saladbars2school.org website. Funding for these salad bars was primarily provided to LMSB2S partners by individuals, corporations, and foundations. To date, salad bars have been donated to more than 2,800 schools across the country in 49 states. In Spring 2013, LMSB2S partnered with the Gretchen Swanson Center for Nutrition (GSCN), an independent research institution, to complete a post-implementation survey of school districts that received salad bars from LMSB2S.

Evaluation Methodology

An online post-implementation survey was distributed to 585 school districts that had received salad bars from LMSB2S from 2010 to Jan 2013, ensuring that all salad bar recipients that had participated in the program for a minimum of 6 months received the survey; 357 school districts responded to the online survey (61% response rate). A majority of respondents (79%) identified themselves as the food service director for the district; other respondents were school administrators, kitchen managers, and other food service staff. On average, 51% percent of students in these schools were eligible for federal free and reduced price school meals.

Key Findings

Salad Bar Use

- ✦ Nearly all donated salad bars continue to be in use (94%)
- ✦ A majority of salad bars are used daily (78%)
- ✦ A majority of salad bars are used as *part* of a reimbursable lunch (77%)
- ✦ Salad bars are also used as a *complete* reimbursable lunch (54%)

Successful Outcomes of Salad Bar Implementation

- ✦ Increased students' access to fresh fruits and vegetables
- ✦ Most schools reported increased student participation in school lunch (57%)
- ✦ School administrators, teachers, staff, and parents became more supportive of salad bars
- ✦ A majority of schools reported purchasing more fruits and vegetables (78%)
- ✦ Schools used fresh, pre-cut fruits and vegetables for salad bars (81%)

¹ Dietary Guidelines Advisory Committee. Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010, to the Secretary of Agriculture and the Secretary of Health and Human Services. *Agric Res Serv*. 2010.

² U.S. Department of Agriculture, Service, Office Food and Nutrition of Research and Analysis, School Nutrition Dietary Assessment Study IV, Vol. I: School Foodservice Operations, School Environments, and Meals Offered and Served by Mary Kay Fox, Elizabeth Condon, Mary Kay Crepinsek, et al. Project Officer, Fred Lesnett Alexandria, VA: November 2012.

School Activities to Promote Healthy Eating

- ✦ Schools reported providing classroom education (87%), taste testing (75%), special days or events (70%), food service promotion (68%), and cooking classes (53%) for their students
- ✦ Schools reported sending letters and/or e-mails to parents specifically about the new salad bar program (69%), inviting parents to lunch (60%), presented the meal program at parent meetings (55%), and created print materials specifically targeting parents to educate them about salad bars (52%)
- ✦ Schools reported that their district wellness policy encouraged increasing access to healthy foods (55%), and some specifically emphasized increasing fruit and vegetable intake (22%)

Impact on School Food Service Operations

- ✦ Increased time for students to get through the line (24%)
- ✦ Increased staffing (19%) and labor hours (27%)
- ✦ Offered hand washing to students in bathroom sinks near the cafeteria (92%), free-standing hand sanitizers in the dining area (52%), and hand-washing sinks in the cafeteria (25%)
- ✦ Increased number of professional development hours per year

Conclusions

Overall, findings demonstrate that salad bars are an effective strategy to increase students' fruit and vegetable intake and can help schools comply with new federal school lunch nutrition standards.³ Nearly all schools reported continued use of salad bars donated through LMSB2S (94%), with a majority (78%) used daily. Most (57%) schools saw an increase in student participation in the school lunch program as a result of salad bars, demonstrating the value of the LMSB2S initiative to both the students and schools. More than half of the students in these schools were eligible for federal free and reduced price school meals (51%), suggesting donated salad bars are reaching low-income students. Schools also reported that throughout their involvement, support of the salad bar program increased among school administrators, teachers, staff and parents. This evaluation highlights the success of LMSB2S.

³ Many salad bars were implemented at the time in which new school meal patterns were rolled out.

LET'S MOVE SALAD BARS TO SCHOOLS

AN EVALUATION

INITIATIVE FACTS

2010 Launch of initiative
2,800 Schools received salad bars
49 States participated

SURVEY DATA

585 School districts surveyed
61% Response rate
51% Students eligible for free/reduced price lunch

SALAD BAR USE



94% of salad bars are in use, 78% used daily



77% of salad bars used as part of reimbursable lunches, 54% as complete reimbursable lunches



81% of schools purchased fresh pre-cut fruits and vegetables for their salad bars

SALAD BAR SUCCESSFUL OUTCOMES



STUDENT ACCESS TO FRESH FRUITS AND VEGETABLES



STUDENT PARTICIPATION IN SCHOOL LUNCH PROGRAM



SCHOOL FRUIT AND VEGETABLE PURCHASES



SCHOOL ADMINISTRATORS, TEACHERS, STAFF, AND PARENTS SUPPORT SALAD BARS



FOOD WASTE

SCHOOL ACTIVITIES TO PROMOTE HEALTHY EATING



Provided classroom education, taste testing, and other nutrition education activities



Created wellness policies around increased access to healthy foods, such as fruits and vegetables



Engaged parents through letters and emails about salad bars



SO, LET'S MOVE MORE **SALAD BARS TO SCHOOLS** TO **INCREASE STUDENT FRUIT AND VEGETABLE INTAKE**



LEARN MORE AT SALADBARSTOSCHOOLS.ORG

INFOGRAPHIC CREATED BY THE GRETCHEN SWANSON CENTER FOR NUTRITION, 2014



United States
Department of
Agriculture

Food and
Nutrition
Service

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DATE: March 27, 2013

MEMO CODE: SP 31-2013

SUBJECT: Salad Bars in the National School Lunch Program

TO: Regional Directors
Child Nutrition Programs
All Regions

State Directors
Child Nutrition Programs
All States

This memorandum supersedes the January 21, 2011, policy memo SP 02-2011, "Salad Bars in the National School Lunch Program". This revision includes updates based on the revised nutrition standards for school meals and includes questions and answers. This memorandum continues to provide State agencies with information on how salad bars can effectively be used in the service of reimbursable meals and includes information on portion size, point of service, nutrient analysis, and food safety for school meals.

Background

USDA encourages the use of salad bars in the school meal programs. The 2010 Dietary Guidelines for Americans and the Institute of Medicine's (IOM) report, "The School Meals Building Blocks for Healthy Children" encourages the consumption of vegetables and fruits. The IOM report cites a 2007 study that determined that "salad bar programs in public schools indicate positive effects on fruit and vegetable consumption".

Additional data from the School Nutrition Dietary Assessment Study (SNDA) –II, SNDA-III and SNDA-IV describes the benefits of utilizing salad bars in the National School Lunch Program; schools with salad bars offer a wider variety of vegetables and fruits than other schools. Salad bars have the potential to improve nutrition and encourage the consumption of fruits, vegetables and legumes. In addition to the nutritional benefits, salad bars may lower plate waste in school feeding programs. While we recognize the many benefits of salad bars, we are cognizant that salad bars are not always a viable option in some school food service operations. We encourage school food authorities (SFAs) to incorporate salad bars into their school food service operations when possible, and to explore other creative options when salad bars are not an option.

There are many ways that salad bars can be incorporated into the reimbursable meal. Salad bars can feature a special fruit and vegetable theme, a baked potato bar, or a side salad. Salad bars can be set-up in a variety of ways, including pre-portioned and pre-packaged foods to emulate the grab-and-go concept to accommodate a high volume of students in a short period of time.

Portion Size

We have received numerous questions asking to clarify how the menu planner determines the planned portion size. The planned portion size should be an amount that is reasonable for that menu item. For instance, a cup of lettuce would be reasonable, but a cup of radish would be more than a child would normally consume.

When planning a salad bar as *part* of a reimbursable meal, the minimum portion sizes must be consistent with the meal pattern for the age-grade group. For example, when choosing fruits or vegetables from the salad bar to meet the fruit or vegetable component, a menu planner might determine that $\frac{1}{2}$ cup of two or more different fruit or vegetables from the salad bar is the minimum for grades K-5, and grades 6-8, and $\frac{3}{4}$ cup of two or more different fruit or vegetables is the minimum for grades 9-12.

Salad bars can also be used to serve one or multiple food components. It is important to remember that at least $\frac{1}{8}$ cup of fruit or vegetable must be served to count towards the fruit or vegetable component, including those served on the salad bar.

One of the challenges of a salad bar is to ensure that students actually take the minimum required portion size. Pre-portioning food items is one way that can assist staff in quickly identifying portion sizes. If not pre-portioning, then the cashier must determine if the food/menu item can count toward a reimbursable meal. Schools should consider placing signage as a visual aid to help students determine what a minimum portion is for self-service items, particularly in the case of leafy greens.

Point of Service

Salad bars can serve as the complete reimbursable lunch (except for milk) or as a food or menu item that is part of a reimbursable lunch, depending on the food items available and how it is structured. It is critical to consider the location of the salad bar in relation to the Point of Service (POS). To ensure that each student's selections from the salad bar meet the required portions for a reimbursable meal, the POS should be stationed after the salad bar. If a school is not able to position the salad bar in a location prior to the POS, State agencies may authorize alternatives to the POS lunch counts, such as stationing staff at the end of the salad bar, to ensure each student leaves with a reimbursable meal. It is important to note that un-monitored salad bars after the POS are considered extra food that cannot contribute toward the reimbursable meal. It is also important to remember that schools must identify, near or at the beginning of the serving line(s), the food components that constitute the reimbursable school meal(s). Schools have the discretion to determine the best way to present this information, including how to clarify which foods must be selected from the salad bar in order to select a reimbursable meal.

State agencies are encouraged to issue guidance which clearly identifies acceptable POS alternatives and instructions for proper implementation. SFAs may select one of the State agencies approved alternatives without prior approval. In addition, on a

case-by-case basis, State agencies may authorize SFAs to use other alternatives to the POS lunch count. Any such request to use an alternative lunch counting method must be submitted in writing to the State agencies for approval.

Nutrient Analysis

SFAs are not required to conduct a nutrient analysis, however, many SFAs do monitor the nutrients provided in their menus and it can be a helpful tool to determine the nutrient composition of all the foods offered in the salad bar by considering the foods together as a “recipe”. A standardized recipe is a recipe that has been carefully adapted and tested to ensure that it will produce a consistent product every time it is used. Standardized recipes can be helpful when developing recipes for food bars because they promote consistent food quality, predictable yield, control food costs and help with inventory control. Creating a standardized recipe will also simplify the nutrient analysis process. The standardized recipe should be constructed based on a typical day.

To develop a standardized recipe for a salad bar, the menu planner would first determine the planned serving size. Second, the number of servings the recipe produces must be established. Finally, the menu planner must determine the amount of each food ingredient in the recipe by:

- Measuring the amount of each ingredient placed on the food bar on a typical day.
- Measuring the amount of each ingredient left over on the food bar at the end of the meal service; and
- Subtracting the amount left over from the amount placed on the food bar for each ingredient to determine the amount of each ingredient to enter for the recipe.

Food Safety

Schools must implement food safety standards and best practices on all foods served in the meal programs, to minimize the risk of food-borne illness among students. It is important to control contamination from all sources and maintain appropriate food temperatures to ensure food safety. The National Food Service Management Institute’s *Best Practices: Handling Fresh Produce in Schools* fact sheet provides specific food safety recommendations for produce.

The NSF International (formerly the National Sanitation Foundation), (NSF) is an independent, not-for-profit, non-governmental organization that develops standards for foodservice equipment to promote sanitation and protect public health. NSF standards

are recommended, but not required by the Food and Nutrition Service. The NSF standards **do not** preclude salad bars in elementary schools. Instead, the NSF standards provide two possible options when salad bars are provided to elementary school children (grades K-5):

1. All food should be pre-wrapped when used at a self service bar.
2. Students may be served from an open salad bar, with a solid food shield barrier between the students and the food. This option requires a server to portion the choices made by the student and pass the portioned items over the food shield to the student.

Resources

Please refer to the following technical assistance resources referring to salad bars for more information:

- **Nutrient Analysis Protocols: How to Analyze Menus for USDA's School Meals Programs.** <http://www.fns.usda.gov/tn/Resources/nutrientanalysis.html>
- **Reviewer's Guide to SMI Nutrition Reviews and Technical Assistance.** Provides policies, procedures, and guidance for State agency personnel who conduct the nutrition standard reviews.
- **School Lunch Salad Bars – Executive Summary.** <http://www.fns.usda.gov/ora/menu/Published/CNP/FILES/saladbar.pdf>
- **Fruits and Vegetables Galore.** Includes diagrams of salad bar setups and recipes for salads-to-go and salad shakers in the *Tricks of the Trade: Preparing Fruits and Vegetables* booklet. http://teamnutrition.usda.gov/Resources/fv_galore.html
- **Several Strategies May Lower Plate Waste in School Feeding Programs Report.** <http://www.ers.usda.gov/publications/FoodReview/Sep2002/frvol25i2g.pdf>
- **Best Practices: Handling Fresh Produce in Schools -** The National Food Service Management Institute's fact sheet provides specific food safety recommendations for produce. http://www.fns.usda.gov/fns/safety/pdf/best_practices.pdf

Regional Directors

State Directors

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- **Fruit and Vegetable Safety-** Food safety resources that provide food safety information specifically for produce.
http://healthymeals.nal.usda.gov/nal_display/index.php?info_center=14&tax_level=2&tax_subject=231&topic_id=1195
- **Let's Move Salad Bars To Schools** - A public health effort to support salad bars in schools. <http://saladbars2schools.org/>

State agencies are reminded to distribute this memo to program operators immediately. SFAs should contact their State agencies for additional information. State agencies may direct any questions concerning this guidance to the appropriate Food and Nutrition Service Regional Office.

Original Signed

Melissa A. Rothstein
Acting Director
Child Nutrition Division

Attachment

Q&As: Salad Bars in the National School Lunch Program

1. What resources are available to assist school foodservice directors in implementing salad bars in elementary schools?

USDA encourages the use of fresh fruits and vegetables in school meals. Self service salad bars are one approach that can be successfully included in the meal service when monitored closely to ensure safety. It is critical to review food safety resources and provide training for food service staff and students. Resources that might be particularly useful include:

- *Best Practices: Handling Fresh Produce in Schools*, a USDA and National Food Service Management Institute fact sheet that provides specific food safety recommendations for produce. Available at http://www.fns.usda.gov/fns/safety/pdf/best_practices.pdf
- *Program Information Manual, Retail Food Protection: Recommendations for the Temperature Control of Cut Leafy Greens during Storage and Display in Retail Food Establishments*. Available at: <http://www.fda.gov/Food/FoodSafety/RetailFoodProtection/ucm218750.htm>
- *Program Information Manual: Retail Food Protection Storage and Handling of Tomatoes*. Available at: <http://www.fda.gov/Food/FoodSafety/RetailFoodProtection/IndustryandRegulatoryAssistanceandTrainingResources/ucm113843.htm>
- *Retail Food Safety Program Information Manual: Safe Handling Practices for Melons*. Available at: <http://www.fda.gov/Food/FoodSafety/RetailFoodProtection/ucm217290.htm>
- *Fruits and Vegetables Galore: Helping Kids Eat More*, a USDA publication that contains information on how to train students on salad bar etiquette. Available at: http://teamnutrition.usda.gov/Resources/fv_galore.html

2. Are self-service salad bars allowed in elementary schools?

Yes, self-service salad bars may be used in elementary schools. It is critical to ensure that all schools with salad bars follow their food safety program to ensure safe foods for students. Factors such as layout and space available in the serving area, equipment available to protect the food on the salad bar from contamination, staffing available to monitor the salad bar during meal service, and training for staff and students must be considered in determining how to safely incorporate a salad bar into a school meals program.

The use of food guards or shields is one way to protect food on a salad bar from contamination. NSF International Standard/American National Standard (NSF/ANSI) 2 for Food Equipment provides a standard that establishes the minimum food protection and sanitation requirements for the materials, design, fabrication, construction, and performance of food shields for use in elementary schools.

Because food service codes and regulations vary among local jurisdictions and states, it is important to check with your local or state health department to determine if there are specific guidelines that must be followed in your jurisdiction for the installation and use of salad bars.

3. Are the NSF/ANSI Standards required?

Meeting the NSF/ANSI standards is not a federal requirement. It is important to check with your local health inspector to determine what serving methods are acceptable in order to be in compliance with local or state requirements.

4. Must salad bars be monitored for food safety?

Self service of ready-to-eat foods such as occurs with salad bars can pose a food safety risk that can be reduced by supplying clean utensils and dispensers and by employee monitoring of the salad bar during the meal service to ensure that the utensils and dispensers are properly used. Trained food service staff members should monitor the salad bar, keep all surface areas clean, (e.g., quickly clean up spills), and ensure that students follow good food safety practices (e.g., using tongs and staying above the sneeze guard). Keeping the salad bar clean and safe is essential for students' safety.

It is important to check with your local or state health department to determine the specific guidelines that must be followed in your jurisdiction when monitoring a salad bar. Some jurisdictions adopt the 2009 FDA Food Code and use it as the basis of their state and local food safety regulations. The 2009 FDA Food Code has provisions that address consumer self-service operations such as salad bars. Paragraph 3-306.13 (C) specifically addresses what foods can be offered for consumer self-service, effective dispensing methods, and monitoring by food employees trained in safe operating procedures.

5. What if we can't afford additional labor costs to have food service staff monitor the salad bar?

Keeping a salad bar safe and appealing requires monitoring. If a school is not able to provide food service staff or well-trained volunteers to monitor the salad bar during the meal service, pre-wrapped salad bar components may be an option to improve food safety.

6. What steps can be taken to help students follow good food safety practices when using a salad bar?

It is important to teach students about salad bar etiquette. This includes teaching children proper handwashing techniques and how to control transmission of harmful organisms by using tongs and staying above the sneeze guard. In addition to handwashing, students should be supervised to make sure they use good food handling practices while serving themselves at a salad bar. Reminder signs could be posted on the salad bar to reinforce good food handling practices.

7. Will pre-wrapped salad bar components increase waste?

If schools serve pre-wrapped salad bar components that students like and are packaged in appropriate portions, food waste will be minimized. To reduce packaging waste, reusable or recyclable containers may be used.

8. Will pre-wrapped (Grab 'n Go) options ignore the importance of student choice?

Pre-wrapped (Grab 'n Go) options can be offered in a variety of ways (both portion sizes and product combinations) to provide students choices, i.e. selecting from a variety of pre-wrapped salad bar items.

9. Are meals containing food from the salad bar reimbursable?

Yes, if foods from the salad bar are served in the minimum amounts required and contribute to an eligible reimbursable meal, that meal will be reimbursed.

10. Are schools that offer salad bars required to use specific size serving utensils to meet quantity requirements?

Schools are not required to use specific serving size utensils but may do so to encourage children to take appropriate food amounts. However, regardless of the serving utensils used, food service staff must ensure that the portions on the student's tray meet the meal pattern requirements. This may be done by training the cashiers to visually identify the correct *portions*, or by *pre-portioning the food items*.

11. May a school offer a daily salad bar line that offers multiple vegetable subgroups every day as a way to meet the weekly vegetable subgroup requirement?

Yes, this is acceptable if the salad bar is available to all children each day and offers all of *the required weekly subgroups over the course of the week*.

12. Do the vegetable subgroups offered on a daily salad bar need to be itemized on the production records?

Yes. Section 210.10(a)(3) of the regulations requires that production records and menu records for the meals show how the foods offered to help meet the meal component and quantity requirements. These records must be examined by the State agency during the administrative review to ensure the meals offered are reimbursable.

13. May a school offer an un-monitored salad bar and count the vegetables toward meeting the subgroup requirements, if the student leaves the Point of Service (POS) with a reimbursable meal?

An un-monitored salad bar after the POS is considered extra food that is not part of the reimbursable meal, but counts toward the dietary specifications. The students must select all the components for a reimbursable meal, including vegetable subgroups, from the meal line before the POS. However, salad bars after the POS are acceptable in appropriate circumstances approved by the State agency. In this scenario, for the vegetable subgroups to count, the school has to establish some monitoring mechanism to ensure that students are getting the required components and amounts for a reimbursable meal.

14. What are the approved alternatives to placing salad bars after the point of service/sale?

State agencies are encouraged to issue guidance that clearly identifies acceptable placement of salad bars relative to the point of sale.

15. How does offer versus serve (OVS) work with salad bars?

Schools that offer salad bars must follow the OVS requirement. To ensure that students actually take the minimum required portion sizes from a salad bar, foods may be pre-portioned to allow staff to quickly identify if the student has a reimbursable meal under OVS. If not pre-portioning, then the cashier must be trained to judge accurately the quantities of self-serve items on student trays to determine if the food item can count toward a reimbursable meal.

Letter to School District

You are welcome to use this form letter to encourage your school district to apply for a Let's Move Salad Bars to Schools grant. Consider sharing this with other parents and concerned community members and ask them to do the same.



[Month, Day Year]
[School District Name]
[Street Address]
[City, State Zip]

RE: Let's Move Salad Bars to our School

Dear [School District Name] Board & Staff,

As a [parent/caregiver] of a [School District Name] student, I am committed to finding ways to increase access to healthy fruits and vegetables in our school lunch program. This is a great way to instill healthy eating habits and to help prevent childhood obesity in our community. I am sure that you are aware of First Lady Michelle Obama's Let's Move! Initiative, but did you know there is a **Let's Move Salad Bars to Schools** initiative in support of Let's Move? This program awards school grants for free salad bars. If awarded the grant, our school would receive:

- 1 portable 72-inch 5-well insulated salad bar
- 2 tray slides
- 5 pan chillers
- Divider bars
- 2 – 4" deep full pans with covers
- 4 – 4" deep half pans with covers
- 12 – 4" deep quarter pans with covers
- 5 buffet chilling pads
- 16 serving tongs

I know that we would all like to see our kids eating healthy school lunches including lots of fresh fruits and vegetables, and supporting research shows that school salad bars are great way to make this happen. I hope that you will take a look at this opportunity and consider applying for the free salad bar grant program at www.saladbars2schools.org. You might also be interested in visiting The Lunch Box (www.thelunchbox.org), which has helpful resources and tools for implementing school salad bars.

Kind regards,

[Name]
[Address]
{Phone]

Supplementary Fundraising

You can accelerate funding of your salad bar(s) by encouraging support from your community. Here are some supplementary fundraising ideas for communications and events:



Communications

- **ASK LETTERS:** Contact a local company or community organization and ask if they would support a salad bar for your school. This letter should come from your schools' superintendent, principal, food services director, or a PTA/O member.
- **ADVOCATE OUTREACH:** Encourage school administrators, staff, board members, and parents to share your fundraising efforts through their personal contacts and social media accounts.
- **NEWSLETTER:** Feature your salad bar fundraiser in your school newsletter and be sure to provide progress updates in subsequent newsletters.
- **WEBSITE:** Add an eye-catching graphic on your homepage that links to your fundraising page on the LMSB2S site.
- **SOCIAL MEDIA:** Have your school/district post weekly announcements about your salad bar fundraiser on Facebook and Twitter.
- **BLOG:** If your school has an active blog, feature your salad bar fundraiser in several blog posts that provide updates on your progress.
- **EMAIL SIGNATURES:** Ask school administrators and staff to place a link to your fundraising page in their email signatures.

Suggested copy: "Help bring a salad bar to our school! Visit our fundraising page <LINK> at Let's Move Salad bars to Schools (LMSB2S) to support our latest healthy eating initiative."

Events

- **FUNDRAISING MEAL:** Organize a special fundraising meal, such as a pancake breakfast or a Friday night dinner, in the school cafeteria.
- **GUEST SPEAKER:** Plan a student concert for parents, teachers, and other school staff. Invite a guest speaker to come and promote your salad bar fundraiser.
- **SCHOOL GARAGE SALE:** Sell individual tables or spaces to parents for \$10. Also have a school table with donated goods from other parents and the school.
- **WALKATHON:** Invite students, parents, teachers, school staff, and community members to "Walk for Salad Bars."
- **LOCAL RESTAURANT:** Organize an "Eat for Salad Bars" event every Thursday or Friday evening for one month. A portion of the proceeds can go towards your salad bar fundraiser.
- **GROCERY STORE:** Work with your local grocery store to have a percentage of their salad bar sales donated to your school's salad bar fundraiser.
- **FAMILY FUN NIGHT:** Hold a fundraising event that includes a book fair, games, food stations, face painting, and even a photographer.