



TEACH IT FORWARD

COMMUNICATION

<i>PLAN IT</i>	<i>Completed/ Comments</i>
<p>Supplies/Materials</p> <ol style="list-style-type: none"> 1. Virtual Audiovisual (VAV) Handouts “Communication Employee Attire” and “Communication and the Environment” 2. Handout “Communication Blueprint” for attendees 3. Sample new recipe with communication script 	
<p>Location</p> <ul style="list-style-type: none"> • Cafeteria dining area 	
<p>Date, Time, Duration</p> <p>Day: _____; Time: _____; Duration: 15 minutes</p>	
<p>Resources and Talking Points</p> <ol style="list-style-type: none"> 1. Handout “Communication Blueprint” 2. Role of School Nutrition Programs (SNP) 3. Develop message using Blueprint to communicate about TIF In-Service 	
<p>Demonstration and Activities</p> <p>Demonstrate/Practice</p> <ul style="list-style-type: none"> • Answering phone • Developing a message - asking Art/Graphic design instructors to make signs for cafeteria 	
<p>NOTES:</p> <p><i>TIF Chef Ambassador may identify an alternate scenario in which to improve communications with non-nutrition staff in the school. An example specific to the district using the Communication Blueprint could be prepared.</i></p>	



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<i>PRESENT IT</i>	<i>Comments</i>
<p>KNOW – 3 minutes Knowledge Transfer</p> <ol style="list-style-type: none"> 1. Role of SNP – SAY: Not many people truly understand the complexities involved with planning, preparing and serving nutritious and safe food to children. We have many audiences and opportunities to inform. We communicate <i>informally</i> through our appearance and actions, and <i>formally</i> through conversations, written notices and signs, and menus. It is important we tell our story! 2. Who are our Audiences? – SAY: We communicate with people in the district regularly. This includes students, teachers, staff, principals, and other nutrition program employees. We also send messages to audiences not at the school regularly – parents and community members. 3. Messages – SAY: We have a great story to tell, but we can only tell a chapter at a time. 4. Communication Tools – SAY: There are many ways to tell the story. <p>ASK: <i>What message do you think is most important to communicate? Who is the audience for this message?</i></p>	
<p>SHOW – 4 minutes</p> <p>Informal communications –</p> <ul style="list-style-type: none"> SAY: If we want to communicate that our nutrition program staff are skilled school employees, we can tell this through how we interact and yes, even how we dress. Display awards or certificates for customers to see such as ServSafe® or other Certified Food Protection Manager certificates. When we answer the phone – we can say “Nutrition Program” rather than “Kitchen” (Demonstrate). <p>ASK: “Which sounds more professional?”</p> <ul style="list-style-type: none"> SAY: Rather than aprons and old-fashioned hairnets (<i>VAV, if available</i>), we can wear chef coats and hats or new age invisible hair nets. <p>ASK: Which look do you think will be more accepted by students and others?</p> <p>Developing a message –</p> <ul style="list-style-type: none"> SAY: We can tell children to make healthy choices or we can have signs that tell why these foods are good for them. <p>SHOW: Point of Sale sign examples (<i>VAV, if available</i>).</p> <p>ACT: Deliver script from new recipe encouraging children to sample (See Sampling TIF)</p> <ul style="list-style-type: none"> SAY: Other messages can be about food safety, farm to school, the new chef recipes, the Chef Ambassador program, or these in-service continuing education opportunities. <p>SHOW and SAY: Here is a message I developed for the district newsletter about our In-Service session using Chef Ambassador Teach It Forward materials. I used the Communication Blueprint.</p>	



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DO – 7 minutes

Now – Let's Practice.

Together, let's craft a message for the Art/Graphic Design Department requesting their help in making menu signs. Work with a partner to fill in the Blueprint.

Share with another group and discuss.

LISTEN and COACH

RECAP – 1 minute

SAY:

- Today we talked about how you can and do communicate – whether you intend to or not! What you say and do helps convey the important work those of us in school nutrition programs do, day in and day out.
- **CONGRATULATIONS!** You have earned a Certificate of Completion for .25 hours in the Learning Topic of Communication and Marketing.