



Getting in the Front Door

How to sell your program to teachers, principals and administrators.



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Agenda

- **Talking Points: Give One, Get One**
- **Overview of Project EAT**
- **Marketing to Administrators**
- **Marketing to Teachers**
- **Questions/Contact Information**





PROJECT
EAT
EDUCATE, ACT, THRIVE

Our mission is to inspire a behavioral shift towards health and wellness. With schools as our center, hands-on learning as our tool, and collaboration as our catalyst, we will empower our communities to embrace a healthy and sustainable future.



Project EAT Overview

- 4 different school districts within Alameda County
- 44 school sites
 - Pre-school
 - Elementary
 - Middle Schools
 - High Schools
 - After School Program
 - Adult Education
 - Promotores



Programs - Elementary

- *Harvest of the Month (HOTM)*
- Botany on Your Plate
- Garden-Based Integrated Nutrition Education
- Cooking in the Classroom
- Nutrition Education Through ELA, Math, Social Studies, Science, English Language Development (ELD)
- Math in the Garden
- Teacher Kits for Cooking and ELA, Math, Social Studies, Science, ELD
- Faux Farmers' Markets



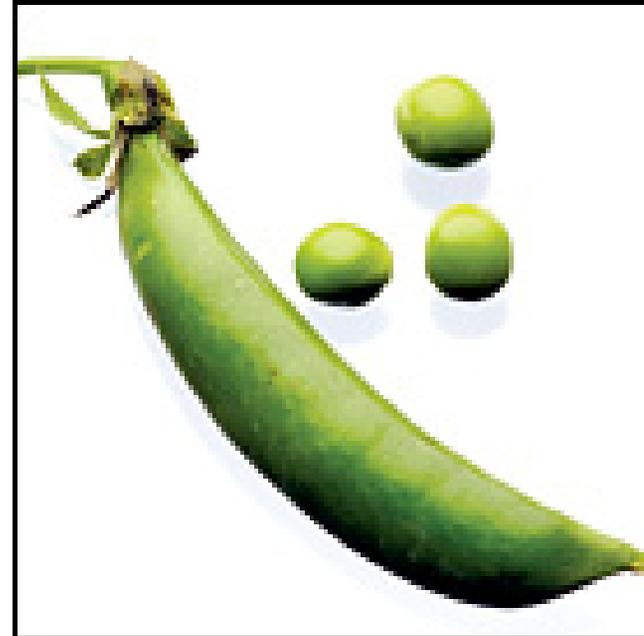
Haiku's from Ms. Kaneko's Class

Peas

I have eaten peas

**They look like small
bananas**

**They taste great and
raw**



By Julian



Middle School Social Studies Curriculum

- **Garden and cooking lessons for seventh and eighth grade**
- **Supports History-Social Science Standards**
- **Brings a hands-on component to classroom curriculum**



Seventh Grade World History



- Two classes are offered for each unit (Rome, Middle East, West Africa, China, Europe, Mezo-America)
- Garden classes are multi-station incorporating analyzing nutritional information, learning about the region's fruits and vegetables, and taste testing
- Cooking classes create a traditional dish using one of the civilization's vegetables



Eighth Grade U.S. History

- One garden and one cooking lesson for each unit (Beans that Made America, Constitutional Convention, Westward Expansion, Civil War)
- Social Studies lessons incorporate art, music, physical activity, drama, team-building
- Try to use as many ingredients out of our own garden as possible



Middle School Other Subjects

- *HOTM*
- Science
- Math
- Physical Activity/Education
- English Language Development



Programs – High School

- Marketing:
- Project EAT
- Fresh Crew:
- Try something
- new!
- Kaiser grant:
- Nexus to Health



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Building San Lorenzo High's Garden



Fresh Crew Try Something New

- Peer to Peer Educators
- Job Skills
- Health
- Gardens
- Student Leadership



Strategies

- **Lessons are experiential providing opportunities for different learning styles**
- **Multiple modalities for learning (Garrot the Carrot)**
- **All courses use ELD Strategies**
- **All are integrated with nutrition or physical education or physical activity**
- **Enhancing school climate through garden-based interventions**
- **Theoretically grounded, research-based interventions**



Steps to gaining buy-in for your program

- **Do the research**
 - District or school site mission; how will your program help
 - Support learning- core standards, test scores, connection between health and academic achievement
 - API scores- Which academic areas are low and how your program will help
- **Selling yourself as well as the program**
 - Organized, Prepared, Professional
 - Competent, trust, care, awareness of school culture, climate and academics
- **Plan your angle**
 - Choose your hook, how will the school district, school, teacher, student benefit from your program



Steps to gaining buy-in for your program

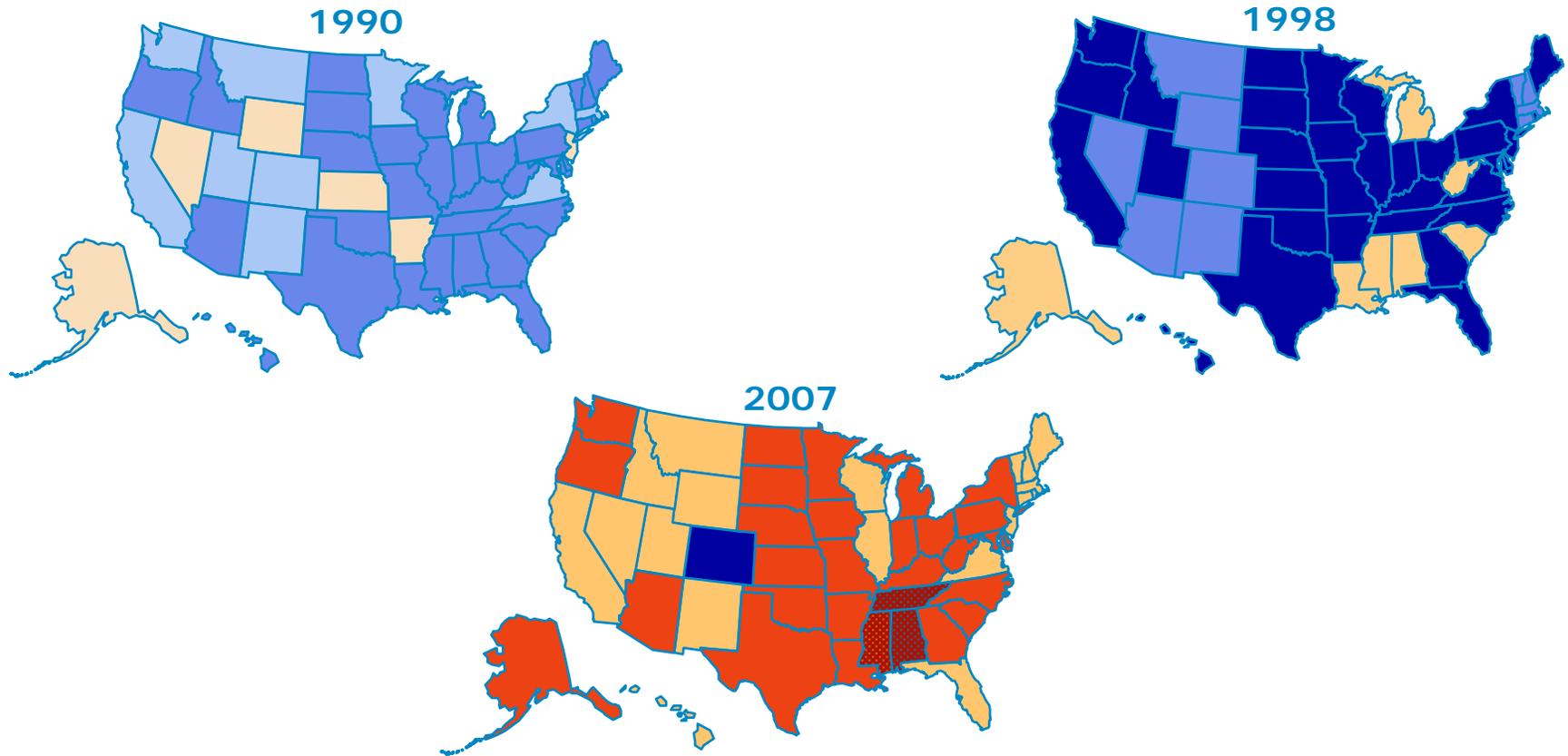
- **Present your story**
 - Testimonials
 - What are you offering
 - Voluntary
 - Why is it a great opportunity
 - Review materials (research, sample lesson plans that address the API deficiencies, standards alignment, business card, program information)- what are you offering
- **Follow up**



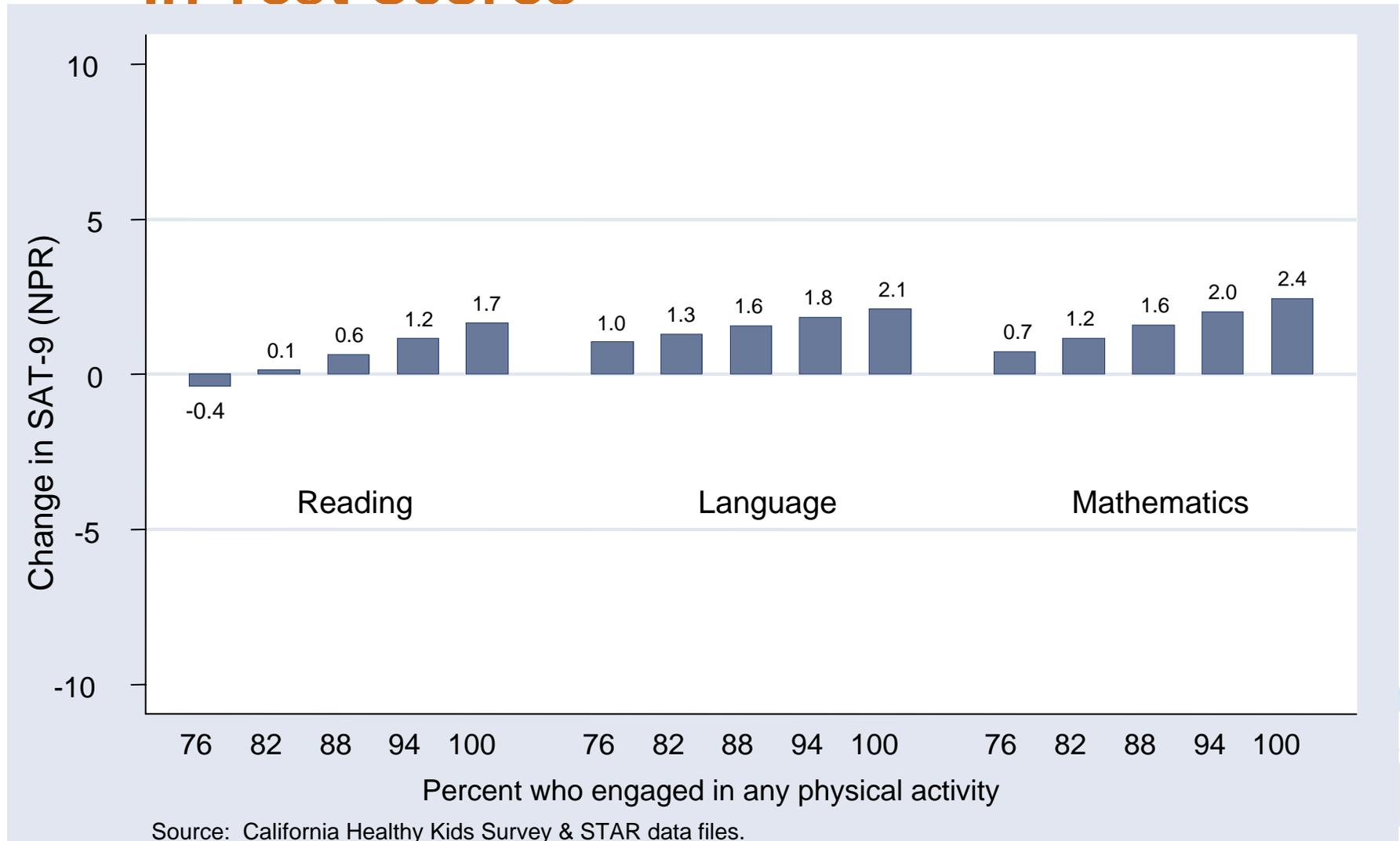
Obesity Trends* Among U.S. Adults

BRFSS, 1990, 1998, 2007

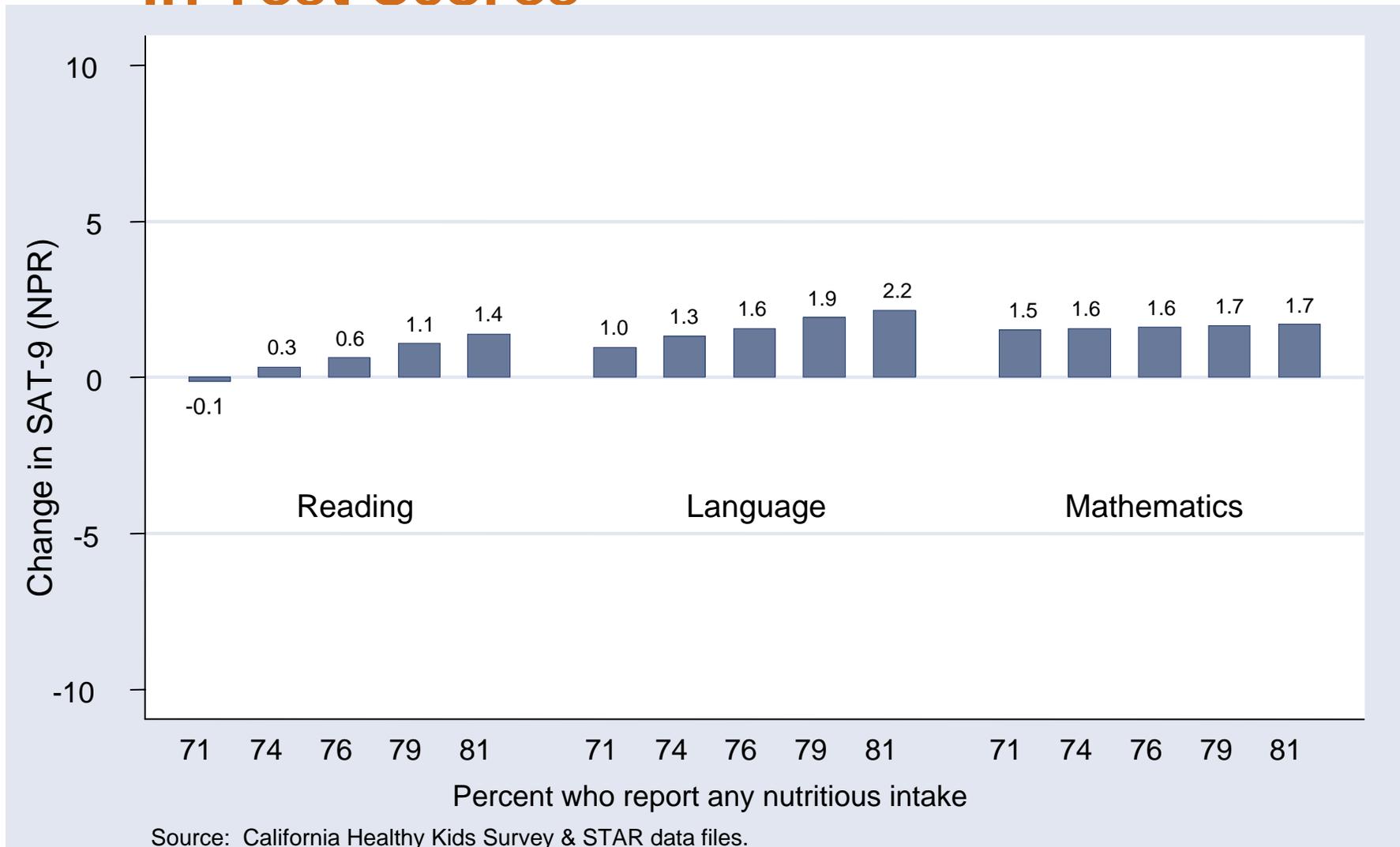
(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



Physical Activity and Annual Changes in Test Scores



Nutritious Intake and Annual Changes in Test Scores



- **How is student health risk related to the progress of California schools in raising test scores?**

Test score gains were larger in schools with:

– high levels of:

- Physical activity
- Healthy eating
- School safety
- Caring relationships at school, high expectations at school, and participation in meaningful activities in the community

– and low levels of:

- Substance use, particularly substance use at school
- Drug availability at school
- Theft and vandalism, insecurity, and weapon possession
- Sadness and depression



Successfully Integrating Into School Day



Initial Teacher Engagement



- **Standards-based curriculum**
- **Limit initial teacher responsibilities**
- **Co-teaching offered**
- **Target new and “champion” teachers**
- **Tastings**



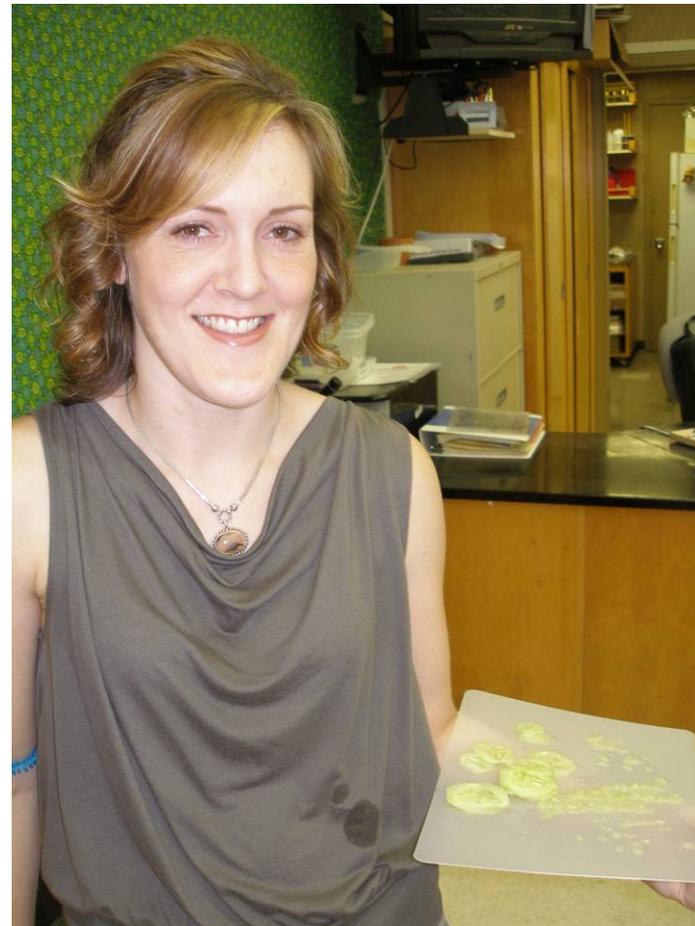
Teacher Buy-In

- **Flexibility**
- **Alignment with the approved curriculum**
- **Engaging strategies with students**
- **Providing incentives (e.g., food)**
- **Regular opportunities for feedback**



Sustaining Teacher Interest

- **Supporting special projects of teacher interest**
- **Allowing teachers to come up with own modifications**
- **Student supported teacher appreciation (flowers/tastings)**



Interschool Organizing



- **Parent Promotores supporting parent education**
- **Teacher healthy lunches**
- **Nutrition-related field trips**
- **Teacher organized CSA boxes for school community**
- **Healthier food at school events (Leadership)**





Turn to a partner and ask:

What is one take-away idea or point from today's session?

How might you use this in the future?

Questions?

Contact Information

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- Molly O’Kane: mokane@acoe.org



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