

Food Service Personnel Workshop Ideas

- A good way to introduce a healthy food project to food service personnel (once you have gained approval from the food service director) is to have them prepare one of the healthy meals for themselves.
- Show the *Earth Voice Food Choice* DVD and give a presentation. If possible, invite a local registered dietitian to assist in the presentation.
- Invite a chef to give a live cooking demonstration using some of the recipes from the Plant-Based Food Recipes section.

Student & Teacher Food Sampling

Coordinate a food sampling day for teachers and students and invite parents and school administrators. This event can be a fun way to introduce the project. Many companies will happily donate food for this event, helping to defray expenses.

Notes:

For more information see the *Earth Voice Food Choice* manual.

A 200 page, how-to book created to initiate a healthy food and education project in schools and homes the world over. It has over 100 recipes, 350 facts, proven strategies, plant-based recipes and more.

Go to www.earthvoicefoodchoice.com



TMW MEDIA GROUP

2321 Abbot Kinney Blvd., Venice, CA 90291

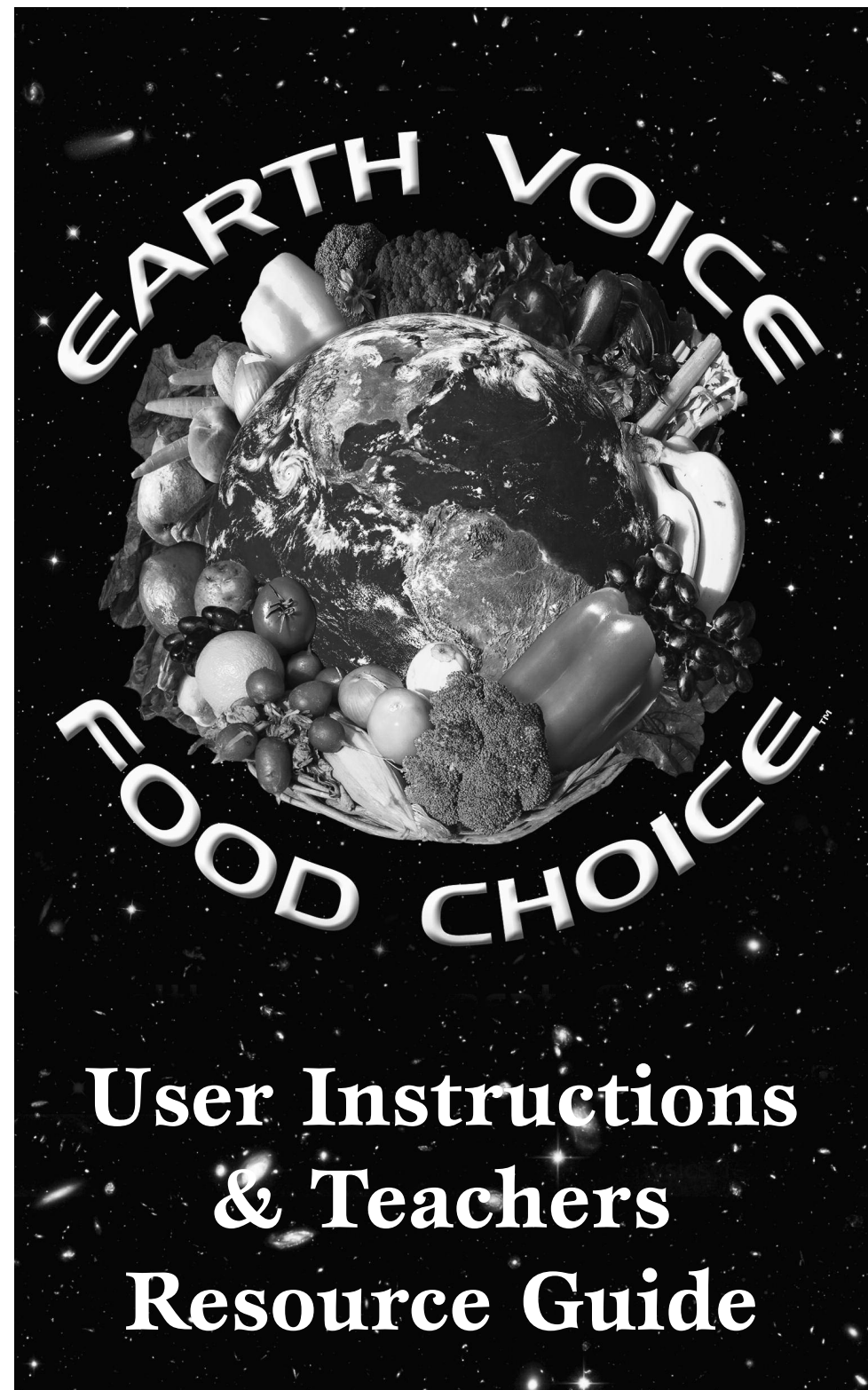
(310) 577-8581 Fax (310) 574-0886

Email: sale@tmwmedia.com

Web: www.tmwmedia.com

Mind-Growing Media since 1985

©2010 TMW Media Group



Implementing the Earth Voice Food Choice Project

Much of the information being presented in this manual is common knowledge to many people and has great support in the medical and scientific communities. However, some people might feel threatened by it. It is important to acknowledge and respect the positions and mindsets of the people you'll be working with. Establish a rapport, build alignment, cultivate trust and be sensitive to their fears and objections. Learn how to redirect a culture toward restoration and sustainability in a loving, gentle manner.

Remember, all people are unique and it is an art form to bring out the best in each of them. This Chapter discusses a plan of action for reaching the various people you might be working with. In this chapter, the focus is on schools and the people to contact within them, in order to achieve a successful food and education project. However, the information can easily be used for any institution or audience, large or small. It need not be only a school.

Set clear goals, have fun, be personable and be in the moment. When you are relaxed you'll be more yourself, you'll have more resources, and people will feel your sincerity.

Earth Voice Food Choice Project

Earth Voice Food Choice is a multimedia project with two main tools for outreach, *Earth Voice Food Choice* Manual and *Earth Voice Food Choice* DVD. These tools are designed to be used together or individually to learn about healthier food choices and then inspire other people to eat more whole, organic plant foods and less chemically processed animal and junk foods. We call this a plant-based diet, a diet based mostly on eating plants (vegetables, fruits, whole grains, nuts and seeds).

Our Vision

- To demonstrate to Americans how a plant-based diet is a simple and workable solution to many of the health, environmental and economic problems in the United States.
- To encourage parents and school food service personnel to serve more whole, organic plant foods in their homes and cafeterias.
- To inspire young people to eat more organically grown, whole, organic plant foods, and to realize their power as consumers.

Our Mission

- To distribute *Earth Voice Food Choice* project materials to teachers, parents, students and food service personnel.
- To reach as many of the 55 million students in America's primary and secondary schools as possible, and a significant number of the 15 million college students with the *Earth Voice Food Choice* project's vision.

Introducing the Earth Voice Food Choice Project

One way to implement the *Earth Voice Food Choice* Project is to simply give this Manual and the *Earth Voice Food Choice* DVD to the appropriate people. Another strategy would be to initiate the project personally. The following pages will offer ideas, strategies and materials for either, or any combination of these scenarios.

Become Knowledgeable & Research the Players

Learn and understand the information as fully as possible and be ready and able to share it with others. Practice sharing your knowledge with people. This will build your confidence and prepare you to handle legitimate, sincere questions, as well as adversarial ones.

Obtain the names, addresses and telephone numbers of the food service director, principals, teachers and members of parent associations through the particular school with which you are interested in working. Lists with phone numbers are usually available from district offices.

Put Together a Portfolio of Materials

The following are suggested materials to bring along with you to your meetings with the various key people with whom you will be interfacing. They are contained in this Manual in the Chapters 16 and 17.

Handouts

Nutritional Fact Sheet
Heroes for Health

Letters, Announcements and Articles

Letter of Introduction
Parent Newsletter Announcement (Version 1 & 2)
Student Newspaper Article

Be a Strategist

When attending meetings, remember to be sensitive as to how much material you give someone at one time. Handing out a small amount of information in the beginning will make it easier for most people to absorb it. As a person's interest develops you can introduce more information. Ask people who else they think would be in

*The stars
burn clear,
All night,
Til dawn,
Do that yourself.*
-Rumi

*If you think
education is
expensive,
try ignorance.*
-Gary Griggs

*By modeling
appropriate action
that is aligned
with our
higher-selves we
feel responsible to
ourselves.
Responsibility is
the ability to
respond.*
-Todd Winant

agreement with this message. Use terms like “cholesterol-free,” that everyone can agree is beneficial. Request that schools offer these meals alongside the regular meals served on the National School Lunch Program so students can have an option.

Establish Rapport

(Provided by David & Annie Jubb, Whole Brain Function, NYC.)

Establish rapport, create mutual trust, help people you meet with to feel comfortable. Use common sense and common courtesy.

- Be a good listener.
- Speak about things positively. Focus on what your listeners understand easily.
- Speak inclusively. Use “we, us, our” instead of “I, you, them.”
- Speak about your ideas in a manner that focuses toward your desired outcome.
- Find ways that seem to agree with your listeners, even with their objections.
- Focus on points of similarity and agreement, rather than conflict. Keep things moving in the direction of resolution.
- Create action in your listeners; i.e., frame comments with phrases like “what if?”
- Use humor to free things up when you get stuck.
- Point out how the world has already begun to change.
- When speaking, vary your tone to create different moods. Quieting down can draw your listeners in, creating a more personal and intimate mood.
- Make eye contact with people.
- Communication is measured by the response you get back rather than what you said.
- Use language of possibility. Present from the perspective of choice rather than limitation. Frame statements with, “I wonder...?” “Possibly we could...” “Would you like to...” “It is possible. . . .”
- Use metaphors. Metaphors lead the listener to “go within” to retrieve the meaning of what is being communicated.
- Be neat, clean, well-rested and relaxed, and have fun.

Set Up Appointments

When calling to make appointments, tell people you are participating in a national effort to assist schools in offering healthier food to their students, and that you would like to meet and discuss what you have to offer. Focus on the need for low-fat, high-fiber, fresh fruits, vegetables and whole grains, leaving the project specifics for personal meetings. Mention that you have educational material that motivates students to make healthier food choices. Speak about what you want rather than what you want to leave behind. Create a positive image in people’s minds. Speak about one person’s positive response to others. For instance, when talking to the principal, share the enthusiasm of the parents. This builds a feeling of acceptance.

Go to Meetings

Outline the specific areas most relevant to the group you will be meeting with and focus on them. Know in advance what you want to say and what you want from each group.

Begin meetings with statements with which your group will agree, such as the necessity of improving young people’s dietary habits and how they need to eat more fruits and vegetables, less sugary snacks and sodas, and so on.

Present the facts that follow the latest medical and scientific recommendations for health. Mention the U.S. Surgeon General’s statement that 68% of all deaths result from diet-related diseases. Point out the fact that all modern medical journals acknowledge the overwhelming evidence that fruits and vegetables are health promoting foods.

Take students who support the project along with you. Young people inspire others to speak candidly and act sincerely. The excitement that young people present when they take up an issue is usually infectious and the media loves this type of activity.

Discuss the Goals

- To provide health and environmental education to teachers, students, parents and food service personnel.
- To provide health education, cooking tips, plant-based recipes and assistance to food service personnel so they may serve more whole plant foods in schools.
- Have teachers show the *Earth Voice Food Choice* DVD to students.
- Have teachers use the *Earth Voice Food Choice* Manual in their classrooms.
- Have teachers use the handouts contained in this book.

Follow Through

One of the most important aspects of this project is to follow through. When people seem enthusiastic we’ll tend to assume they will do everything they say and then some. However, most people need a lot of urging to continue. The old way of doing things usually creeps back in over time, out of convenience and habit.

Stay in contact with the food service director, the principal, the parent associations and the teachers and student groups to insure a successful, lasting project. Drop in on

Homo Sapien has a greater flexibility of behavior, a broader range of choice of action—and therefore a responsibility—more than any other species.

-Richard Leekey

There are two big reasons why we have the conditions we have today in our schools, on the streets, in our homes and so forth. The first reason is that our bodies are unbalanced physically and mentally because of lack of nourishment. The second reason is that all young people should understand the principle that all life is related to each other.

-Ann Wigmore, D.D., N.D., “Be Your Own Healer”

them, bring them treats, become a welcome addition to their day, ask them how you can help them to make this project successful.

Spread the Word

There are several sources of media you may wish to pursue. To reach parents, use the parent newsletter put out by most schools. Another excellent source is the student newsletter put out by most high schools and colleges. See Letters, Announcements and Articles, Chapter 17: for materials and articles that have already been used successfully.

Feel Good

Undoubtedly you will encounter obstacles. Understand that the road to change is often uneven, especially with something as personal as people's food choices. Feel good about the quality of information you are sharing with people. Feel proud of yourself for doing this purposeful work, and fulfilling a desperate need in our society.

If you need a boost by someone who is making a significant contribution to the health of our children and the restoration of the planet—go look in the mirror.

Working Within the School System

Parents

Parent Teacher Student Associations (PTSAs) are very accessible and are a great place to win support. Parents and PTSAs can also offer a lot of clout and power. The PTSAs are in direct communication with the principal and school administration. Parental influence can help make changes through phone calls, writing letters and influencing others to support the project.

Parents who are not involved in the PTSA can be reached through the school newsletters that go out to all parents, usually monthly.

To contact the parents, ask the principal's secretary for the PTSA president's phone number. Arrange a meeting or schedule a presentation at the next PTSA gathering, then write an announcement or article for their publication (see sample Parent Newsletter Announcements Version 1 & 2 in, Letters, Announcements and Articles, Chapter 17.)

Deliver a 10 to 15 minute presentation to the parents at a PTSA meeting, covering:

- Health risks for their children observing the standard American diet.
- The links between diet and students' academic performance.
- How necessary parent support is for success.
- Relevant environmental effects of dietary choices—at your discretion.

Goals for Parents:

- Ask parents to support the project by voicing their endorsement to the principal.
- Ask parents to motivate food service to serve healthier meals in the cafeteria.
- Help parents form a committee to carry on the work of the project.
- Ask parents to encourage teachers to provide students with health and environmental education.
- Ask parents to inspire their children to have an open mind to the material and taste the new meals.
- Suggest that parents try some of these meals at home.

Principals

Principals have much to oversee and are not always easy to track down. They may not return your phone calls right away. Be patient, yet persistent. The principal needs to trust that you have something to offer the students and that the teachers will have an interest in sharing this information with their students.

Many principals and especially teachers are aware of how wild students get after their morning break, their usual time to indulge in sugary sodas, pastries and candy. Focus on the nutritional aspects of the project for improving student health, concentration and academics.

Explain on the concept of the environmental impact of students' food choices. Suggest having the cafeteria meals congruent with the latest in health and environmental knowledge. Show the principal that by emphasizing the relationship between food, health and the environment they are creating a powerful motivating tool to inspire students to eat healthier foods.

Eating plant-based foods will impact health, it will impact the economy for the better, and our health will definitely affect how we relate to each other.

-Allen Voeglen, Spanish teacher, Santa Cruz High, Santa Cruz, CA

As a mother of a six-year-old, I personally appreciate your efforts to promote healthy balanced options. These issues are a growing concern to our students, as well as the community at large.

-Diane K. Siri, Superintendent of Schools, Santa Cruz, CA

We want to ensure that the information students receive in the classroom is modeled in the policies and activities of their school. For nutrition, this means that available foods reflect healthy food choices. All members of the school team can work to create a healthy food environment whether the foods are available through school nutrition programs, fundraising activities, school events, holiday parties, or student stores. -Bill Honig, Superintendent of Public Instruction for the state of California

We send our students to school, we send them to health class, we teach them what's healthy and not healthy, we teach them the importance of a good diet, then we send them to the cafeteria for a cheese-burger and Coke. Let's get real.

-Security officer, Santa Cruz High School, Santa Cruz, CA

The presentation was a real "eye opener"... our students were shocked at the statistics, and we appreciated the Project's classroom presentations.

-Jo-Ann Karge, teacher, Mission Hill Jr. High, Santa Cruz, CA

I am extremely happy because for once I actually have a choice. I'm on AFDC, which is welfare, and I have to eat in the cafeteria.

-Khalisa Herman, Santa Cruz High, Santa Cruz, CA

Deliver a 10 to 15 minute presentation to the principal, covering:

- The links diet has with disease, learning, emotions and behavior. Stress the behavioral component. Principals are usually very interested in this aspect of a student's life.
- The link between obesity and eating too much animal products and junk food.
- Demonstrate how the project motivates students to make wise and healthy food choices.
- Highlight the mutual alignment of other national organizations like the American Cancer Society and the American Heart Association.
- Have the principal approve your giving a short 10 to 15 minute presentation to the teachers at a faculty meeting.

Goals for Principals:

- To welcome the concept of healthier food, health and environmental education into their school.
- To approve the educational materials, the *Earth Voice Food Choice* Manual, and the *Earth Voice Food Choice* DVD.
- To bring up the concept of the project at PTSA meetings.
- To give you the name of the teachers in charge of: student leadership groups, environmental clubs, health, and other departments.

Teachers

Most teachers will readily accept and welcome the idea of healthier food in the cafeteria for themselves and the students. Contact and make appointments with those teachers who are directors of nutrition, science, social studies, student leadership groups, environmental clubs, coaches and all other interested teachers for a short meeting. You will need their help to reach the largest number of students. Once you contact these people, make appointments for personal meetings and presentations. Give a presentation at a faculty meeting, or put an announcement into the teachers' mailboxes.

Present facts, not opinions. It is important for teachers to understand that you are offering current nutritional and scientific information, and that you will present the material in an unbiased form that will stimulate the students. Teachers like to demonstrate to students the responsibility and power of their own choices.

Deliver a 10 to 15 minute presentation to teachers, covering:

- Health risks for children observing the standard current diet.
- The links between diet and students' academic performance.
- What other organizations are saying, such as the American Heart Association, the American Cancer Society and the American Dietetic Association.
- How better-fed students will be easier to teach, will learn more and behave better.
- The impact of a healthier diet on the environment.

Goal for teachers:

- To approve the *Earth Voice Food Choice* Manual.
- To show the *Earth Voice Food Choice* DVD to students.
- To use the *Earth Voice Food Choice* Manual as a reference and for Q & As after the DVD.
- To use the handouts provided in this Manual for the students.
- To encourage students to eat more whole, plant-based foods.
- To have the students write letters to congress and the USDA voicing their concerns about food issues.

Food Service Directors & Operators

Food Service Directors are responsible for all the food budgeting, ordering, preparation and service in the schools in their jurisdictions. In most districts, there is a Food Service Coordinator for each school site. The directors may be persons carrying out all the tasks alone, or they may have a large staff.

Be aware and respectful of the food service person's unique situation. Most are working with limited facilities and budgets. They may not yet be fully aware of the nutritional information you are presenting. Let them know that you understand their situation.

The focus is nutrition and healthy food. Find out as much as you can about what is already being served before you talk to food service directors. Present recipes, suggestions and a la carte menus that fit within the guidelines of the school you are working with.

The Plant-Based Food Preparation for Schools, Camps, Institutions & Homes and the Plant-Based Food Recipes for Schools, Camps, Institutions & Homes chapters in this Manual contain all the necessary recipes and suggestions for preparing a kitchen for plant-based cooking.

Your ultimate goal is a start date for the new meals.

Some food service people may want to start with only one meal a week. Strive for the goal of a plant-based meal daily, even if on some days just a salad bar is offered.

We do our children a wonderful service when we support them in maintaining healthy eating habits. We are fulfilling the genuine call of parenthood when we help them never to feel ashamed or afraid of being different, but rather to take pride in doing what they know is wholesome and good. -John Robbins, "Diet for a New America"

I think that our administration should look at this project that we have. It's a plant-based lunch and it's a wonderful thing. And to bring it into more schools and more work places too, would be a really great idea. We're all going to benefit from it, there's nothing that could go wrong.

-11th grade student, Santa Cruz High, Santa Cruz, CA

Deliver a 10 to 15 minute presentation to food service personnel, covering:

- Acknowledgement of food personnel's efforts.
- Establishing mutual goals of serving nutritious food, lowering the fat content, and serving more fruits, vegetables, healthy snacks and beverages.
- Current health statistics outlining the need to lower saturated fat and cholesterol in children's diets (specifically, school lunches).

Goals for Food Services:

- To use the Plant-Based Food Preparation section of this Manual (Chapter 14).
- To use the Plant-Based Food Recipes in this Manual (Chapter 15).
- To offer a low-fat, plant-based meal option, daily.
- To give their endorsement to the project and have you work with their on-site director at the particular school that you will be targeting.

Students

The students with whom you speak are most important. They can be effective agents of change. They can motivate their parents, teachers and food services to get involved with new ideas. Their actions can eventually lead to legislative changes, boycotts, and shifts in USDA rules. They are the key to future generations. They need to understand how important and powerful their choices can be.

Treat students like your peers and honor them with respect. One of the best ways to do this is to show them that you understand some of the demands in their lives. They get up early for school, their brains have to absorb new information all day and they must keep focused on their lessons. They usually have an unreasonably short time to relax and eat. They really want to do well. Show these young people that healthier diets will increase their attention span, help them do better at sports and protect their natural resources.

National polls find that 75 % of the young people in the U.S. now consider the environment to be the biggest problem confronting their generation. Show them how their food choices and monetary purchases can be tools to voice their opinions. Meet with student leadership groups, student clubs and environmental groups for sep-

arate presentations. When introducing yourself to the student leadership groups and environmental clubs for the first time, be clear and concise about the latest nutritional and environmental information. Find out how these students feel. Scout for enthusiastic students with whom you can meet separately, and guide them to organize a club.

When you have a group together, suggest hanging posters reflecting the importance of the new meals and the start date. Have them circulate petitions to rally other students and teachers to ask the food service director to serve more whole, plant-based foods. Have students help write and/or coordinate articles for the school newspaper.

Deliver a 10 to 15 minute presentations to students, covering:

- The link between food choices, obesity and other diseases.
- The link between food choices and the environment.
- The power of the students' food choices and monetary purchases for personal health and planetary well-being.

Goals for Students:

For a complete description of how to present to students, see the following Chapter – Presenting to Young People.

- To give a 10 to 15 minute presentation to the Student Leadership groups and Environmental Clubs.
- To view the *Earth Voice Food Choice* DVD in classroom and/or auditorium settings.
- To encourage teachers and food service to participate in the project.
- To encourage students to ask for more whole, plant-based foods.
- To write letters to the USDA and their congressional representatives.

Additional Strategies

Parent Workshop Ideas

Have a series of workshops one night a week. Invite students and other interested community members to attend. Seek out local sponsors to cover the cost of the event. Below is a suggested agenda for each workshop:

Night one: Introduction—show the *Earth Voice Food Choice* DVD and give a general presentation on food choices, health, and the environment.

Night two: Have a representative from a local health food store come to the school and give a lecture about their products (which you have chosen in advance). Coordinate with the local health food store to offer parents and students a tour through their store to introduce new, healthier food options.

Night three: Coordinate with a local chef and perhaps a restaurant, to host a live cooking demonstration and food sampling using only plant-based foods.