

School Lunch Survey Presentation
Speaker Notes
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Researchers/presenters: Arsinna Diora Ndagano, Aidan Blum Levine, Leaticia Hannah,
Anna Behuniak, Lauren Hickey

- 1) Survey methods (development, content, distribution, and response) (Slides 4-7)**
- 2) Respondent Demographics (Slides 8-12)**
 - a) For the three respondent groups we had: ... to make a total of Generally you will see the total number of responses per question (n=) to be either , but important to notice the n values vary for questions that were not required (and we had logic in the survey meaning people were asked questions based off their answers to other questions so not everyone got asked the same questions)
 - b) Most of the parent responses were from Longfellow, Riverton and Presumpscot and were pretty evenly divided up by grade.
 - c) For middle school responses, most came from Lincoln and Lyman Moore and were mostly 6th and 7th graders.
 - d) For the high school survey, most respondents were from Portland and in 9th grade.
- 3) Bias and errors (Slides 13-15)**
 - a) Here are a few of the sources of bias we identified:
 - b) Asking about 2019-20 school year created confusion in many questions:
 - i) what grade were you in / what school did you attend
 - ii) did you receive free lunch (lunch is free for everyone this school year)
 - iii) describe school lunch (we got answers like “cold”)
 - iv) ETC
 - c) Note about unclear and biased language:
 - i) We defined “homemade food” as “food made from fresh ingredients rather than frozen or from a box” and we defined “fast food” as “food made from a box or frozen”-- these definitions are subjective
- 4) Results (Slides 16-35)**
 - a) **Free meal eligibility and frequency of participation Slides 17-18**
 - i) Read the slide about free meals (slide 17)

- ii) 57% of elementary children and 56% middle schoolers surveyed eat school lunch at least once a week, whereas only 43% of high schoolers get lunch at least once per week. (yellow bar, red bar and blue bar)
 - b) Approximately $\frac{1}{3}$ of elementary and middle schoolers get lunch less than 5 times per year (31%, 30%) whereas this number is over half for high school students (51%). (orange bar)
 - c) These data reflect a decrease in participation as age increases.
- d) Perceptions and satisfaction (Slides 19-23)**
- e) When asked why they don't get school lunch, respondents across all groups most often said they don't like what's on the menu and would prefer to eat lunch from home
 - f) Comparing the three word clouds for "Describe school lunch", elementary parents described school lunch with more positive words, including "good," "helpful," "Ok," and "convenient," while the students' described school lunch with more neutral or negative words like "Ok," "gross" and "bland."
- g) Preferences: proteins, ingredients and flavors (Slides 24-27)**
- i) **Averages, explain the scale, point out the n values. Mention how we did have examples for each category.**
 - ii) Parents generally want less salty and sweet whereas middle and high schoolers want more. Middle schoolers want more spice/heat.
 - iii) All three age cohorts agree that there should be more dried spices and fresh herbs and less oil/fat.
 - iv) Talk about how chicken/turkey were fav across cohorts but that there was some preference for the vegetarian protein options as well.
- h) Fish (slides 28-30)**
- i) When we surveyed parents of elementary school students, 37% said "My child does ...". Of the parents who selected fish options, you can see that the most popular one was fish baked in breadcrumbs, followed by fish tacos.
 - ii) The most significant difference when we asked middle school students was that only 16% of respondents said they didn't want fish on the menu. Again, fish baked in bread crumbs was the most popular, this time followed by fish teriyaki bowls.
 - iii) The responses for highschool were almost exactly the same as for middle school. This time, 19% of respondents said they didn't want fish on the menu. Also, fish taco was slightly more popular than fish baked in breadcrumbs.
 - iv)
- i) Values and Priorities (Slides 31-34)**

- i) Comparing the word clouds for “Describe how you want school lunch to be,” the most common words are “healthy,” “fresh,” “delicious,” and “tasty”
- ii) High consistency with average ratings across age cohorts.
- iii) On average, Fast food is rated as unimportant, with averages of 1.5, 2.6, 2.5 (elementary, middle, high), where 1 is very unimportant and 5 is very important. The other three (homemade style, local, and culturally diverse food) are all around 4 average (+- .3 for each).
- iv) Top 5 words for middle schoolers were: good, delicious, yummy, fresh, warm. Top 5 words for high schoolers were: good, healthy, yummy, delicious, tasty

5) **Summary of Results Across Age Cohorts (Slide 36-37)**

6) **Recommendations (slide 39-40)**

Another recommendation is to add more fish to middle and high school menus. ----. Also, fish baked in ...

We also suggest striving to create...

A related suggestion is to expand branding of scratch cooked food to include the phrase homemade because people seemed to understand the term homemade in the context of school lunch very well even if school lunch is never technically homemade, and scratch cooked is a hard term to define

7) **Future Study (Slide 41-42)**

8) **Backup slides**