

The incidence of childhood obesity, diabetes, and a host of other health problems is on the rise.

Frozen, processed, and fried foods are the norm for school lunches.

It's time to embrace new solutions for school lunches.

For more information and resources visit

[www.ecoliteracy.org/programs/rs1.html](http://www.ecoliteracy.org/programs/rs1.html)

[www.foodsecurity.org/farm\\_to\\_school.html](http://www.foodsecurity.org/farm_to_school.html)

# SCHOOL LUNCH LOTTERY

CHOICES FOR OUR CHILDREN

## SCHOOL LUNCH LOTTERY

developed in partnership with

[www.DrGreene.com](http://www.DrGreene.com)

Dr. Alan Greene is one of the world's most beloved pediatricians and author of *From First Kicks to First Steps*.

[www.LunchLessons.org](http://www.LunchLessons.org)

Chef Ann Cooper, renegade lunch lady, is the author of *Lunch Lessons: Changing the way we feed our children*.

[www.organicvalley.coop](http://www.organicvalley.coop)

Organic Valley Family of Farms is the nation's leading family farm cooperative.



*An Educational Game of Chance*



# SCHOOL LUNCH LOTTERY

Give your community a taste of school lunch.

**WHAT** A community event in which participants taste, explore, and discuss current realities and future possibilities of school lunch.

**WHY** To create awareness and build cooperation at the community level to develop healthier school lunch options for our children.

**WHO** Concerned parents, teachers, school administrators, school boards, community leaders, community organizations, food service contractors, policy makers, local media, local farmers, community health care professionals.

**WHERE** In your community, at a location with access to a kitchen and the ability to seat 12–200 people, depending on the scale of your event. We recommend your school cafeteria.

**HOW** Things you'll need to plan:

*Location/facility*

*Guest list*

*Invitations*

*Tickets (3 different kinds)*

*Food prep and serving staff*

*Menus (see toolkit)*

*Sourcing of menu ingredients*

*Moderator and/or presenters*

*Your call to action (what do you want next steps to look like)*

*Opportunities for media coverage*

*Guest book (build your mailing list!)*

*Educational take-aways*

## THE EXPERIENCE

At the entrance to the meeting room, each guest is given a randomly selected **red, green, or gold meal ticket**. The guests are then directed to lunch lines designated by the meal ticket colors.

**Gold Ticket** holders get the **FUTURE SCHOOL LUNCH**.

**Green Ticket** holders get a **HEALTHY BAG LUNCH**.

**Red Ticket** holders get **TODAY'S SCHOOL LUNCH\***.

Guests take meals to lunch tables and listen to a brief **presentation** about today's school lunch options.

The moderator focuses on two solutions:

**Short-term:** healthy bag lunch

**Long-term:** *Recipe for Change* via public policies

## TAKE-AWAY MESSAGES

We must work to change school lunches in support of America's kids.

Modeling good eating behavior at home provides a long-term influence for children.

Healthy short-term school lunch alternatives exist while we work toward long term solutions.

## RESOURCES

Download **sample menus** and **educational handouts** at [organicvalley.coop/school\\_lunch](http://organicvalley.coop/school_lunch)

Request copies of *Recipe for Change* by Chef Ann Cooper at [organicvalley.coop/school\\_lunch](http://organicvalley.coop/school_lunch)

Purchase *Lunch Lessons—Changing the Way We Feed Our Children* by Chef Ann Cooper and Lisa Holmes at [organicvalley.coop/generalstore](http://organicvalley.coop/generalstore)

\* Recipients of Today's Typical School Lunch may then be invited to **exchange** their lunch for a **healthier bag lunch**.