



Soup or Salad Bowl School Nutrition Promotion Series



Timing: January

Corresponding Events: NFL Super Bowl

(late January/early February)

Core Activity: Soup or Salad Bowl Celebration

Corresponding Healthy Eating Plays: Super Bowl Party

Corresponding Physical Activity Play: Flag Football or NFL Player Challenges



Background Information

- X The start of the New Year is a great time to for both children and adults to set healthy eating and activity goals for the months ahead.
- O The 2010 Dietary Guidelines for Americans provides several recommendations to support Americans of all ages in addressing obesity, improving nutrient intakes and establishing healthy eating habits overall. Children need to build healthier eating patterns by consuming more nutrient-dense foods such as low-fat or fat-free milk and milk products, fruits, vegetables and whole grains.
- X Eating soup made from scratch and salad dishes is an easy way to increase consumption of more nutrient-dense foods such as low-fat and fat-free milk and milk products, fruits, vegetables and whole grains.



Basic Concept

1. Hold an event in your cafeteria celebrating the Super Bowl featuring bowls of soup and salad.
2. Consider making a soup from scratch and adding some different items to the salad bar for the event.
3. Decorate your cafeteria with your favorite NFL gear for the party.
4. Provide prizes to students who wear their NFL gear and choose soup and/or salad for lunch.





Expanding the Idea

Make this promotion happen with these ideas:



X Support Materials

Materials are available on www.NewEnglandDairyCouncil.org to help make this promotion happen:

- Announce the event using the Soup or Salad Bowl **Menu Blurbs**
- Get the word out to students with Soup or Salad Bowl **Mini-posters and PA announcements**
- Open your Fuel Up to Play 60 kit and hang the materials to decorate

O Connect with the Classrooms

- Run a “What Makes Me Super!” essay and/or poster contest by inviting students to submit essays and/or collage posters describing “what makes me super”
- Use the Soup or Salad Bowl **Teacher Letter** to communicate with teachers about the promotion and contest



X Prize Ideas:

- Fuel Up to Play 60 giveaways from www.FuelUpToPlay60.com
- NFL Gear can be ordered at www.NFLShop.com
- New England Patriots Gear can be ordered at www.Patriots.com
- Fruit & Veggie Giveaways from www.pbhcatalog.com
- Healthy Lifestyle tattoos and locker clings from www.ncscatalog.com



O Fuel Up to Play 60 Playbook

- Recipe Contest- Go the next step and hold monthly recipe contests for new breakfast and lunch items to build student interest in making healthy food choices. Perform taste tests with the students and have them vote for their favorites, then add the most popular choices to the lunch menu.
- Super “Bowl” Party- Offer bowls of healthy snacks for students to try the Friday of Super Bowl weekend.
- Flag Football- Play a game of flag football in the snow for a new winter sport experience.



NEW ENGLAND DAIRY & FOOD COUNCIL*

THE NFL MOVEMENT FOR AN ACTIVE GENERATION

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