



School FOOD FOR THOUGHT

Jared Culp

Violeta Duncan

JJ Paek

Alex Wallach



CLIENT

MS328



CLIENT: MS 328

Poor school food

Student dissatisfaction with food

Disparity in quality of school food throughout NYC

Little community input in school food



CLIENT'S CONCERN

Advocacy for better school food

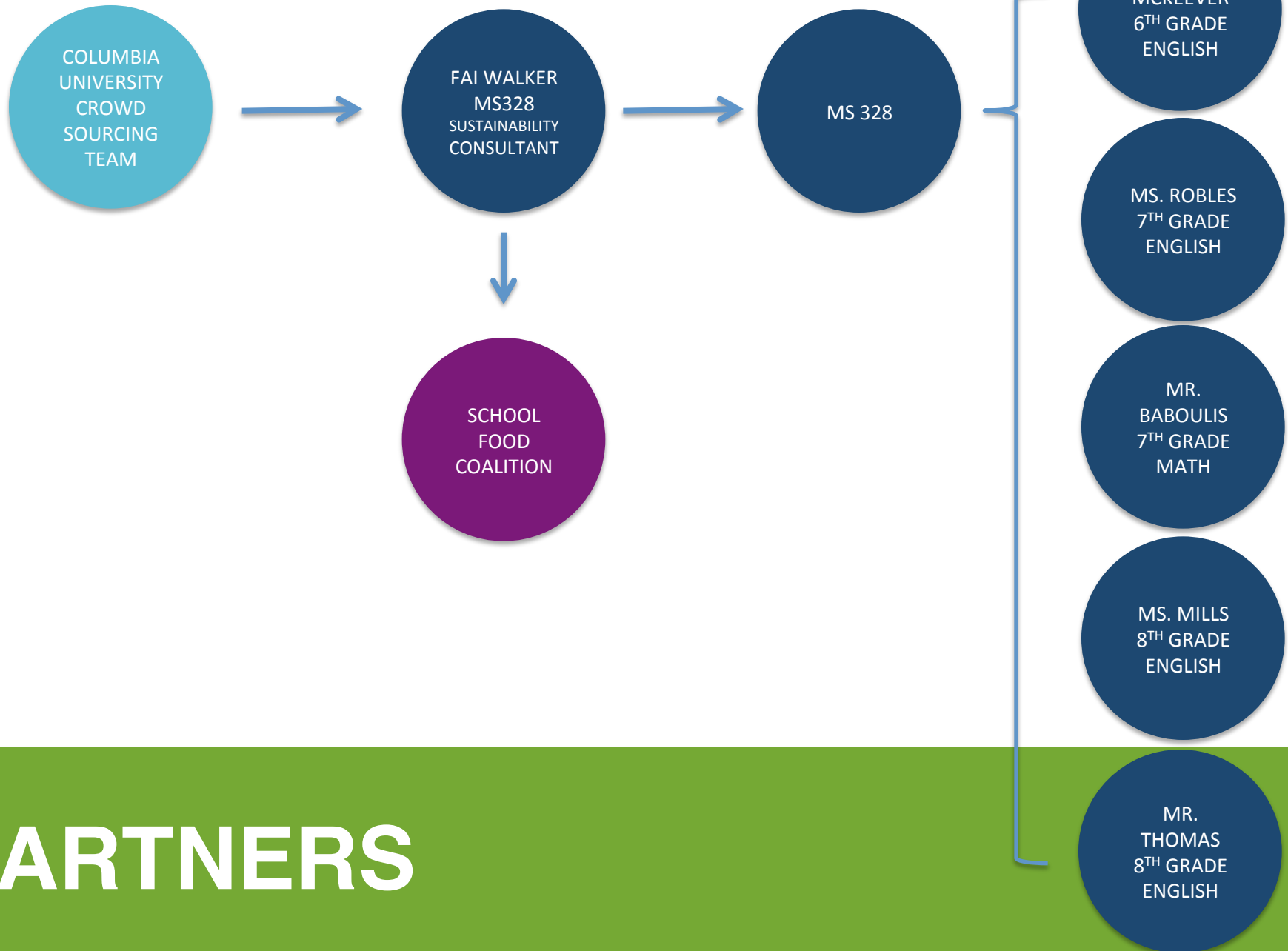
Engage students and parents in this initiative

Increase education and awareness of nutrition

Build a coalition around school food

Create a digital platform for engagement

CLIENT'S PURPOSE





PROCESS

Initial Steps

Addressing the Curriculum

Interviews

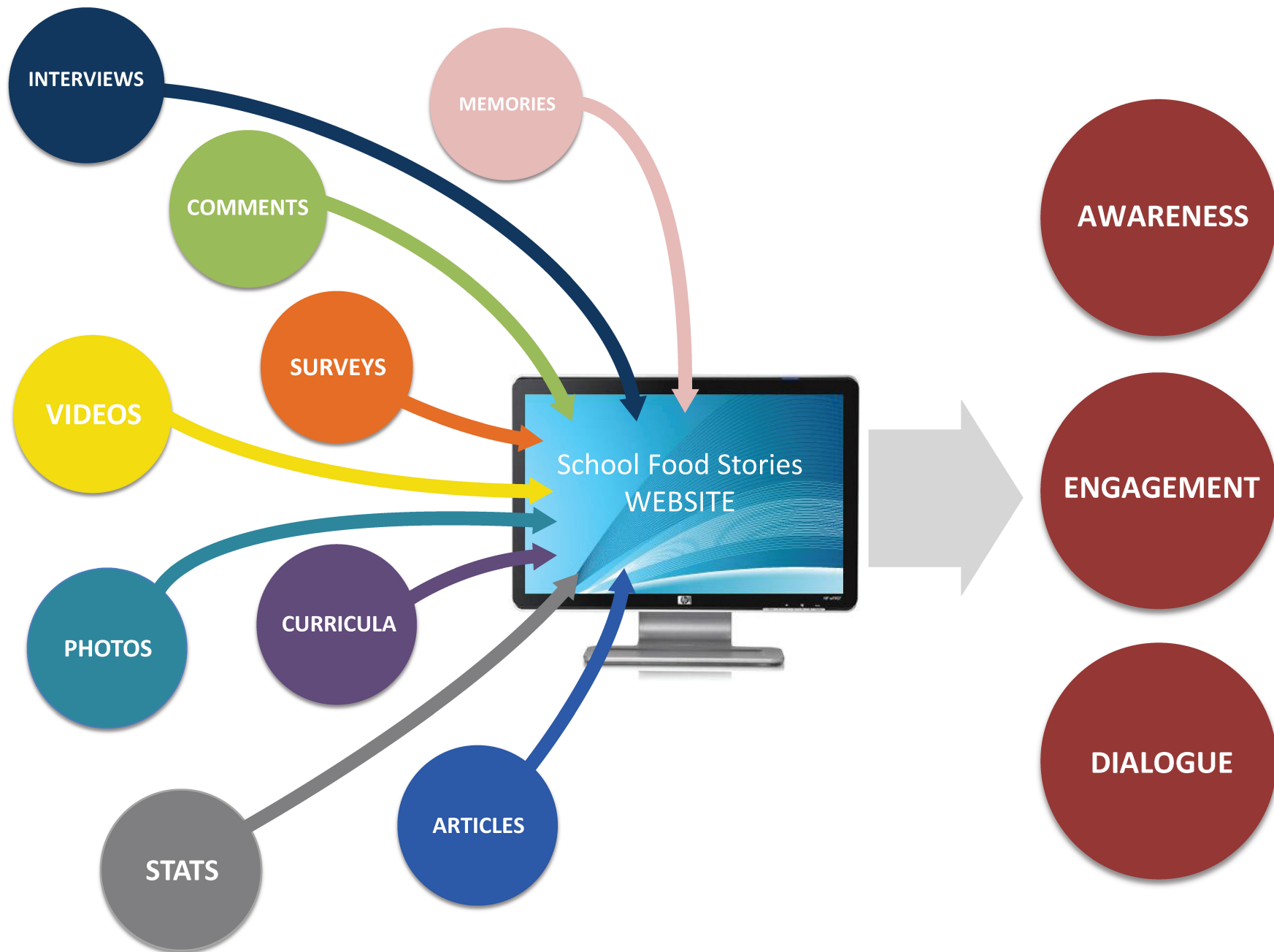
Surveys

Articles

Field trips



PROCESS





SITE USERS

Digital platform for continuous dialogue to build a coalition

Aggregate student's findings, opinions and emotions about school food through "SCHOOL FOOD STORIES."



WEBSITE THEME



PROCESS

Inspiration | Examples of potential features of the website



[Who We Are](#) [MEMBERSHIP](#) [CALENDAR](#) [NEIGHBORHOOD GROUPS](#) [BK SCHOOL FOOD NETWORK](#) [CONFERENCE '12](#) [VOLUNTEER](#) [MEDIA](#)

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BFC Holiday Party!



Join us 12/20 for our annual Holiday Party!

Blog Posts

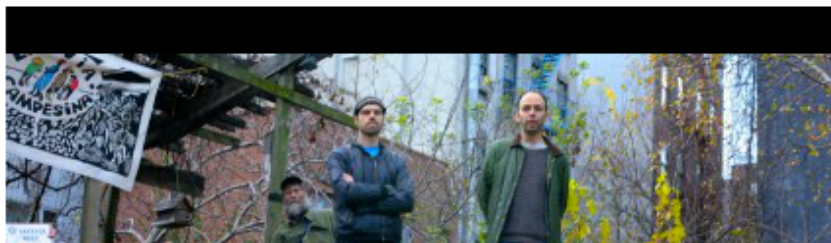


Farmer's March at Occupy Wall Street!

Posted by Cheyenna Weber on December 13, 2011 at 4:54pm

0 Comments 0 Likes

Check out these photos from Nancy Siesel, a Pulitzer Prize winning photographer and BFC activist!



Welcome to
Brooklyn Food Coalition

[Sign Up](#)
or [Sign In](#)

You can also sign up with:



[Click Here to Become a Member](#)

[Become a member](#)

BROOKLYN FOOD COALITION

★ **BEST** and **WORST** ★ SCHOOL LUNCH PHOTO WALL

UPLOAD YOUR PHOTO

Steps for Parents and Students

Tasty meals made with fresh ingredients? Or processed, unappealing junk? See what kids across the world are getting for school lunch. Click the red stars to rate photos from good (thumbs up) to bad (thumbs down) and find the BEST and the WORST. [Learn More.](#)

Search the photo wall

SEARCH

Sort by: [latest](#) | [best rated](#) | [worst rated](#)



rate



rate



rate

SCHOOL LUNCH PHOTO WALL



Welcome to the Lunch Box!

The Lunch Box is an online toolkit with Healthy Tools For All Schools, packed with solutions at your fingertips. Use any of these free tools to transform your school food into healthy and delicious food for all children, at every school. Go ahead, open The Lunch Box, use the recipes and other tools-for-change that have worked so well for school districts across the country, and make positive change happen in your community. The time to get started is now.

Are you ready to use The Lunch Box and not sure where to start or how to use the tools and resources or join our community?

Check out our Tutorial Videos!

Every time you see the small purple laptop icon, click it and a video will appear that shows you **why** and **how** to use the page you are on. These videos are short and informative, so give them a try and we hope they will help you in your work!

Featured Recipe



Donate Now >

Did you know? October is Farm to School Month!



Check out: Let's Move Salad Bars to Schools!



EDUCATION



PROCESS

Prototypes

SCHOOL FOOD STORIES ABOUT INTERVIEWS STATS ESSAYS PHOTOS

Alex Wallach

October 28, 2011

Parent of 7th grade student at MS 328

Country of Origin: France



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THE CHRONICLES

[Interviews](#)[Photos](#)[Statistics](#)[Students's Findings](#)

RECENT COMMENTS

[Alex on Statistics](#)

ARCHIVES

[October 2011](#)

ORIGINS OF LUNCHBOX CHRONICLES

Sunday, October. 23. 2011, [Leave a comment](#), Author: [admin](#) Categories: [Mission](#)

Responding to students numerous complaints about the M.S. 328's less than savory lunch, teachers and students banded together to improve their lunch time repast. Through photojournalism, investigative reporting, and survey analysis, students explore the multidimensions of school lunch. Lunchbox Chronicles encourages critical investigation of the food our public schools serve and how it can be improved.

We invite students, parents, teachers, and other individuals to contribute freely.

School Food Website Title Ballot:

Please choose one.

- ☒ School Food for thought
- ☐ Lunch Box Chronicles
- ☐ Cafeteria Chronicles
- ☐ PB & Leche

SCHOOL FOOD STORIES

Articles

Interviews

Statistics

School Food Memories

WEBSITE DESIGN

Ms 328

Ms. Robles, Mr. Cape,
Mr. B.

Art Competition

Design the logo for
our school website!

Your design will be published
on www.SchoolFoodforThought.org

The winner will also receive
a trip to Columbia University
and will be featured in the
next edition of the School
Newspaper! Entries must
be received by Dec. 2nd!



FINAL PRODUCT

www.schoolfoodforthought.org

School FOOD FOR THOUGHT

- [Register](#)
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- [Entries RSS](#)
- [Comments RSS](#)
- [WordPress.org](#)

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ABOUT

[Translate](#)

Responding to students numerous complaints about the M.S. 328's less than savory lunch, teachers and students banded together to improve their lunch time repast. Through photojournalism, investigative reporting, and survey analysis, students explore the multidimensions of school lunch. School Food for Thought encourages critical investigation of the food our public schools serve and how it can be improved.

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SUBMIT YOUR POST!
TAKE OUR SURVEY!

Popular Tags

amount beans **breakfast** cafeteria
food cheese sticks chef **chicken**
curriculum dairy Delicious. Healthy education
equipment free frozen Fruits Good
Things **Healthy** lunch **milk** nairobi
angel briana rubi carlos gianniz karil heidy
esmeralda adre jeffrey brittney jose Opinion paid
peanut butter and jelly process
processed processed food
project sandwiches school
school food school foods

WEBSITE FEATURES

Q.1 Do you eat cafeteria food?

- ☐ Every Day
- ☐ 2-3 Times per Week
- ☐ 1 Time per Week
- ☐ Never

Result Details

[Export](#) [Apply Filter](#)

Question
04

Do you think the food that you buy/or bring for lunch is nutritious?

Answers **1** Skips **0**
100% 0%

[Print](#)

	0%	50%	100%	COUNT	PERCENT
No				1	100%
Yes				0	0%

Showing 1 comment



Violeta Duncan

Alex this was totally awesome. Thanks for posting such an informative link

3 weeks ago 1 Like

[Like](#) [Reply](#)

ENVIAR TU POST!
PARTICIPE EN
NUESTRA ENCUESTA!

School FOOD FOR THOUGHT

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- December 2011 (26)
- November 2011 (47)

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equipment free frozen Fruits Good
Things **Healthy** lunch **milk** nairobi
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esmeralda adre jeffrey brittney jose Opinion paid
peanut butter and jelly process
processed processed food
project sandwiches school
school food school foods
School Lunch snacks
STUDENTS TASTE Tasty **Vegetable** wish

[SHARE](#)

0

[Tweet](#)

0

[Like](#)

OTHER FEATURES

Content will be generated by students, faculty, parents and other stakeholders

The school newspaper will take over and continue to generate content

Comments will be moderated by a group of students supervised by faculty member

Teachers will be able to use this site for future classes

Other schools will be able to contribute to the website to help build a coalition

When established, the school food coalition will start using the website as their digital presence.

PLANS FOR CONTINUITY

Technology access

Collaboration with MS328

Incorporating technology into curriculum

Data Analysis

CHALLENGES

School FOOD FOR THOUGHT

- [Site Admin](#)
- [Log out](#)
- [Entries RSS](#)
- [Comments RSS](#)
- [WordPress.org](#)

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[chicken](#) [curriculum](#) [dairy](#)
[Delicious](#) [Healthy](#) [education](#)
[equipment](#) [free](#) [frozen](#) [Fruits](#)
[Good Things](#) [Healthy](#) [lunch](#) [milk](#)
[nairobi](#) [angel](#) [briana](#) [rubi](#) [carlos](#) [gianniz](#)
[karil](#) [heldy](#) [esmeralda](#) [adre](#) [jeffrey](#) [brittney](#)
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- [December 2011](#) (26)
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[Violeta Duncan](#)

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