Housekeeping

- This session is being recorded.
- All recording will be available after the event.
- Language translation is available.
- Q&A will be at the end of this session. Please enter all questions into the Q&A box.

Sam King

Senior Manager, Program Innovation

Share Our Strength

Using the Principles of Human-Centered Design for Student Engagement

Agenda

Welcome

Identifying Your Questions for Students

School Meals Design Guide Overview

Observation Practice

Survey Practice

Your Questions

School Meals Design Guide

What is one issue or opportunity in your meal program that you want to understand better?

Common Challenges and Opportunities

1 Why is breakfast participation low?

2 What is preventing families from accepting food benefits?

3 Why are so few free and reduced priced meal forms being completed?

4 How do we adapt the meal program to reflect diversity in the district?

Do any of these issues resonate? How have you tried to address these?

What Do You Know? What Are Your Assumptions?

- What do you **know for sure** (e.g., participation numbers, which items selected for lunch, etc.)

- What are **your assumptions**, or what do you think you know about the topic?

- For example, "I think that students aren't making it to school in time for breakfast"

- What **don't you know**? What would you like to learn?

- Next we will explore how to learn more, test assumptions, and uncover new ideas
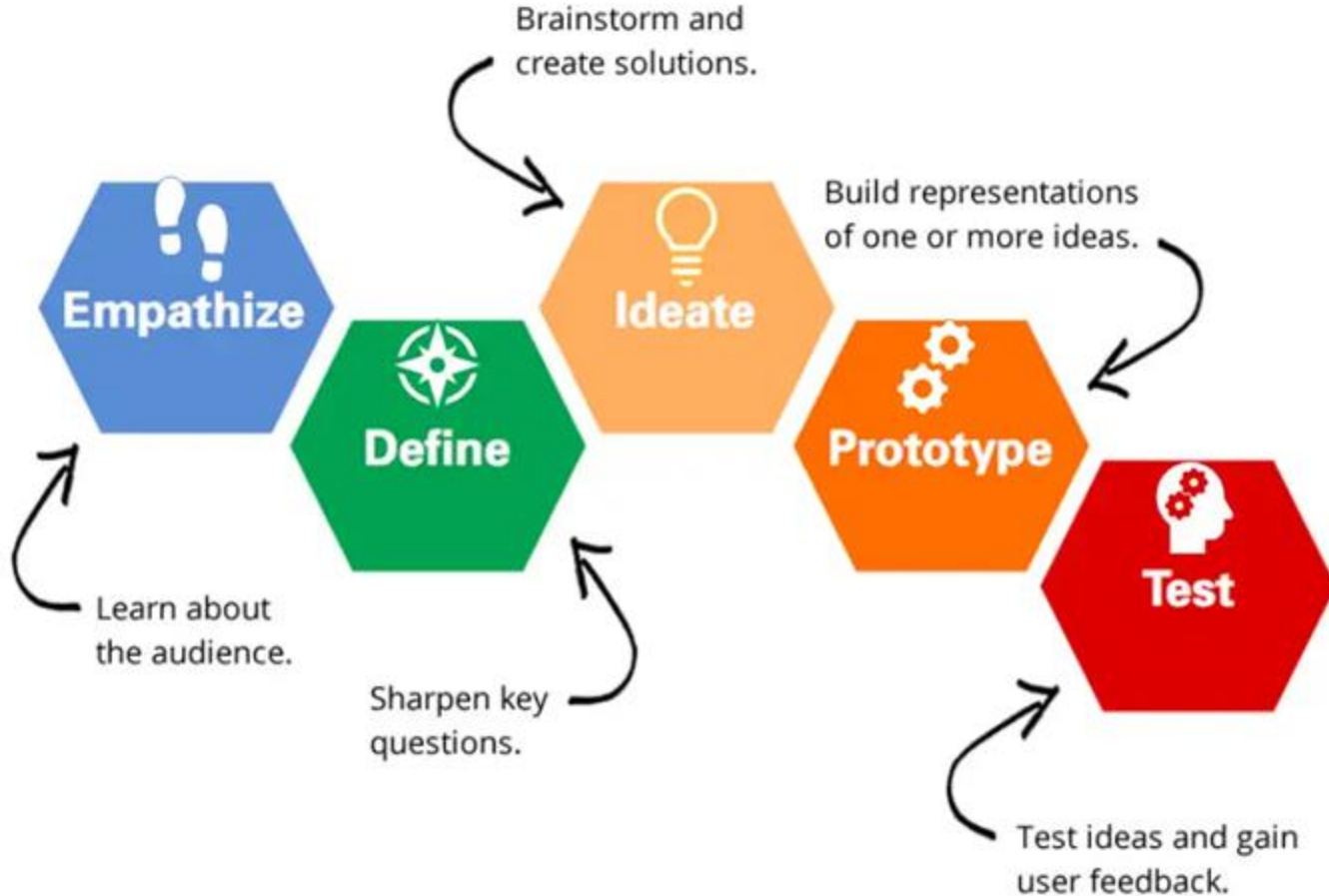
What is the School Meals Design Guide?

- An online hub for practical, easy-to-use
tools to better understand your communities'
needs and wishes

- Guidance on how to design for and with your community, from start to finish

- Resources to make tangible, user experience (UX) adjustments to the meal program

Design Process

Categories of Tools in the Guide

Activating Students

Welcoming students into the school meal program design

Engaging Caregivers

Make space for caregivers to share perspectives and passions

Connecting with Community

Expand the story of what school meals look like today to build a network of allies

Human-Centered Design 101

Explore basic tools used in the design process, from start to finish

Understanding Preferences and Needs

Methods to try in your cafeteria

- **Poll**

- **Survey**

- **Observation**

- **Focus group**

- **Interview**

- **Art and Other Expression**

Spectrum: How did this meal make you feel?

Tip: There is some evidence that asking people which item they like *better* vs. having them weigh in on a single taste, flavor, etc. can be better for building more adventurous eaters. Try adapting this visual to include only the green options, or the yellow as the lowest possibility.
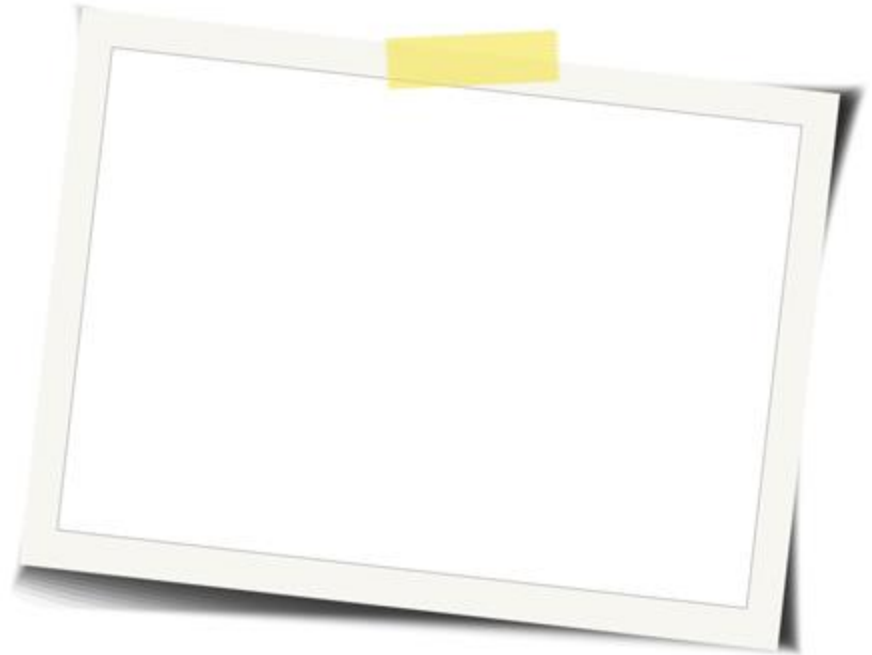
Grounding before Focus Group or Interview

This works for me…

I am curious about…

Meh, this could be better…

What would the best school lunch experience look like?

Draw food on the left and cafeteria on the right

Ethnography

To do ethnography is to observe people in a particular setting.

Another tool in this guide, interviewing, encourages you to ask people about what they do and why. But ethnography encourages you to actually observe people engaging and interacting in a specific place.

Even though you've spent countless hours in school cafeterias, intentionally observing and taking notes can allow you see the same people, space, and interactions in a new light.

Instructions:

- Grab a pen/pencil and get ready to take notes

- Instead of observing this clip as a member of the food and nutrition team, imagine yourself as a small child seeing this event for the first time

- Write down everything you see and hear. When someone says something worth noting, write it down as accurately as possible

- After the video, reflect on what you saw and what changes to your meal program you might explore based on this observation

Let's give it a try

Field Notes - Observation

Where:
Date and time:

In chronological order, write down everything you see, hear, taste, and smell as if observing this place and these interactions for the first time. Record now without interpretation. Write down things people say as accurately as possible.

Reflection

What is your interpretation or analysis of what you just observed? Did the kids seem to like the food? Did they enjoy the environment? Was service efficient? Did anything surprise you? Was anything particularly difficult or pleasant to see? What went well? What do you wish were different?
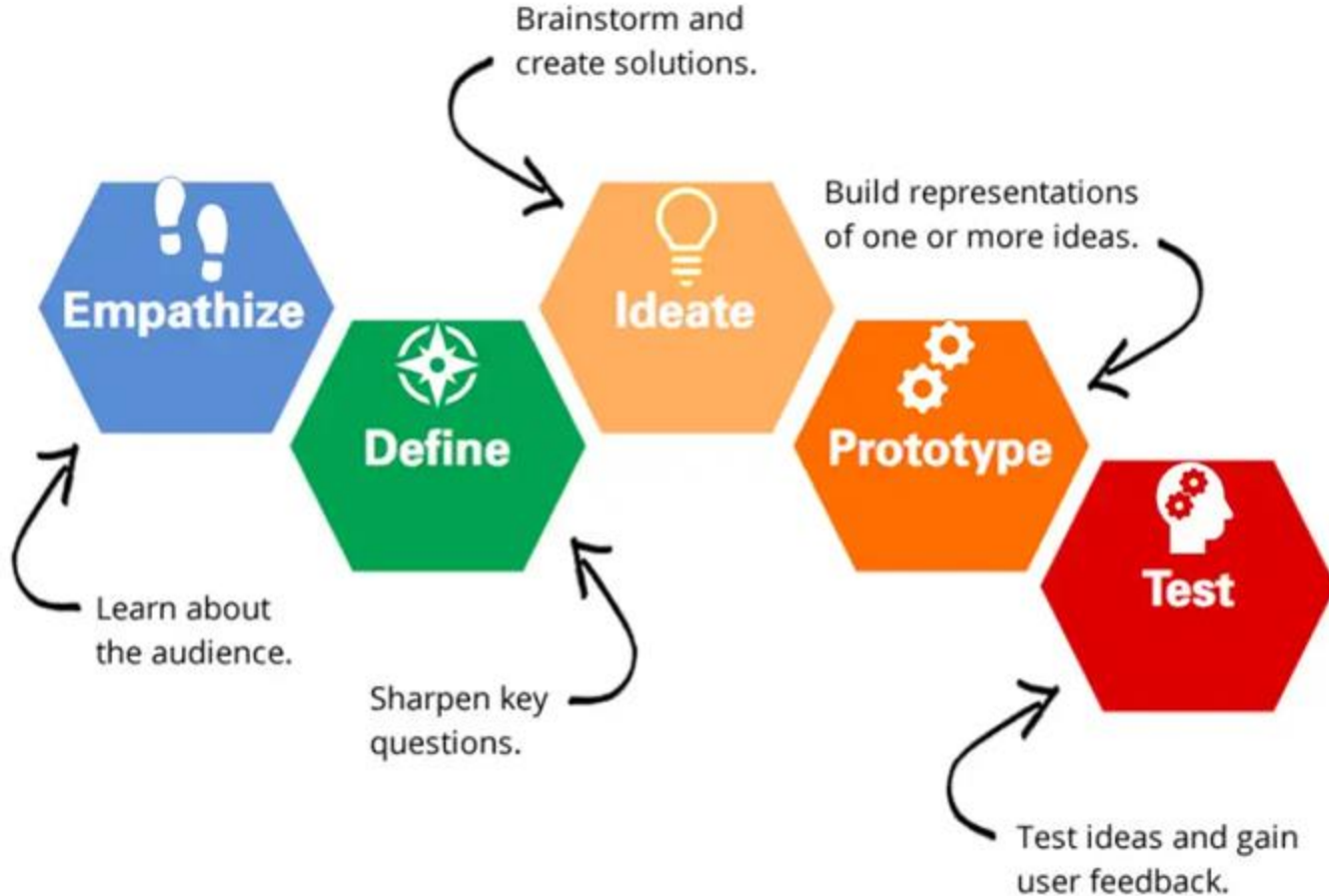
*Did your observation inspire you to want to make any changes to your meal program
(e.g., more efficient meal service, menu changes, staff trainings, cafeteria environment, etc.)?*

Design Process

Brainstorm and create solutions.

Build representations of one or more ideas.

Learn about the audience.

Sharpen key questions.

Test ideas and gain user feedback.

Empathize

Define

Ideate

Prototype

Test

Considerations for Getting Started

1   Determine **what you want to better understand** and which community is your priority right now?

2   Take an **inventory** of all the ways you could use to get student or parent feedback and figure out the easiest way to do it

3   **Who** will be in charge of getting and implementing feedback (e.g., your team, student leadership, etc.)? **How** will you get this feedback (e.g., survey, poll at homecoming, etc.)?

- **How are you going to get started?**

- **What questions do you have?**

- **What seems easy? What seems too challenging?**

Thank you!

- Please use and share the guide at **www.schoolmealsdesign.org** or by visiting No Kid Hungry's website

- Get in touch! Let us know if you use it, if you need support, and how your experience is

- Share what works for you in our national student experience survey here

Riya Rahman

Senior Program Manager, Youth Engagement and Empowerment

Share Our Strength

Gathering Student Feedback: An Essential Toolkit

Rural Child Hunger Summit

October, 2023

Why gather student feedback?

A [recent study by No Kid Hungry and FM3](#) found that 87% of teenagers (ages 12-18) would be more likely to participate in school meals if they knew their school gathered feedback from students about how to improve them. This is a great opportunity to gather student input and recommendations to help increase student engagement in school meals and improve program participation.

Start with a Survey!

Surveys allow students to provide pointed feedback on specific menu items and cafeteria logistics in a format without any pressure or repercussions. Surveys are also helpful for identifying which students to engage in listening sessions down the road.

Why are these questions important?

Surveys reach a larger audience than listening sessions, making them the perfect place to seek mass feedback on menu offerings and service models.

Listening Sessions

This format allows students to discuss their thoughts and beliefs with a facilitator and their peers, helping students expand upon each others ideas and even voice differences in opinions.

Who should be involved?

- The Nutrition Team – who is responsible for the success of child nutrition programs?

- Program Administrators – who is responsible for the implementation of child nutrition programs?

- Facilitator – who will act as the facilitator for the discussion?

- Students – who are your program participants?

Organizing the Sessions

- An ideal session has 5-8 students that lasts 45 minutes

- Compensate your participants

- Create a brave space for discussion and address power dynamics that can occur in these settings

- Use a discussion framework to help move the conversation along

"Using No Kid Hungry allowed us to get a true student perspective without students being reserved with their opinions. Based on the feedback, we reached out to one of the trusted teachers at GCHS and we increased breakfast participation in one day!

— MaRendia Garner, School Nutrition Director at Greensville County Public Schools

Student Feedback Toolkit

Tools for Conducting Surveys and Listening Sessions for School Meals with High School-Aged Students

There are links to resources like English and Spanish surveys, sample flyers, listening session guidelines and frameworks, and more in our ONLINE TOOLKIT.

THANK YOU

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