

Title of Intervention	Rock on Café, Steps to a Healthier New York	
Intervention Strategies	Environments and Policies, Campaigns and Promotions	
Purpose	'Improve the nutritional quality of the School Lunch Program through a sustainable systems intervention and policy change.'	
Populations	Schools	
Settings	School-based	
Partners	Local coalition, school administration, food services, and local sponsors.	
Intervention Description	Rock on Café is a three-phase, multi-dimensional intervention targeting school food services conducted over 2 school years.	
	Phase 1: Program planning and team building among school districts. This phase included: developing a regional planning team; food procurement initiatives; and contracting dietician services.	
	Phase 2: Creating program capacity with initial participation and training. This phase included: Electronic analysis of foods served in schools; standardization of menus; and education for food service directors	
	Phase 3: Building program success through social marketing strategies. This phase included: branding and social marketing; key stakeholder involvement; and education for parents and children	
Theory	Social Ecology Model, Social Marketing, Application of Program Theory	
Resources required	Staff/Volunteers:	Registered Dietician, Food Service Directors, School Administration support, and Coalition support.
	Training:	Training for Food Service Directors by a Registered Dietician.
	Technology:	NutriKids food service management tool.
	Space:	None, kitchen remodels may need to be considered.
	Budget:	Not mentioned. \$5000 for Registered Dietician services per school.
	Intervention:	Menus and recipes including a booklet and video for kitchen staff with new recipes. Branded items such as stickers, aprons, and banners. Consolidated food service contracts. Student surveys and taste testing. Media releases. Food service newsletter. NutriKids food

		service management tool.
	Evaluation	NutriKids food service management tool, surveys, food service sales records.
Evaluation	Design:	Pretest–posttest design
	Methods and Measures:	This project used a pretest–posttest design with data collection methods that included pre- and post-menu analysis for calories and macronutrients, pre- and post-food purchases and costs, pre- and post-school lunch participation rates, media reach measures, pre- and post-cross-sectional surveys of parents, and posttest surveys of Foodservice Directors.
Outcomes	Short term impact:	Purchases of fresh fruits and vegetables increased by approximately 14%. School lunch participation increased 3% in the first month.
	Long term impact:	Measurements in progress.
Maintenance	Once systems and protocols are in place program management becomes routine and easily replaces previous practices.	
Lessons Learned	'Most Food Service Directors identified the use of registered dietician services and consolidation of food procurement as the most valuable part of the project.'	
	Benefits derived from cooperative bidding, standardization of menus, and centralized resources for menu analysis' help ensure the program continues.	
	'The importance of soliciting the support of the school district at all levels and engaging key stakeholders from both the school and community cannot be understated.'	
	'Efforts should capitalize on existing programs. Collaborative partnerships between schools and community can create synergistic rather than competing effects.'	
Citation(s)	Johnston, Y., Denniston, R., Morgan, M., & Bordeau, M. (2009). Steps to a healthier new York. Health Promotion	

	Practice, 10(2)
Current Program Status	Rock on Café is one step in an overall compressive wellness strategy for participating schools. Prior to this intervention the district had already conducted other interventions including: coalition building; “Power-Up with Breakfast” program; development of school wellness policies; “Give-Me-Five” campaign and partner programs; and “Step It Up! For Health & Wellness” program.
	Information on consults and software can be obtained from: South Central RIC .