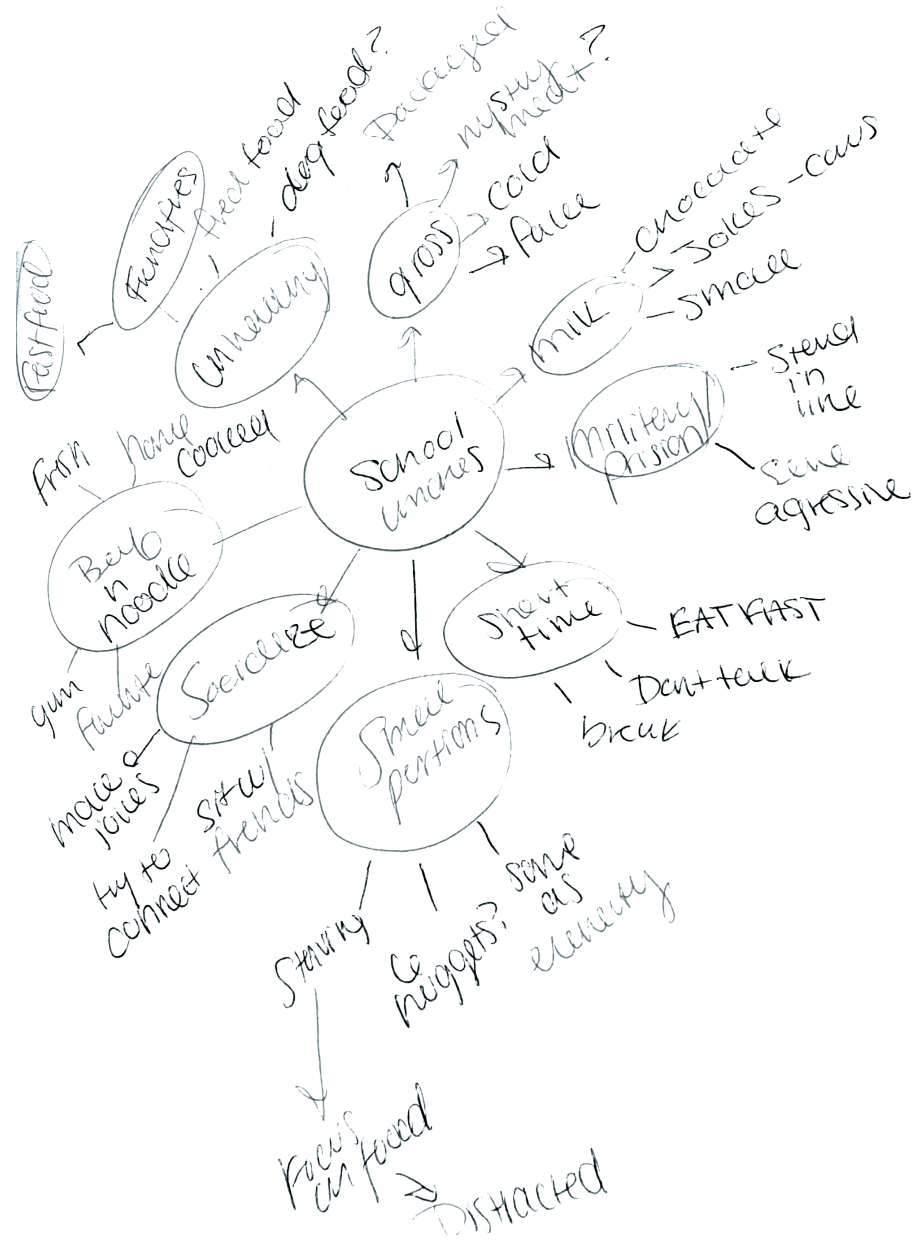


TYPOGRAPHY III | Campaign for Good Fall 2022 Taylor Smith

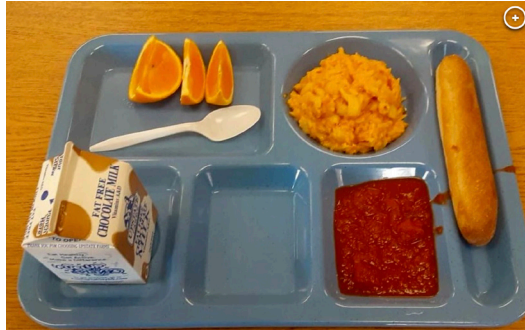
RESEARCH

- Even if the government regulates the number of calories a child's school lunch has, as it does with the NSLP, many schools allow children to purchase a la carte foods on top of the lunch that are calorie-rich and high in fat, sodium, sugar or all three.
- A child who eats too much fat, sugar, sodium or processed food and too few vitamins and minerals is likely to develop a higher risk over time for several chronic health problems: diabetes, kidney stones, bone loss, cancer and heart disease.
- Kids who eat unhealthy lunches are more likely to score lower on tests and have a harder time with schoolwork.
- Improve school lunches:
 - » Set up a simple system that encourages students to identify favorite healthy foods. Their input and preferences help you develop successful school lunch ideas.
 - » Give students time to adjust to changes in the cafeteria.
 - » Upgrade kid classics with simple strategies like baking instead of frying.
 - » Solutions for healthier school lunches often start with knowing more about your vendors. It's cost effective to rely on trusted national food distributors, but don't overlook opportunities in the surrounding community either.
 - » MARKET THE COOL CAFETERIA
 - » Make school lunches more appealing by making food presentation count.
 - » If your school doesn't have field space, work with organizations in the community to establish a student vegetable garden.
 - » Not everyone can spend time in the school garden, so create other fun opportunities for student involvement.
- Better school food would most likely relieve stress off of the students. According to a study done by the John Hopkins school of medicine, eating tastier foods can involve parts of the brain that reduces stress. The research also stated that the brain sees tastier food as a reward.
- Schools start to give students food with better quality food at a young age, they will get used to eating better quality food by the time the students are in high school.
- Foods like actual vegetables, hot and ready foods, foods with actual sugar would be acceptable:
 - » Start with some healthy foods every other day and in between those days the schools can give their students something good like cake or apple pie as a way to reward the students.
- Schools wouldn't meet the quality or safety standards of fast-food restaurants.
- French fries are considered a vegetable
- But they also offer an abundance of factory-farmed animal products and heavily processed foods, like corn dogs, tater tots, and cheese pizza.
- Why are school lunches so bad?
 - » Funding
 - » USDA Foods Program
 - » Milk program--- this contains about 6 teaspoons of sugar
 - » Aramark, Compass Group, and Sodexo. These companies are in business to make money, and it seems that children's health isn't always their top priority.
- How better lunches affect students
 - » Better memory
 - » Improved Concentration
 - » Better overall health
 - » Better behavior and fewer problems
 - » Better academic performance
 - » Reduced obesity
 - » Better habits for the future
- Not only are school children being served meat unfit for even a McDonald's' burger, but they are also at risk of ingesting harmful bacteria and pathogens hidden within the food.
- Another USA Today article reveals that the chicken sent to schools by the USDA are otherwise used in pet food and compost.
- A new report states that "standards for meat sent to schools exceed minimum standards for meat sold at supermarkets, but fast-food restaurants have raised the bar when it comes to quality control."
- The report also says that restaurants such as McDonald's and KFC test meat products for dangerous pathogens much more often than the USDA, which provides the meat products that school cafeterias serve to more than 31 million school children every day.
- Ages 6 to 18 on average consume 2,000 and 3,565 milligrams of sodium each day, which is 30 percent higher than the amount recommended for adults
- USDA is to "increase food security and reduce hunger by providing children and low-income people access to food, a healthful diet and nutrition education in a way that supports American agriculture and inspires public confidence."
- However, Trump-nominated agriculture secretary Sonny Purdue, with the support of lobbyists from the dairy industry and the School Nutrition Association (largely funded by corporate companies including Kraft, ConAgra, and Schwan's Food Service), weakened these guidelines to allow for sugary chocolate milk, fewer whole grains, and more sodium.

WORD MAP



INSPIRATION | REAL SCHOOL FOOD



The School Day Just Got Healthier!

Under the new nutrition standards, school lunches have:

Before

- Less unhealthy fat
- Less salt
- Fewer calories

After

- Low and non fat dairy
- Double fruits and veggies
- More whole grains

visit www.schoolfoods.org/back2school for more information.



SMOTHERED DOUBLE FIBER WITH A SIDE OF TRANS FAT! ☹️



MANGLED MYSTERY MEAT WITH A "WHOLE WHEAT" CARDBOARD COOKIE.



WHEN YOU FIND OUT WHAT IT IS, LET ME KNOW



FREE LUNCH



FISH STICK TACO?



DOUGHY DISASTER

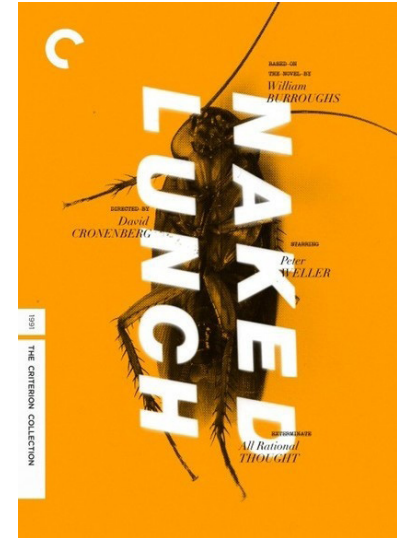


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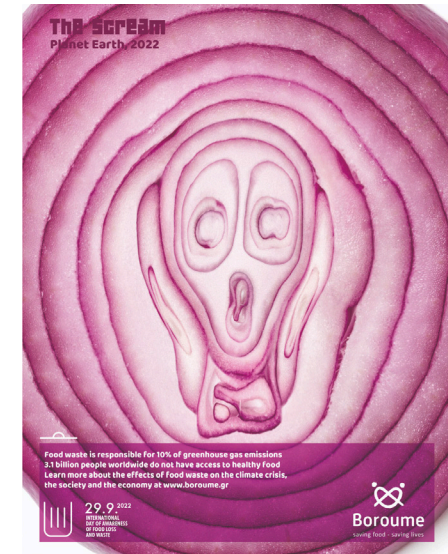
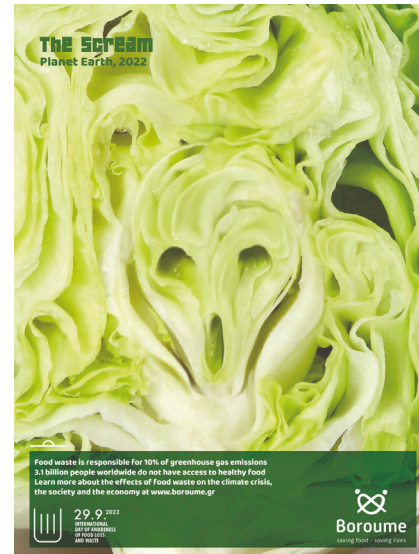


CAT LITER LUNCH

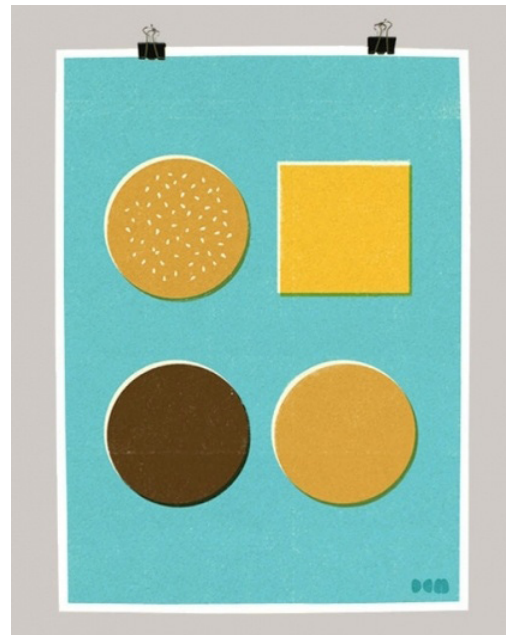
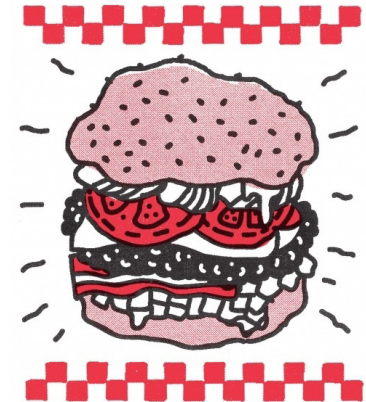
INSPIRATION | FOOD POSTERS



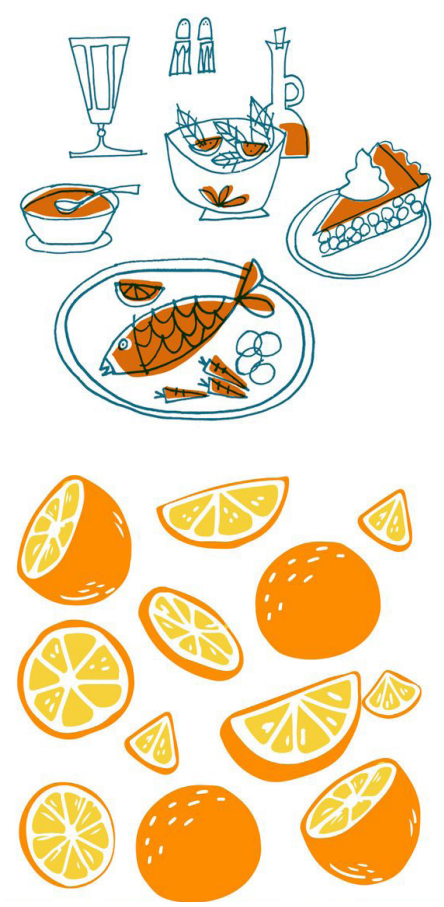
INSPIRATION | FOOD POSTERS



INSPIRATION | FOOD ILLUSTRATION



INSPIRATION | FOOD ILLUSTRATION



CREATIVE BRIEF

NAME: DON'T SETTLE.

CLIENT OVERVIEW: FOOD CORPS

Food Corps envisions a future in which every child, in every school, experiences the joy and power of food.

Their goal by 2030 is for every child in America to have access to food education and nourishing food in schools. Food Corps accomplished this by partnering with schools and communities to nourish kids' health, education, and sense of belonging. Their volunteers, AmeriCorps members, serve alongside educators and school nutrition leaders to provide kids with nourishing meals, food education, and culturally affirming experiences with food that celebrate and nurture the whole child. This is to help reach their goal of all kids having nourishing school meals and advancing equity through food.

Food Corps does this because they believe food is central to kids' physical health, emotional wellbeing, and sense of belonging. Thus, schools have the opportunity for kids to connect with food through hands-on, experiential learning. They target schools and communities that are impacted by systemic racism and classicism, serving urban, rural, and Indigenous communities specifically to try to make a lasting difference.

In all, Food Corps' goals is to make a difference in kids' relationships with food.

SITUATIONAL ANALYSIS:

School lunches are meant to promote health to kids, teaching them what a healthy meal looks like. Granted this, most school lunches leave much to be desired. Today, school lunches are filled with trans fat, sugar, carbs, and other fillers. School lunches also cheat the "nutrition system," claiming that a single slice of pizza contains the entire meals required nutrition of vegetables, milk, carbs, and even protein (if the pizza is pepperoni). Not only this, but schools have started to cut corners by "offering" vegetables that students don't have to take, using prepackaged foods, and even serving rotten fruit to children. Thus, the problem with school lunches are that they are not properly regulated to contain the right nutritional needs for students.

OBJECTIVES:

The objective is to bring awareness to parents about the horrors of school lunch that their children are eating everyday. We are doing this to expose the disgusting truth of what school guidelines consider nutritious, what grade of food students eat, and the overall mistreatment of school food.

CALL TO ACTION:

Donate to your local Food Corps cause to encourage fresh and nutritious food that is student driven.

TARGET AUDIENCE:

The target audience are parents that currently have school aged children (K-12) that attend public school. This is because public schools are consistently underfunded, leading to budget cuts in many areas like school lunches. Public school children are also more likely to eat school lunch. However, the target market is parents because most parents don't understand what their child is consuming everyday at school. Thus, there is a need to bring awareness to parents about the lack of nutritious foods their student(s) are eating everyday.

COMPETITORS:

Healthy Schools
Lets Move
One Meal A Day (OMD)
Hunger Solutions New York
Action for Healthy Kids
Academy of Nutrition and Dietetics
School Lunch Nutrition Association
National Farm to School Network

tone:

The goal is to reflect the questionable attributes found in school lunches to parents with kids in public school. Thus, we want parents to feel curiosity and then shock when viewing the ad, so we can bring awareness to the situation.

CREATIVE BRIEF

SUPPORTING DATA:

- Pre-pandemic, nearly 100,000 schools/institutions serve school lunches to 29.6 million students each day, including: 20.1 million free lunches
- About 77 percent of 1,300 high school students surveyed said that they did not like the food, and about half said they ate school lunch two days a week or less
- Only 22 percent of students said the cafeteria food was nutritious compared to 94 percent of the schools' food and nutrition services workers
- Of those students who did eat the food, only 13 percent said that the food tastes good, compared to 54 percent of school staff and 47 percent of parents
- 60 percent of the school lunches reviewed in the past five years failed to meet at least one federal nutritional requirement
- Students who regularly eat hot lunches are more likely to be overweight and obese
- Due to low funding, school lunches are low quality
- Because the quality of the ingredients isn't great and many kids don't like hot lunch, there's an inevitable waste with the program
- But there are growing questions about food safety in our nation's school cafeterias. Since 1990, more than 5,000 students and workers have gotten sick from eating what's been served in their lunchrooms

MANDATORIES:

- Logo
- QR code to website

DELIVERABLES:

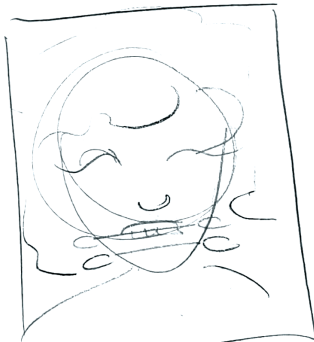
- 11x17 Poster
- Ad campaign over three pages
- Wireframe for website landing page
- One public transportation application
- One item that reflects the messaging of the campaign

ESTIMATED TIME:

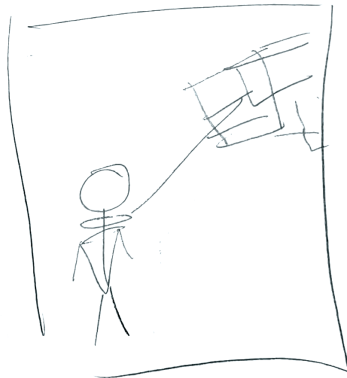
Research: 10 hours
Sketching : 40 hours
Designing: 100 hours
Meetings : 5 hours
Total: 155 hours

ESTIMATED OVERALL BUDGET: \$150,000

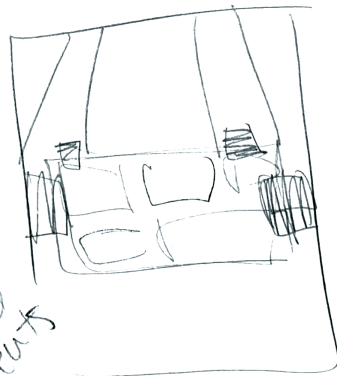
SKETCHES



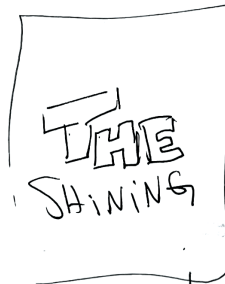
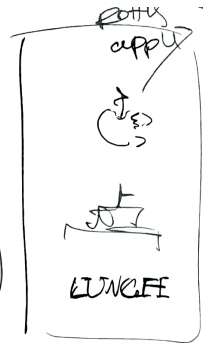
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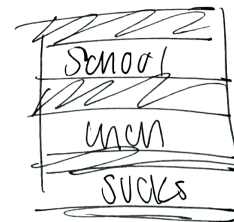
Down
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Back to Rot
Back to Gross
Back to School
lunch
Back to EW!

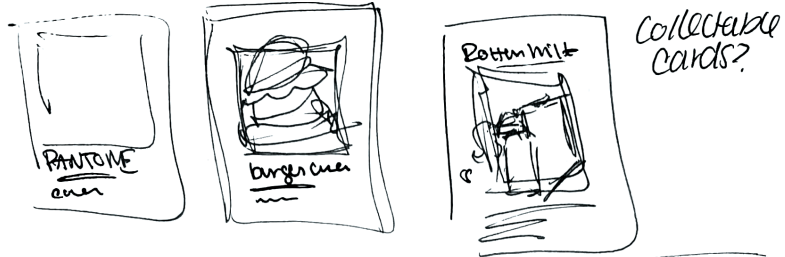


Back to York!



↓
School
Bump

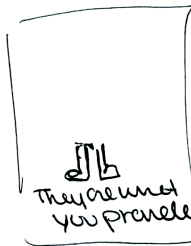
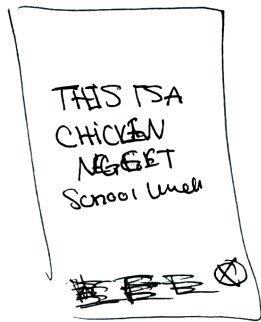
SKETCHES



collectable cards?



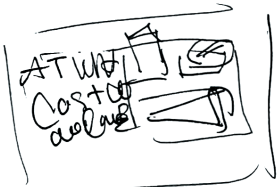
School pictures



They are what you provide*
They are what schools provide*
Sue

You are cancelling Sue

your kids are what they serve



40% of school lunches don't meet what parents senders

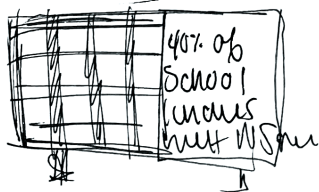
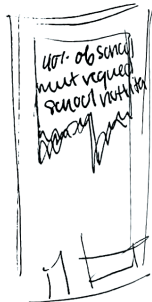


ILLUSTRATION VARIATIONS | BURGER

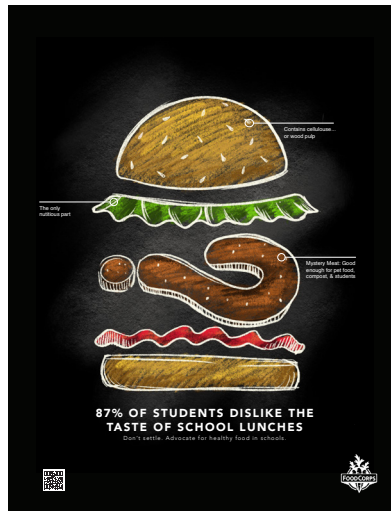
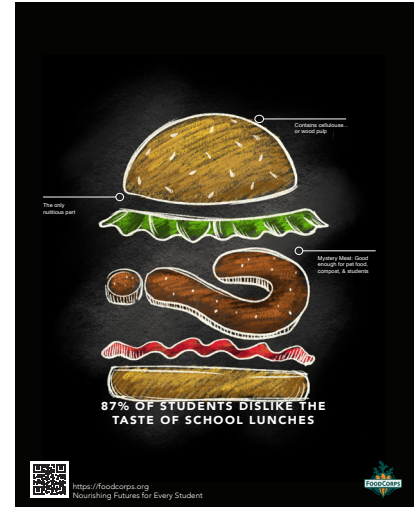
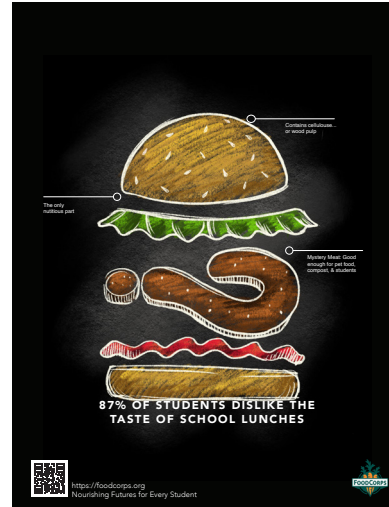
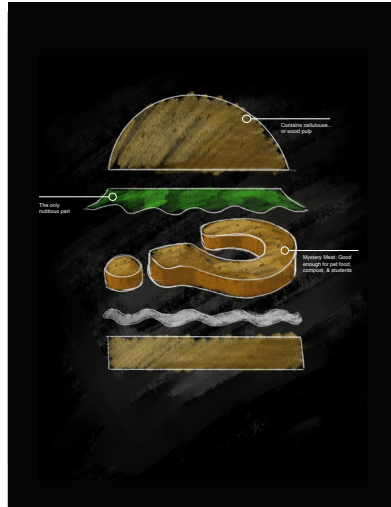


ILLUSTRATION VARIATIONS | SCHOOL TRAY

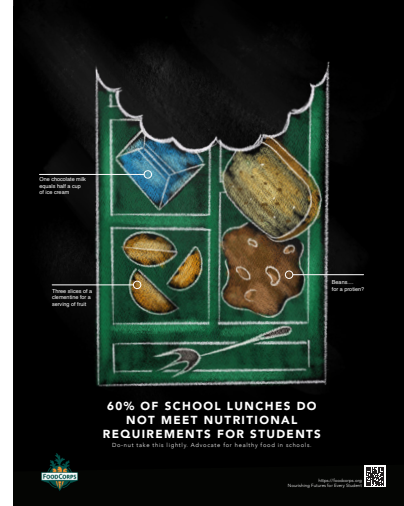
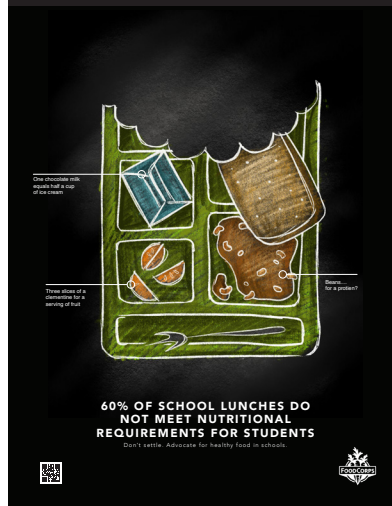


ILLUSTRATION VARIATIONS | CARROT & PIZZA

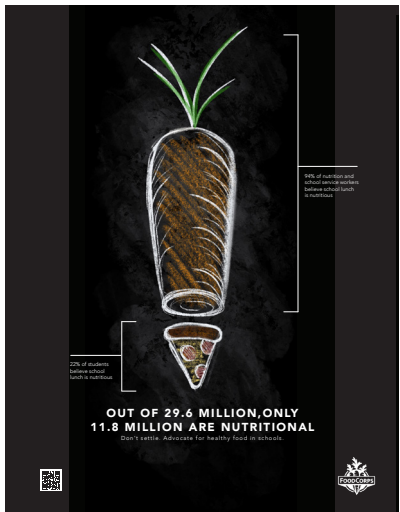
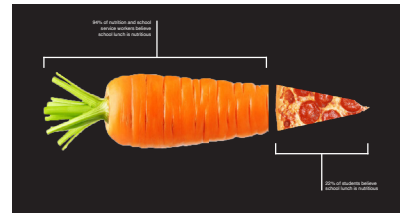
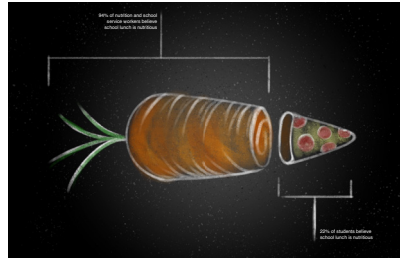
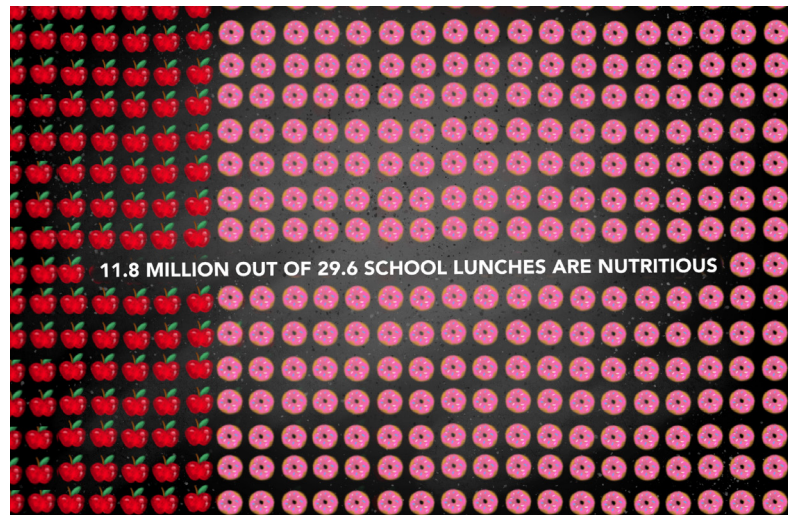


ILLUSTRATION VARIATIONS | FAILED ATTEMPT





94% of nutrition and school service workers believe school lunch is nutritious

22% of students believe school lunch is nutritious

OUT OF 29.6 MILLION, ONLY 11.8 MILLION ARE NUTRITIONAL

Don't settle. Advocate for healthy food in schools.






One chocolate milk equals half a cup of ice cream

Three slices of a clementine for a serving of fruit

Beans... for a protein?

60% OF SCHOOL LUNCHES DO NOT MEET NUTRITIONAL REQUIREMENTS FOR STUDENTS

Don't settle. Advocate for healthy food in schools.





Contains cellulose... or wood pulp

The only nutritious part

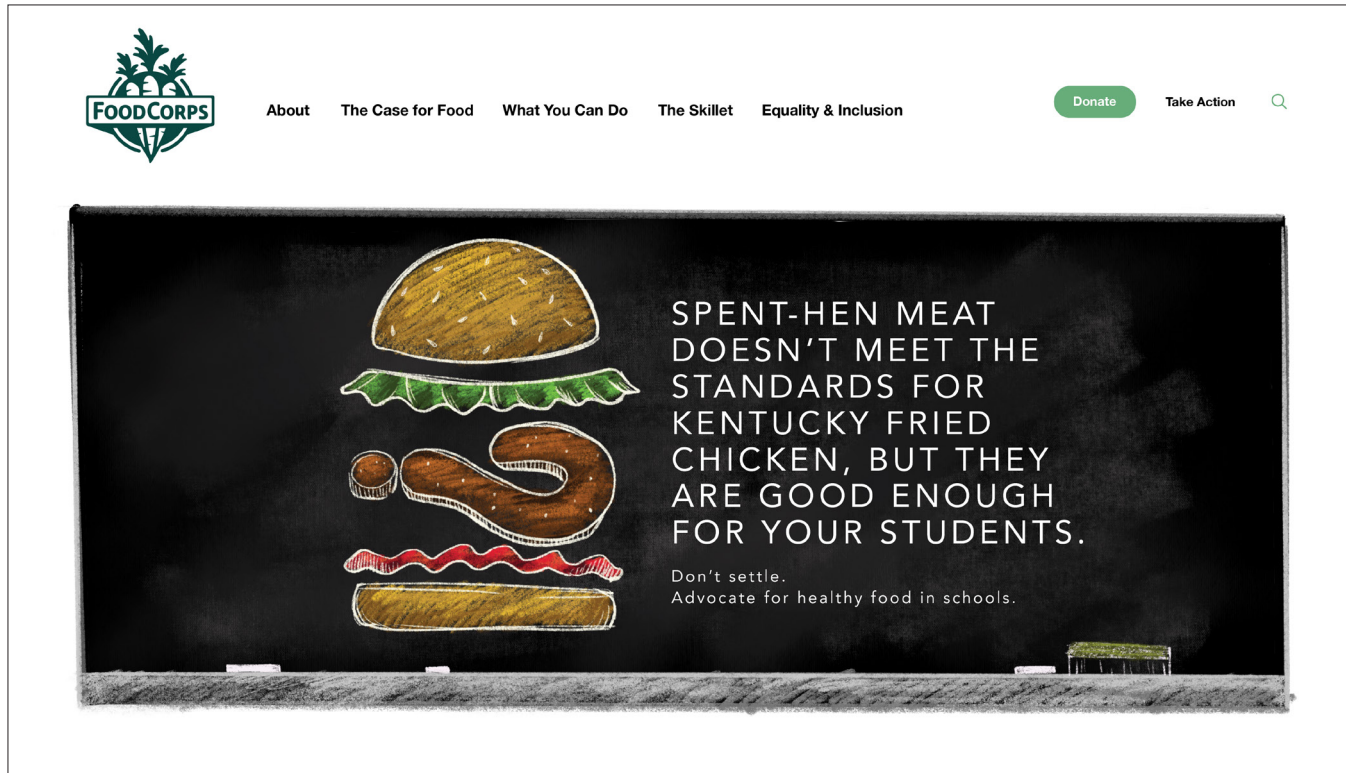
Mystery Meat: Good enough for pet food, compost, & sludgers

87% OF STUDENTS DISLIKE THE TASTE OF SCHOOL LUNCHES

Don't settle. Advocate for healthy food in schools.







FINALS | SUBWAY APPLICATION



TOMATO PASTE
CAN COUNT
AS A SERVING OF
VEGETABLES.

Don't settle.
Advocated for healthy food in schools.



FINALS | PATTERN



FINAL CAMPAIGN

