STATE OF ALASKA GOLD STANDARD SCHOOL WELLNESS POLICY

Supplemental Materials: 2015

- Guidance on Advertising and Marketing Food and Beverages in Schools -

Definitions

Marketing/Advertising:
Oral, written, or graphic statements made for the purpose of promoting the sale of food or beverage product made by the producer, manufacturer, seller, or any other entity with a commercial interest in the product.

SOA Gold Standard Wellness Policy states:
"Schools will limit food and beverage marketing on campus to the promotion of foods and beverages that meet the National School Lunch Act, Nutritional Guidelines for All Foods Sold in Schools."

In February 2014, the USDA proposed a new rule for local wellness policies. One provision of the new rule focuses on policies for food and beverage marketing.

Research shows that food marketing influences children's food preferences, dietary intake, and overall health. However, the majority of schools do not have policies restricting food marketing to children.

The goal of this document is to clarify and assist in promoting healthy lifestyle choices through advertising at schools in accordance with the proposed rule: *Local School Wellness Policy Implementation under the Healthy, Hunger-Free Kids Act of 2010*. Following these practices will promote environments where students will make healthy lifestyle choices that can affect their lifelong wellness. Advertising in schools should provide:

- Nutrition promotion and education
- Physical education/activity promotion
- Linkages between nutrition education and school meal programs

While the final rule is still pending from USDA, information and practices outlined in this fact sheet can help you make positive progress in your school.

IMPORTANT

Throughout this document "Meets the standards" = Meets the required USDA Nutritional Guidelines for All Foods Sold in Schools, also known as "Smart Snacks in School"

Go to: http://www.fns.usda.gov/healthierschoolday/tools-schools-focusing-smart-snacks to learn more about these required nutrition standards

The Do's and Don'ts of Advertising in Schools

☑ **Do** post & frequently rotate, update, or change nutrition and health posters, signage, or displays in cafeteria food service and dining areas, classrooms, hallways, gymnasiums, and/or bulletin boards.
For example, post a bulletin board that graphically shows the correct serving sizes for different food groups.

☑ **Do** offer information that encourages families to teach their children about health and nutrition and assists them in planning nutritious meals.
For example, make best use of newsletters, PTA/PTO updates, website postings, and presentations by adding a health information section.

☑ **Do** support advertisements for food/drinks that are available during the school day and that meet the standards.
For example, hang posters near the water stations reminding students to drink water throughout the school day.

☑ **Do** ensure that future updates to/or replacement of heavy equipment (such as signs, scoreboards, or sports equipment) meet the standards.
For example, if your scoreboard currently has a Coca-Cola advertisement on it, it does not need to be replaced immediately. However, if you are replacing the scoreboard it needs to be replaced without the Coca-Cola advertisement.

X **Don't** allow marketing/advertising for food and drinks (e.g. sugary drinks, candy) that do not meet the standards during school hours.

X **Don't** allow marketing of products that do not meet the standards on the exterior of vending machines, through posters, menu boards, coolers, trashcans, and other school equipment.

X **Don't** use cups for dispensing beverages with branding of drinks that do not meet the standards.

X **Don't** use supplemental educational materials that have sponsored advertisements for foods or drinks that do not meet the standards.

Q&A for Food & Beverage Marketing in Schools

What does it look like when schools to limit food & beverage marketing on campus to the promotion of foods & beverages that meet the National School Lunch Act, Nutritional Guidelines for All Foods Sold in Schools?

Below is a summary of common questions that may come up about the USDA proposed rule regarding food and beverage marketing:

- How does the proposed rule apply to advertising in curricula, textbooks, websites used for educational purposes, or other educational materials (both printed and electronic)?
  - If you are able, you **should** use curriculum materials that meet the proposed rule as good practice.
    - For example, if you are purchasing new textbooks, choose the textbook without educational examples that use unhealthy foods.

- How does the proposed rule apply to advertising on exteriors of vending machines, food or beverage cups or containers, food display racks, coolers, trash and recycling containers?
  - **All** advertising and marketing is limited to foods and drinks that meet the standards.
  - You do not necessarily need to replace these items. You could easily cover the logos with laminated/magnetized health promotion messages instead.

- How does the proposed rule apply to advertisements in school publications, on school radio stations, in-school television, computer screen savers and/or school-sponsored Internet sites, or announcements on the public announcement system?
  - If you are able, you **should** only use advertisements for foods and drinks that meet the standards as good practice.
  - The USDA is still in the process of researching the effects of this type of marketing/advertising.

- How does the proposed rule apply to advertising during fundraisers and corporate-sponsored programs that encourage students and their families to sell, purchase, or consume products and/or provide funds to schools in exchange for consumer purchases of those products?
  - If you are able, you **should** only use advertisements for foods and drinks that meet the standards as good practice.
    - The USDA is still in the process of researching the effects of this type of marketing/advertising.

- Does the proposed rule apply to advertising during events outside of school hours such as sporting or other events?
  - Restrictions are **not** proposed for advertising outside of school hours, but the local education agency does have the discretion to include these restrictions into their wellness policy **locally**.
    - For more information, please refer to the "Incremental Steps to Achieving a Gold Standard School Wellness Policy" document which addresses selling foods outside of school hours.

Other Resources and Citations

Tools for schools focusing on Smart Snack Guidelines

- http://healthymeals.nal.usda.gov/school wellness resources

Specific current state laws on advertising in schools

- http://foods.bridgingthegapresearch.org/

Alliance for a Healthier Generation Smart Snacks Calculator

- https://www.healthiergeneration.org/take_action/schools/snacks_and_beverages/smart_snacks/alliance_product_calculator/

American Heart Association/Robert Wood Johnson Foundation. "Don't sell us short" marketing restrictions for schools toolkit

- http://www.heart.org/idc/groups/heart public/@wcm/@adv/documents/downloadable/ucm_473153.pdf

Food Marketing definition:

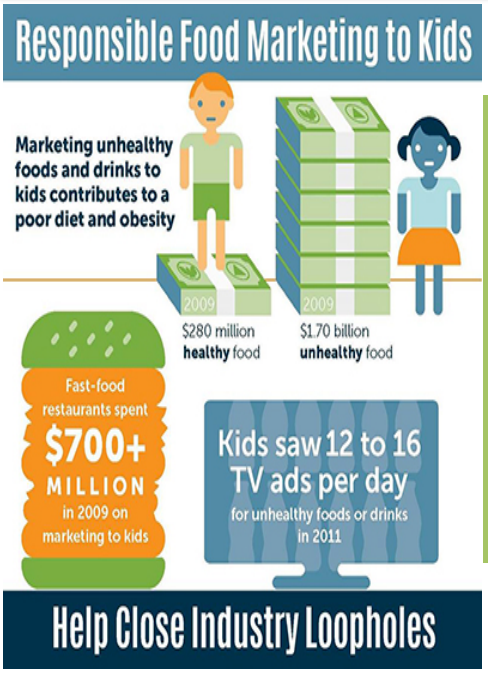
- National Policy & Legal Analysis Network to Prevent Childhood Obesity. District Policy Restricting Food and Beverage Advertising on School Grounds: http://changelabsolutions.org/publications/districtpolicy school food ads

State of Alaska School Wellness Policy Resource Page

- http://dhss.alaska.gov/dph/Chronic/Pages/SchoolHealth/aswpi.aspx

State of Alaska Incremental Steps to Achieving a Gold Standard School Wellness Policy

- http://dhss.alaska.gov/dph/Chronic/Documents/School/policy/IncrementalSteps_GoldStandardSchoolWellnessPolicy.pdf



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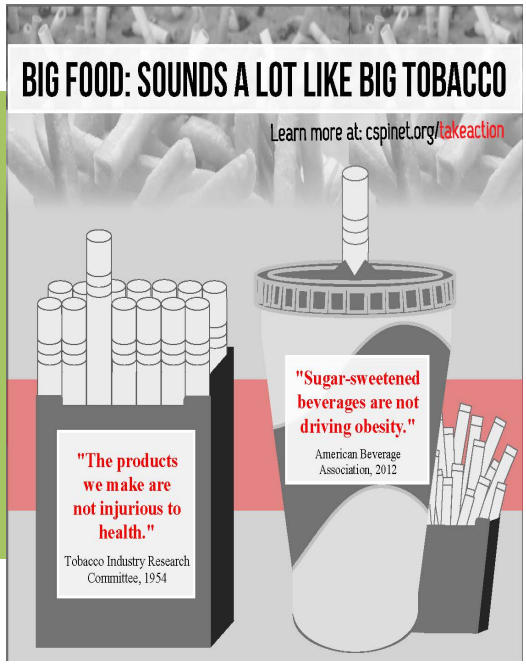
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