

Awards For Excellence

**CHILD NUTRITION
AWARDS FOR EXCELLENCE**

Presented to

Your Outstanding School

**In Recognition of Achievement
of the
Standards of Excellence
for
Child Nutrition Programs**

**By
Child Nutrition Services
North Carolina
Department of Public Instruction**

**Public Schools of North Carolina
State Board of Education Howard N. Lee, *Chairman*
Department of Public Instruction Dr. June St. Clair Atkinson, ED. D., *State Superintendent***



Awards for Excellence
CHILD NUTRITION

2008-09

Guide for Child Nutrition Managers & Staff

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Introduction

As in the past, the Awards for Excellence Program is designed to recognize the great work you are doing in your local Child Nutrition Program on the cafeteria level. Cafeteria Managers and their staff are already doing many of the activities described in the Awards for Excellence Book. The purpose of the award is to foster high standards of excellence across the State of North Carolina and to honor those school cafeterias that maintain high standards. Participation in this award fosters ongoing growth and school improvement.

Documentation of completion is specific and needs to be included in the book. Feel free to add photos to document activities at your school. Your Director or Supervisor must approve work completed and sign off on the Awards for Excellence Summary page.

Managers and cafeteria staff participating in Awards for Excellence 2008-2009 will conduct activities in the following categories:

- A. Effective Nutrition Education (4 out of 7 required)
- B. Marketing and Customer Service (6 out of 9 required)
- C. Management (7 out of 11 required)
- D. Professional Development (7 out of 14 required)
- E. Environmental Management (3 out of 4 required)
- F. Quality Food Production (4 out of 6 required)

Standards for Awards are as follows:

Awards for Excellence Plaque – Completed specified number of requirements in six (6) categories (as indicated above).

Blue Ribbon Certificate – Participated in all six (6) categories. Completed specified number of requirements in any four (4) categories.

Red Ribbon Certificate – Participated in all six (6) categories. Completed specified number of requirements in two (2) categories.

White Ribbon Certificate – Participated in five (5) categories but did not meet specified requirements.

A. Effective Nutrition Education

Goal: Ensure that the food available at school meets students' nutritional needs and helps to reinforce healthy eating habits. Integrate nutrition education into the total education program.

Written Nutrition Program Plan (required)

_____ **Written Plan must include a minimum of five (5) activities or projects for the school year.** (Refer to Appendix 1 and 2)

Nutrition Education on the Line or in the Cafeteria

1. _____ **Five (5) activities minimum. Promote “nutritious” snacks (i.e., sherbet or low fat yogurt instead of ice cream), bulletin boards, signs on serving line or menu information, promoting nutritious a la carte items, other creative ideas.**
Document the activities

Nutrition Promotions

2. _____ **Five (5) nutrition oriented activities minimum. Example: bulletin boards, poster contest, special newsletter about the nutritional value of lunch, fruits and vegetables, etc.**
Document the activities.

Interaction With Classes of Students

3. _____ **Five (5) activities minimum. Interaction with classes or groups of students. You may do five (5) of the same activity or any combination.**
Documentation: (Refer to Appendix 3)
_____ Kitchen tours
_____ Classroom Lesson conducted by the CN manager or assistants. Examples: meal patterns, dietary guidelines, cultural food tasting, etc.

National Nutrition Month

4. _____ **Three (3) activities minimum. Provide Nutrition Education during National Nutrition Month.**
Document the activities (Refer to Appendix 3)

Exhibits/Participates in Promotions for Health/Wellness Fairs

5. _____ **One fair, open house, PTA Meeting, Teachers Meeting or exhibit in which a manager or staff assists within the school or community.**
Documentation: Attach program or announcement with picture. Students and parents learn about Child Nutrition programs, health and wellness fairs or career day exhibit. Contact a Health Agency in community for support. Examples: National Nutrition Month in March, School Open House, PTA Program, Kindergarten Registration.
CN professional must be interactive with the exhibit.

Nutrition Education (continued)

Nutrition Advisory Council or other Student Groups (like Student Councils, Culinary Classes or clubs)

6. _____ **Active student group which meets regularly and acts as a communication link between students and the cafeteria manager.**
Document dates of meetings, activities, attendance at meetings. (Refer to Appendix 3)

Team Nutrition Participation

7. _____ **School is a Team Nutrition School**
Document by including a copy of the certificate from USDA, or documentation from CN office with the name of school highlighted.

B. Marketing and Customer Service

Goal: Develop a comprehensive plan for communication and marketing that obtains support for child nutrition programs.

Annual Marketing Plan (Required)

- _____ **Attach Copy of Annual Marketing Plan. Plan must include (minimum of five) activities or projects for the school year.** Marketing increases sales, introduces new products, and provides incentives. It is not the same as Nutrition Education. See Appendix 17 for websites to assist you in developing your marketing program (examples: SNA and SUDIA). Documentation: (Refer to Appendix 1 and 4).

Annual Survey for Customer Service

1. _____ **Conduct surveys (minimum of two) and summarize comments and suggestions from students, teachers, parents, or administrators. Take appropriate action.** Document by attaching forms and results. (Refer to Appendix 5, 6, 7 & 8 for examples)

Taste Panels Using Students, Teachers, and Parents

2. _____ **Taste testing of products by students, teachers or parents (minimum of two).** Document by attaching summary of results.

Marketing Child Nutrition Programs to Parents and the Community

3. _____ **Provide current materials (on five occasions) containing information that explains child nutrition programs to parents and the community.** Documentation: Attach materials which were sent or given to parents such as menus, brochures, newsletters, news releases or information posted on the school website. School specific information may be added, if applicable.

Parent Involvement (Participation in School Cafeteria Events)

4. _____ **Parent participation in Child Nutrition Program.** Any event where parents and/or grandparents participate in the cafeteria program. Documentation might include pamphlets showing how Child Nutrition is a vital part of the total school program, invitations which convey this message, bulletin boards, etc.

National School Lunch Week Promotion

5. _____ **Conduct a promotion for NSLW and describe the audiences that were targeted.** Document by writing a brief description of what was done.

National School Breakfast Week Promotion

6. _____ **Conduct a promotion for NSBW and describe the audiences that were targeted.** Document by writing a brief description of what was done.

Marketing and Customer Service (continued)

Special Promotions– Marketing

7. _____ **Conduct a special promotion and describe the audiences that were targeted.**
Document by writing a brief description of what was done.
Examples: Theme Days, Special Menu Day. Promotion calendars on the SNA website will provide ideas for special promotions.

Cafeteria Dining Room Improvement Projects

8. _____ **Cafeteria dining room project.**
Documentation: Write a brief description of the project with before and after pictures.
Examples of improvement projects include plants, flags, table tents, and others.

Catering Functions to promote the CN Program

9. _____ **Cafeteria Staff promotes the CN Program by providing catering for functions in the school and community.**
Documentation: List the function name, date, menu, group served for the function.
Examples: Banquets, PTA functions, after school events, meetings
(Refer to Appendix 9)

C. Management (No Written Plan Required)

Goal: Develop habits of effective management which reflects continuous improvement in Personnel and Fiscal Control.

Recruitment

1. _____ **Manager takes appropriate action to recruit employees and substitutes, e.g., notice to parents, public relations to attract employees, newsletters or announcements.**
Document how this was achieved.

Mentor Program

2. _____ **Mentor or Buddy System to help with training of new employees. Pair up new employees with experienced employees and provide guidelines.**
Documentation: Write a brief description to document what your school does to mentor new employees.

Cross Training

3. _____ **Cross Training**
Documentation: Write a brief description to document what your school does to cross train employees.

School Visitation

4. _____ **Manager visits other cafeterias inside or outside system to learn new ideas.**
Example: Visit at least one (1) school or school system.
Documentation: Write a brief description of the place visited, what learning took place and why this was helpful. What action was taken after the visit?

Manager Communicates with CN Staff

5. _____ **Manager shares agenda and notes from Manager's Meetings, PTA Meetings and/or school staff meetings with CN Staff.**
Document a minimum of three (3) meetings. (Sample form in Appendix 10)

Personnel Issues

6. _____ **Manager handles personnel issues as needed.**
Document a minimum of three (3) issues. List types of issues handled (negative or positive). Don't list names.

Work Schedule

7. _____ **Manager posts work schedule clearly stating employee responsibility.**
Documentation: Include one (1) schedule. (Examples included in Appendix 11 & 12)

Management (continued)

Inventory Cost Control

8. _____ Manager controls inventory cost.

Documentation: Write a brief description to explain actions taken for controlling inventory cost.

Labor Cost Control

9. _____ Manager and staff know how to reduce costs and take action as necessary.

Documentation: Write a brief description to show what action has been taken and how it reduced costs.

Increasing Revenue

10. _____ Manager increases revenue by increasing participation or providing other services.

Example: A la carte, supplemental sales revenue or any outside revenue producer.

Documentation: Write a brief description to explain what additional services are provided.

11. _____ Profit and Loss

Compare Profit and Loss year to year for school and participation (For example, compare monthly data to previous year during the same month).

Documentation: Write a brief description explaining why there was a profit or loss from the previous year.

D. Professional Development

Goal: Promote continuous improvement by participating in educational programs, professional groups and receiving recognition by local community for accomplishing program goals.

Continuing Education Plan (Required)

_____ **List 2 or 3 activities involving continuing education for any or all Child Nutrition staff.**

Documentation: (Refer to Appendix 1 & 13)

Subject Area Recommended Training

1. _____ **Participation in local recommended training session (consists of 1-2 hours)**
Examples: Self-esteem, Team Building, Personnel Relations, Communication, HACCP Workshop, etc.

Documentation: Agenda or program for class

2. _____ **Participation in ServSafe, Serving It Safe, Healthy EDGE, New and Potential New Manager, or any state, service area or local staff development class (consists of six or more hours) during the school year**

Documentation: List names of attendees on program or agenda

News Features Recognizing Cafeteria Achievements

3. _____ **News features recognizing school specific cafeteria achievements in media (local newspaper, school news, magazine, television, etc.)**

Documentation: Attach article listing name of publication or media event and date

School Board Recognition of Child Nutrition Employee Accomplishments

4. _____ **Board Recognition and date**

Documentation: Attach agenda

Child Nutrition Awards Ceremony Program

5. _____ **Participation in Annual Awards Ceremony Program by attending, receiving an award or having a part on the program**

Someone from the school receives some type of award at the ceremony (high sanitation grade, attendance award, years of service, etc.)

Documentation: Attach a copy of the program with the name(s) highlighted.

Other Participation Categories

6. _____ **Submission of at least one entry in Best Practice, Louise Sublette, Heart of the Program, Lunch Bell, Partner in Education, NC-NAC Art Contest, Culinary Arts (local or state) or other appropriate CNS related awards**

Document by listing the name of the award and the person involved

Professional Development (Continued)

Local Professional Meetings and Involvement

7. _____ **Manager/Assistants attend local meetings. List names and dates attended.**
Documentation: Attach a copy of the program(s)
8. _____ **Staff member serves as a local association officer or on a committee**
Documentation: List the position and dates served.

Professional Involvement in State & National Associations

9. _____ **Membership in Professional Organizations (SNA, SNA-NC, NCAE, PTA, PTO)**
Documentation: List Manager and Assistants Name, Membership number and expiration date.
10. _____ **Attendance at SNA-NC Meeting(s)**
Example: SNA-NC District Meeting, State Conference, Legislative Conference.
Documentation: Program or agenda
11. _____ **Attendance at a National Professional Meeting**
Example: SNA Industry Seminar, SNA Legislative Action Conference, SNA National Conference, National Restaurant Association, etc.
Documentation: Program or agenda
12. _____ **Serves on a SNA or SNA-NC committee or serves as an officer**
Documentation: List the position and dates served.
13. _____ **Recruitment of new members in SNA and SNA-NC**
Documentation: Include a copy of the membership form with name of person you sponsored.

Professional Certification

14. _____ **Certified Members of SNA and SNA-NC**
Documentation: List the name, membership number and expiration date of certification.

E. Environmental Management

Goal: Maintain an environment for safe and sanitary food production as well as reinforcement of recycling practices.

Written Plan (Required)

_____ **Written plan for the school year to improve any one of the following areas: sanitation, safety, or recycling.** (Refer to Appendix 1 & 14)

Sanitation Report and Grade

1. _____ Sanitation Reports

Documentation: Include a copy of all sanitation reports for the current year. An average score of 97 must be achieved. (This doesn't include the 2 extra points given for being a ServSafe certification school.)

2. _____ ServSafe Certified

Documentation: Attach a copy of the certificate

Safety in the Cafeteria

3. _____ Choose a minimum of four (4) activities from the list below and participate or complete:

Document activities completed.

_____ Fire safety presentation

_____ Receive update on safety procedures in the cafeteria

_____ Participate in a Crisis Management class or plan

_____ Report all accidents on proper forms

_____ Regular use of signage to reinforce safety

_____ Use appropriate resources and discuss safety with employees

_____ Maintain & provide access to an updated copy of "Material Safety Data Sheets". Manager reviews the information with his/her employees each year.

_____ Write a proposal to add equipment that is related to safety and sanitation to the cafeteria

_____ Discuss proper lifting and bending techniques with employees

_____ Participate in an Energy Efficiency Program or training session

Environmental Management (continued)

_____ Receives a Safety Recognition Award

_____ Another health or safety related activity (indicate what it is)
Example: Employees participating in Hepatitis B Injection Program,
training in the Heimlich Maneuver, Blood Borne Pathogen Training

Recycling

4. _____ **Recycle a minimum of three (3) items within the community or the school**
Examples of some items you may consider for recycling are: aluminum, glass, milk
cartons, steel (cans), cardboard, grease/fats/meat, plastic, others
Documentation: List the items recycled

F. Quality Food Production

Goal: Provide high quality food and service to all customers.

Written Plan for Improving Food Quality (Required)

_____ **Written plan to improve quality of food production**
(Refer to Appendix 1 & 15)

Participate in a food production class

1. _____ **Use Culinary Techniques, Fruits and Vegetables Galore, others. Please specify.**
Documentation: Record and attach attendance of staff with dates and times

Use of Thermometers

2. _____ **Thermometers or “Time versus Temperature Method” are used throughout meal production and service in order to insure appropriate temperatures are maintained. Provide temperature recording documents on 3 dates.**
Documentation: Refer to Appendix 16

Use of Standardized Recipes

3. _____ **Standardized recipes are available and used by staff responsible for preparation. Initiate standardizing a recipe for the county. Director or Supervisor verifies.**
Documentation: Refer to Appendix 16 (check off)

Use of Commodities

4. _____ **Manager documents use of commodities**
Document with invoices from the local warehouse or delivery ticket or include a monthly analysis report.

Batch Cooking

5. _____ **Utilizing “as you need it” (batch cooking) techniques. Director or Supervisor verifies.**
Documentation: Refer to Appendix 16

Merchandise Food

6. _____ **Decorate the serving line or garnish the foods. Director or Supervisor verifies.**
Documentation: Refer to Appendix 16

AWARDS FOR EXCELLENCE SUMMARY 2008-09

LEA _____

Date of Awards Presentation _____

Please TYPE or PRINT the name of the school(s) exactly as you want it to appear on the award.

A. Effective Nutrition Education

- ___ Written Plan (required)
- 1. ___ Nutrition Education on Line
- 2. ___ Nutrition Promotions
- 3. ___ Interaction w/Students
- 4. ___ National Nutrition Month
- 5. ___ Exhibits or Wellness Promotions
- 6. ___ Nutrition Advisory Councils
- 7. ___ Team Nutrition Participation

_____ **Total for Effective Nutrition Education (4 out of 7)**

B. Marketing and Customer Service

- ___ Written Plan (required)
- 1. ___ Annual Survey for Customer Service
- 2. ___ Taste Panels
- 3. ___ Marketing Child Nutrition Programs
- 4. ___ Parent Involvement
- 5. ___ Nat. School Lunch Week Promotion
- 6. ___ Nat. School Breakfast Week Promotion
- 7. ___ Special Promotion – Marketing
- 8. ___ Café. Dining Room Improvement Projects
- 9. ___ Catering to Promote CN

_____ **Total for Marketing & Customer Service (6 out of 9)**

C. Management (no written plan required)

- 1. ___ Recruitment
- 2. ___ Mentor Program
- 3. ___ Cross Training
- 4. ___ School Visitation
- 5. ___ Mgr. Communicates with staff
- 6. ___ Personnel Issues
- 7. ___ Work Schedule
- 8. ___ Inventory Cost Control
- 9. ___ Labor Cost Control
- 10. ___ Increasing Revenue
- 11. ___ Profit & Loss

_____ **Total for Management (7 out of 11)**

D. Professional Development

- ___ Written Plan (required)
- 1. ___ Subject Area Training (1-2 hours)
- 2. ___ Subject Area (6+ hours)
- 3. ___ News Features
- 4. ___ School Board Recognition
- 5. ___ Child Nutrition Awards Program
- 6. ___ Other Participation Categories
- 7. ___ Local Professional Meetings (Attend)
- 8. ___ Local Professional Involvement.
- 9. ___ Membership in Professional Assoc.
- 10. ___ Attendance at SNA-NC Mtg.
- 11. ___ Attendance at National Mtg.
- 12. ___ Serves on Committee/Officer
- 13. ___ Recruit New Members
- 14. ___ Member Certification

_____ **Total for Professional Development (7 out of 14)**

E. Environmental Management

- ___ Written Plan (required)
- 1. ___ Sanitation Reports
- 2. ___ ServSafe Certified
- 3. ___ Safety in the Kitchen
- 4. ___ Recycling

_____ **Total for Environmental Management (3 out of 4)**

F. Quality Food Production

- ___ Written Plan (required)
- 1. ___ Food Production Class
- 2. ___ Use of Thermometers
- 3. ___ Use of Standardized Recipes
- 4. ___ Use of Commodities
- 5. ___ Batch Cooking
- 6. ___ Merchandise Food

_____ **Total for Quality Food Production (4 out of 6)**

Standards for Awards

Awards for Excellence Plaque – Completed specified number of requirements in 6 categories.

Blue Ribbon Certificate – Participated in 6 categories. Completed specified number of requirements in 4 categories.

Red Ribbon Certificate – participated in 6 categories. Completed specified number of requirements in 2 categories.

White Ribbon Certificate – Participated in 5 categories but did not meet specified requirements.

Award Recommended:

I certify that the manager and staff did complete the work and the school qualifies for the award. _____

Child Nutrition Director's Signature

Date

Please submit the Awards for Excellence Summary Page by Friday, April 3, 2009 to Janice Ezzell. If you plan to use the certificates/plaques for your awards banquet, have all completed paperwork into this office three weeks prior to the date you need the certificate/plaques.

TO: Janice Ezzell, Training Coordinator
NCDPI, Child Nutrition Services
1116 Liliflora Lane
Leland, NC 28451

FAX: 910-383-2010

PLEASE SEND ONLY THE "SUMMARY" PAGES AND MAINTAIN THE COMPLETED DOCUMENT IN YOUR LOCAL UNIT.