



W.K.
KELLOGG
FOUNDATION™



2015 SCHOOL FOOD POLL TOOLKIT

Resources and Strategies for Sharing Findings

wkkf.org/2015schoolfoodpoll

#KeepKidsHealthy



Contents

Overview of 2015 School Food Poll	3
2015 School Food Poll: Key Findings	3
#KeepKidsHealthy: Help Us Get the Word Out	5
Sample Content for Social Media	5
Best Practices for Optimizing Content for Social Media	6
Official Media Release	7



Overview of 2015 School Food Poll

A vast majority of Americans care about kids eating healthy meals at school to support their health and learning, and want to keep the school nutrition standards.

As a follow up to W.K. Kellogg Foundation's 2010 School Food Poll, we wanted to understand how attitudes have changed since the implementation of the new school food nutrition standards. Five years later, people are more committed than ever to improving healthy food in our schools, on behalf of children. The 2015 School Food Poll found that:

- **9 out of 10 people in the U.S. support the national school nutrition standards.**
- **86% say the school nutrition standards should stay the same or be strengthened.**
- **91% say kids need access to safe drinking water in schools.**
- **88% support increased government funding to expand farm to school programs.**
- **84% believe sustainable agriculture should be part of the Dietary Guidelines for Americans.**

2015 School Food Poll: Key Findings

More than 9 out of 10 Americans say nutrition standards in school meals are important.

- 73 percent say it is very important for schools to serve nutritious food.

People in the United States – by a wide margin – support the current school nutrition standards.

- 86 percent say they should stay in place or be made stronger.

People clearly believe the standards are working.

- 67 percent believe the nutritional quality of food in their local schools is excellent or good.
- That's a 41 percent increase from 2010 – *before the standards were put in place* – when only 26 percent said the quality was excellent or good.

There's also significant public backing for expanding these standards to early childhood care.

- 77 percent support expanding similar nutritional guidelines to early childhood education.

People strongly support educational farm to school programs and increasing government funding for them.

- 88 percent strongly or somewhat support increasing government funding for farm to school programs as a way to boost children's consumption of fruits and vegetables.
- 85 percent say they would support increased government support to expand farm to school programs to reach more schools and communities with large populations of American Indians.
- 78 percent strongly or somewhat support expanding farm to school to preschool and day care.

Access to healthy food is a major issue in the U.S.

- 89 percent say childhood obesity is a crisis or a problem.
- While 79 percent say food insecurity is a crisis or a problem.

Americans believe low-income kids should have access to healthy meals.

- 86 percent of people say the federal summer meals program is important to support low-income children's health.
- 57 percent of people said they strongly support expansion of free breakfast and lunch programs in schools with 40 percent or more low-income students.

Americans want kids to drink more water.

- 91 percent say encouraging children to drink more water is a number one or high priority.

People support proposed changes to the Dietary Guidelines for Americans.

- 90 percent of people believe water should be the preferred beverage choice and a part of the Dietary Guidelines for Americans.
- 54 percent of people strongly agree that sustainable agriculture should be part of the Dietary Guidelines.

#KeepKidsHealthy: Help Us Get the Word Out

- **Share on social media:** Use the infographics and stats from wkkf.org/2015SchoolFoodPoll to easily share this information and promote the hashtag #KeepKidsHealthy.
- **Share our website:** Use the Facebook and Twitter icons on our website – wkkf.org/2015SchoolFoodPoll – to share broadly with others.
- **Tell your story:** We all have a personal reason for why we believe this issue is important. Share stories with your friends and family on social media, in person or via email.
- **Share the results with leaders in your community:** Help people understand that Americans support the current school nutrition standards, farm to school programs and making drinking water accessible to all children.

Sample Content for Social Media

School Food Nutrition Standards

- 73% of people say it's very important for schools to serve nutritious food. Let's do our best to #KeepKidsHealthy. bit.ly/SchoolFood15
- 9 out of 10 people support current school nutrition standards. We do, too! Learn how we can #KeepKidsHealthy. bit.ly/SchoolFood15
- More than ever Americans care about making sure children have access to healthy food in schools. bit.ly/SchoolFood15 #KeepKidsHealthy
- 86% of Americans believe that school food standards should stay the same or be expanded. We must #KeepKidsHealthy. bit.ly/SchoolFood15
- Nice to see! @WK_Kellogg_Fdn reports 9 out of 10 Americans support current school food standards. bit.ly/SchoolFood15 #KeepKidsHealthy

Farm to School Programs

- Farm to school programs get kids eating more fruits & veg – that's why 88% support increasing govt funding for them. #KeepKidsHealthy
- Healthy eating habits start young, that's why 78% support expanding farm to school to preschool & day care. #KeepKidsHealthy

Dietary Guidelines for Americans

- 84% of people say sustainable agriculture should be part of the Dietary Guidelines. #KeepKidsHealthy bit.ly/SchoolFood15
- 90% of people say water should be the preferred drink choice & part of Dietary Guidelines. bit.ly/SchoolFood15 #KeepKidsHealthy
- Do you believe access to safe drinking water in schools is important? 91% of Americans polled do. bit.ly/SchoolFood15 #KeepKidsHealthy

Best Practices for Optimizing Content for Social Media

- **Keep it short:** Posts with fewer than 150 characters have been shown to be more engaging and effective in reaching more people. Focus on one message per post.
- **Use photos:** Photos are overwhelmingly the highest performing content – likes, comments, shares – on social media. Use the images we’ve provided through wkkf.org/2015SchoolFoodPoll to make your posts stand out.
- **Ask questions:** Engage people in a dialogue. Ask them, “What is most important when it comes to keeping kids healthy?”
- **Start conversations:** Social media is just that – *social*. Start conversations and follow up to responses and comments on what you’re sharing. Get to know people’s point of view and respond authentically.



Official Media Release

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Poll: Nine out of 10 Americans want to keep school meals healthy

BATTLE CREEK, MICH. – A [new national survey](#) commissioned by the W.K. Kellogg Foundation (WKKF) shows that people in the United States overwhelmingly support current efforts to keep school meals healthy. Among the key findings:

- **86 percent support today’s school nutrition standards**, which are helping more than 31 million kids get their daily nutrition through healthy school meals;
- **88 percent support government-funded farm to school programs**, which help supply school cafeterias with local, fresh produce.

“Our survey found that people in the U.S. overwhelmingly support strong nutrition standards and believe school meals are healthier and on the right track because of these standards,” said La June Montgomery Tabron, president and CEO of the W.K. Kellogg Foundation.

“Today, 67 percent of Americans say the nutritional quality of food served in public school cafeterias is excellent or good, which is up 41 percent from a national survey we conducted in 2010, before the standards were adopted,” she said.

The survey shows people in the U.S. believe the nutrition standards are instrumental in maintaining and improving the nutritional quality of school food and supporting children’s health:

- 86 percent say the nutrition requirements should stay the same or be strengthened;
- 93 percent say it’s very important or somewhat important to serve nutritious foods in school to support children’s health and ensure children are ready to learn and be successful.

The poll also surveyed views on farm to school programs, which bring food from local farms into school cafeterias and teach children about nutrition. Nearly 90 percent of those surveyed strongly support or somewhat support increasing government funding for farm to school programming.

“Kids eat what they know – and today more than 23 million students are learning about healthy food and local farms in the classroom and cafeteria through farm to school

activities,” said Anupama Joshi, executive director of the National Farm to School Network. “Farm to school not only has a significant impact on building a generation of healthy eaters, but also creates economic opportunities for farmers and supports vibrant communities. It is so exciting to see the broad public support for this win-win approach.”

The survey showed strong support for healthy practices both in and out of school settings.

Nine out of 10 people surveyed said the federal recommendations known as the Dietary Guidelines for Americans should promote water as a preferred beverage choice. Even more – 91 percent – said ensuring kids have access to safe drinking water and encouraging them to consume more water is the number one or a high priority for improving the health and well-being of students.

“We’re learning that kids’ need for water is often overlooked or taken for granted,” Montgomery Tabron said. “It shouldn’t be. Good hydration improves cognitive function, and recommending water as the beverage of choice can help in the fight against childhood obesity.”

Additionally, 84 percent of those surveyed said they strongly or partly agree that sustainable agriculture should be part of the Dietary Guidelines for Americans.

Complete poll results are available online at wkkf.org/2015SchoolFoodPoll. The poll is being discussed on social media with the hashtag #KeepKidsHealthy.

The survey was conducted by LJR Custom Strategies of 1,200 randomly selected adults across the U.S. using landline or mobile phones from May 17-27, 2015. It has a margin of error of plus or minus 2.9 percent.

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About the W.K. Kellogg Foundation

The W.K. Kellogg Foundation (WKKF), founded in 1930 as an independent, private foundation by breakfast cereal pioneer, Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Guided by the belief that all children should have an equal opportunity to thrive, WKKF works with communities to help break the cycle of poverty by removing barriers based on race or income that hold back children, so they can realize their full potential in school, work and life.

The Kellogg Foundation is based in Battle Creek, Michigan, and works throughout the United States and internationally, as well as with sovereign tribes. Special emphasis is paid to priority places where there are high concentrations of poverty and where children face significant barriers to success. WKKF priority places in the U.S. are in Michigan, Mississippi, New Mexico and New Orleans; and internationally, are in Mexico and Haiti.