

Aim Worksheet

Organization Name: Clinton County Measuring Student Acceptance of Healthy Cafeteria Options

1. Create an **Aim Statement** for improvement. (Include numerical goals.)

The impact of pricing, placement and promotion will be examined to determine the effect on sales of healthier food options offered to students in three district elementary schools. The national school nutrition organization recipes developed to promote national school lunch week will be used and compared to sales of traditional food items. During the months of January through May, alternate healthier options will be offered on the menu, once per month. Sales will be examined using past sale records for traditional foods and will be increased by 5 percent over a six-month period

Month #1:

*School #1: Traditional grilled cheese and veggie quesadilla served, price differential
Regular cookie or brownie and sweet potato brownie, price differential*

School # 2: Same foods offered, “Healthy Bites” signage and products placed in front of line; Healthy Bites listed on take home menu

School# 3: Same foods offered, “Healthy Bites” signage, product placement, and taste testing offered

Sales of items will be compared. Food options may be altered based on availability, and a series of alternate foods will be developed for the remaining 5-month timeframe.

Outcomes: Determination of best practice to improve sales of healthier options within the school food service setting

2. Who (what roles) would be on the improvement **team** to accomplish this aim?

- *Jerie, Clinton County Nutrition Services Coordinator*
- *Roxanne, School Food service Manager, Beekmantown School District*
- *Charlene, Food service Manager, Plattsburgh City School District*
- *Jeannine, Food service Manager, Peru Central School District*
- *Student Intern*

3. Given your Aim what are some **changes** that will help you reach your aim?

Test out signage, offer food tastings and different foods and measure improvement of sales of healthier options within school food service settings