

# Level Up with School Lunch



Are you ready to get your NSLW game on?!

Level up recipes, student engagement, and fun at your school October 9-13!

It's time to plan your National School Lunch Week (NSLW) 2023 celebrations. This year's theme, *Level Up with School Lunch*, engages students and encourages them to eat healthy school meals by linking nutritious foods to video games that resonate with them. Students can gain health points (aka "HP") with fruits and vegetables or "Power Up" with protein foods from your school menus.

Use the following implementation toolkit as a guide during your NSLW planning to learn about the available no cost resources and ensure your NSLW celebration wins the "high score" among your students!



TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**

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Food and Nutrition Division  
Nutrition Assistance Programs

This product was funded by USDA.  
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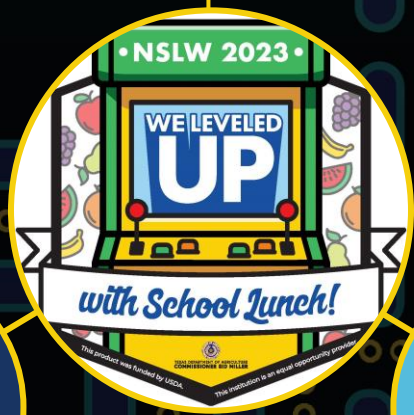
Updated 10/01/2023  
[www.SquareMeals.org](http://www.SquareMeals.org)



# Level Up with School Lunch

SQUAREMEALS.org/NSLW

Menus



Promotion

Activities

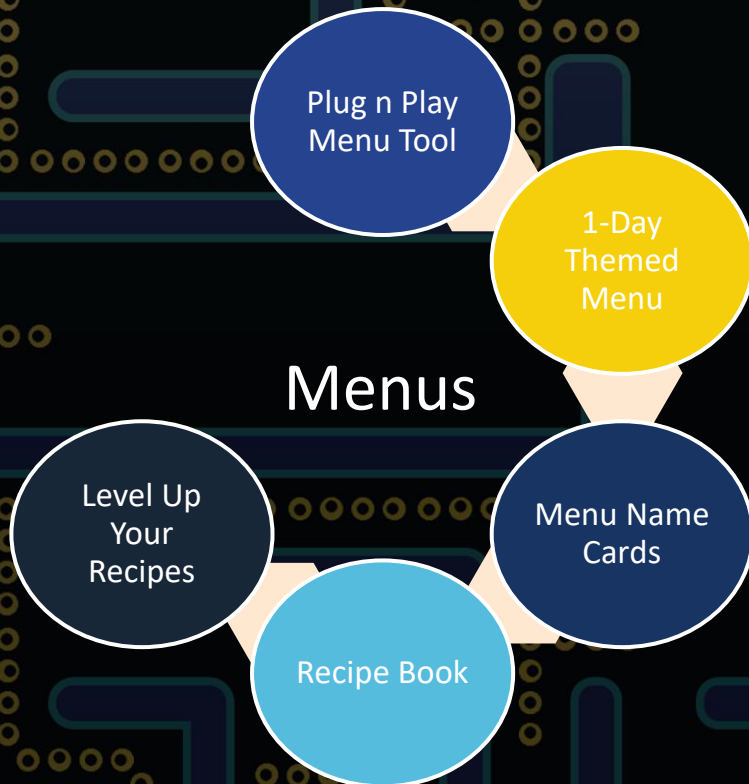
## IMPLEMENTATION TOOLKIT

Menu planning, activity, and promotional resources make it easy to celebrate NSLW. No cost resources can be found on the Texas Department of Agriculture website at [www.squaremeals.org/NSLW](http://www.squaremeals.org/NSLW).

Review the TDA Implementation Toolkit to help you to:

- Understand what NSLW resources are available
- Know where to find them
- Get inspiration for possible ways to utilize them

# NSLW 2023 Menu Planning



## Plug n' Play Menu Tool

Interactive menu planning resource

- Use this tool to help design and plan your NSLW menu
- Input your NSLW menu and use to promote and display in the school and/or cafeteria.

## 1-Day Themed Menu

Suggested menu that features recipes aligned with the NSLW theme and incorporates Texas agriculture

- Try implementing entire themed menu day or incorporate select suggested recipes into your regular menu
- Serve this menu on National Bring Take Your Parents to Lunch Day or any day during NSLW that meets your school needs
- All recipes from this menu are available in the NSLW Recipe Book

## Themed Menu Name Cards

Template for NSLW-themed menu name display cards

- Change menu item names of recipes to align with the theme and print on template cards. Display in cafeteria and/or lunch line.
- Conduct menu-naming contest to engage students in creating menu names that align with the theme and will be displayed during NSLW

## Recipe Book

Compilation of previous and new NSLW school recipes

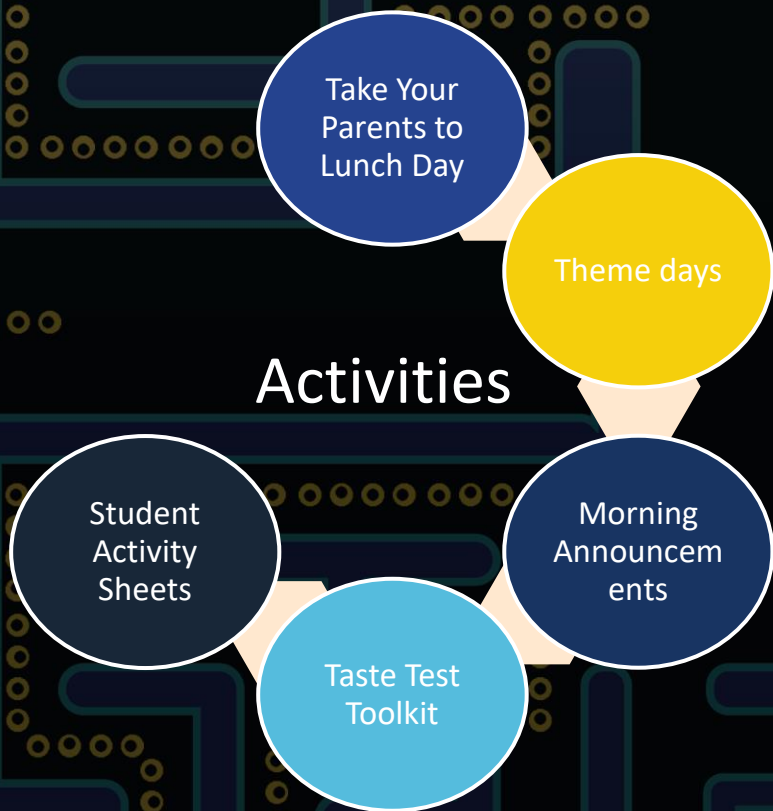
- Includes icons indicating which recipes have USDA Foods, Texas/local products, Harvest of the Month, or taste test items.
- Use recipe book for inspiration and ideas on what to serve during NSLW
- Find 1-day suggested menu recipes in this resource

## Level Up Your Recipe Resource

Recipe tool on how to elevate common school food items for NSLW

- Use this tool to create an alternative menu to the 1-day menu
- Supplement your current menu and revitalize current recipes with these creative methods

# NSLW 2023 Activities



## Take Your Parents to Lunch Day

National day for encouraging students to invite their parents to eat a healthy school lunch

- Implement this day to amplify NSLW celebrations; promote by distributing Parent Flyer to school community
- Officially occurs the Wednesday of NSLW
- Alternative: Host on a day during NSLW week that works for your school/staff

## Theme Days

Fun daily themed activities that help generate student participation and excitement for NSLW

- Use the TDA suggested Theme Day ideas
- Create your own Theme Day activities using student feedback
- Promote theme day activities during morning announcements, in cafeteria or classroom

## Morning Announcements

School announcements that educate students on nutrition and promote NSLW events

- Have students read them over the intercom
- Display on school TVs
- Conduct a contest where winners get to read the NSLW morning announcements

## Taste Test Toolkit

Resources to help you plan a NSLW student taste testing event

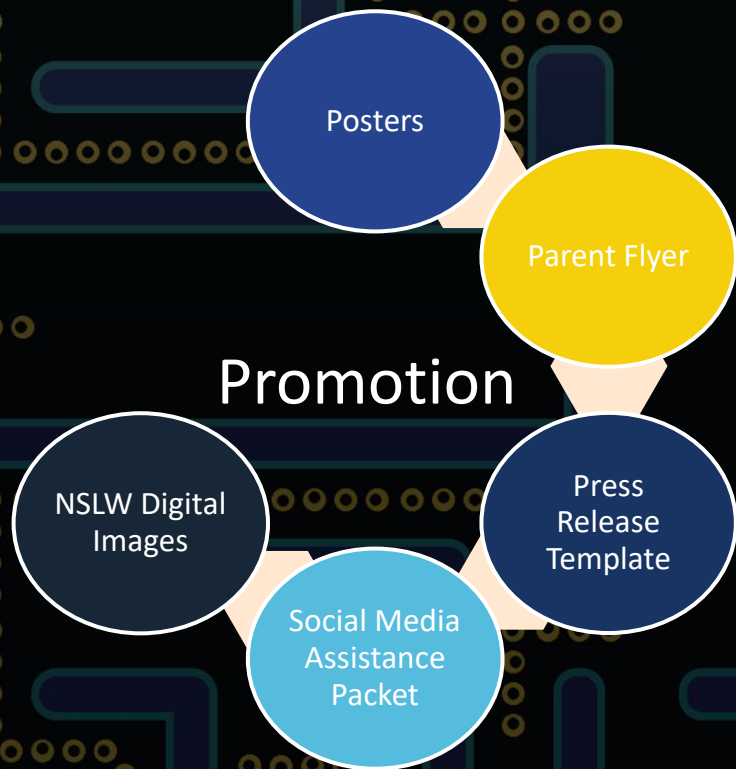
- Use the Taste Test Planner and Taste Test Guide to help you plan a taste test of a new recipe or menu item for your menu—try the Beta-Bake recipe in the NSLW Recipe book
- Print and use ballots to collect student feedback
- Promote the event using TDA themed materials, like posters and social media #NSLWBiteSeenAcrossTexas #NSLW23

## Student Activity Sheets

Fun, age-appropriate worksheets designed to engage students in learning about nutrition and agriculture

- Print and distribute to students in the classroom or cafeteria during NSLW
- Conduct a contest where students who complete and return the activity sheets win a NSLW-related prize

# NSLW 2023 Promotion



## Posters

Fun, age-appropriate printed resources to promote NSLW and Taste Test events

- Posters are available to order from TDA on first come, first serve basis starting in July
- Student Posters: Elementary and Middle/High School posters to educate/promote NSLW
- Display printed posters throughout the school and cafeteria during NSLW

## Parent Flyer

Printed resource for parents about NSLW and inviting them to Take Your Parents to Lunch Day

- Flyers are available to order from TDA on first come, first serve basis starting in July
- Distribute this flyer via email, printed, school website, or send home with students

## Press Release Template

Fillable press release to alert your community and media outlets

- Use this resource to communicate what engaging activities and foods you are serving to students for NSLW to your community and stakeholders

## Social Media Assistance Packet

Compilation of example social media posts to use in promoting NSLW

- Use this resource to support you in promoting NSLW celebrations
- Choose from a list of example social media posts to promote NSLW. Simply copy and paste the text and images to use on your own social media accounts

## NSLW Digital Images

Compilation of digital resources to help publicize NSLW

- Logo Lockup – tagline that can be utilized on school websites, newsletters, and in-house district materials
- Facebook Cover Photos – use on school's Facebook page to promote NSLW
- Site/Web Banner – use on your school's home page or school newsletters
- Site/Web Button – use on your school's home page or on your email signature
- Badge of Honor – use as NSLW participation stickers or for social media

# NSLW 2023 Planning Timeline

## July

Digital Materials Available

Begin Menu Planning

Printed Materials Ordering Begins

## August

Finalize Menu Planning

Printed Materials Ordering Ends

Begin Activity Planning

Begin Promotion Planning

## September

Finalize Activity Planning

Finalize Promotion Planning

NSLW Pre-Survey Sent out

## October

Implementation

NSLW celebration visits from TDA

Success Stories

NSLW Post-Survey