

Strategies to Maximize School Meal Participation 2025

Learning Objectives:

- Increase knowledge of behavioral focused strategies in school nutrition.
- Explore ways to implement strategies to assist in increasing student consumption of healthy foods.
- Identify ways to decrease food waste and increase school meal participation.
- Demonstrate an understanding of alternative breakfast service models.

Agenda, Wednesday, July 30:

Presenter:

8 a.m.	Welcome and Introductions	Christine Crow and Jenn Schultz Team Nutrition Consultants
8:15 a.m.	Healthy Meal Incentives (HMI) in Iowa - Recognition awardees will share success stories	Bettendorf CSD Des Moines Public Schools Urbandale CSD
9 a.m.	Behavioral Focused Strategies (BFS) - Explore strategies to encourage student selection and consumption of healthy foods	Melissa Pflugh Prescott Behavioral Nutrition Scientist Case Western Reserve University
10:15 a.m.	Break	
10:30 a.m.	Managing Waste in School Meals - Offer versus Serve (OVS) - Share tables - Food production records	School Nutrition Consultants
Noon	Lunch	
12:45 p.m.	Plan to Implement BFS - Breakout and brainstorm	Melissa Pflugh Prescott
2 p.m.	Breakfast and Alternative Models - Breakfast in the Classroom (BIC) - Mobile cart breakfast - Menu and promotion ideas	SFA sharing
3:15 to 3:30	Wrap Up, Knowledge Check and Evaluation	School Nutrition Consultants



Melissa Pflugh Prescott is a behavioral nutrition scientist and her research examines systems approaches to modify food behaviors to improve nutrition security and planetary health, particularly among children and their families.

Dr. Prescott is a registered dietitian and an Assistant Professor in the Department of Nutrition at Case Western Reserve University's School of Medicine and Co-Director of the USDA-funded Center for Food Conservation and Waste Reduction.

Dr. Prescott has 20 years of experience implementing and evaluating school nutrition and wellness policies and over 25 peer reviewed research articles on school nutrition and wellness.

Dr. Prescott's current and past leadership roles include serving on the Editorial Board of the *Journal of Nutrition Education and Behavior* and past Chair of the Council on Future Practice for the Academy of Nutrition and Dietetics. She obtained her PhD in Public Health at New York University and her BS in Food Science & Human Nutrition at the University of Florida.

Bureau of Nutrition and Health Services - School Nutrition Consultants

Shea Cook, southeast Iowa (FSMC)
Christine Crow, central/east Iowa (Team Nutrition Director)
Jean Easley, central/south Iowa
Donna Matlock, northeast Iowa
Shelly Mohr, eastern Iowa
Dee Murphy, northwest Iowa (Resource Management)
Meredith Vrhoticky, central/north Iowa (Eligibility)
Brenda Windmuller, southwest Iowa (Chef)
Meg Collins, Farm to School and Nutrition Resource Site
Stephanie Dross, FFVP and SFSP
Patti Harding, Administrative Consultant
Keerti Patel, Procurement
Kala Shipley, Bureau Chief
Jenn Schultz, Team Nutrition Coordinator
Sarah White, USDA Foods
