

POWER UP YOUR PROGRAM!

West Valley School District

Brandi Romero
Child Nutrition Director
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Brandi and Kelly brought a personal touch to the Power Up Your Program Marketing and Promotion cohort, helping students and families see school meals as more than just food by highlighting the people, partnerships, and local connections behind every meal. They gathered student feedback to improve menus, showcased student artwork in cafeterias, partnered with the districts' AgVentures class to grow lettuce for school salad bars, and hosted a district-wide wellness challenge.

To raise awareness of these activities, Brandi and Kelly developed a monthly Child Nutrition newsletter, which acted as a platform for sharing nutrition tips and resources, highlighting local menu items and harvest-of-the-month features, and recognizing staff and students. In the spring, they partnered with district communications staff to feature Child Nutrition in a district-wide newsletter and share about the important role Child Nutrition staff play in student wellbeing in the classroom and beyond.

Together, these efforts fostered pride in West Valley School District's school meals and increased visibility of the people behind them.



Project Highlights

West Valley's Child Nutrition Newsletter highlights:

- Upcoming school meal events and program news
- Nutrition education and family resources
- Staff spotlights featuring Child Nutrition team members
- Harvest of the Month stories connecting students to local foods and the farmers who grow them



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