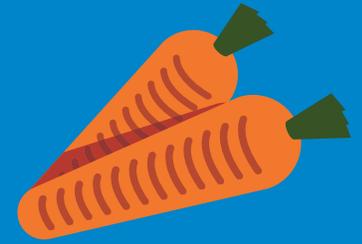


3.1 MARKETING OF FOOD ITEMS

ADMINISTRATOR

Creating Healthy Schools



Implementation for success

Do not allow marketing of unhealthy food and beverages within the school grounds. If there is marketing currently taking place, make a plan with the School Wellness Advisory Committee to eliminate over time. Examples of marketing techniques to review at the school site include the following:

- logos and brand names on/in vending machines
- books or curricula
- textbook covers
- school supplies
- scoreboards
- school structures, and sports equipment
- educational incentive programs that provide food as a reward;
- programs that provide schools with supplies when families buy low-nutrition food products
- in-school television, such as Channel One
- free samples or coupons
- food sales through fundraising activities

Marketing activities that promote healthful behaviors are allowable and include but are not limited to:

- vending machine covers promoting water or non-product oriented such as promotion of school pride, school mascot, or other related items;
- pricing structures that promote healthy options in á la carte lines or vending machines;
- sales of fruit for fundraisers, and
- coupons for discount gym memberships.

Model Policy:

School-based marketing will be consistent with nutrition education and health promotion principles. As such, schools will limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually. School-based marketing of brands that do not meet these standards and promote predominantly low-nutrition foods and beverages is prohibited. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is encouraged.

Evaluation:

The district wellness council and school administrators are jointly accountable for implementing, enforcing, and evaluating the district's food marketing policy. Each school will report annually to the district wellness council on the progress of policy implementation and will include recommendations where further district support may be beneficial. The district wellness council may also request select schools to conduct student, family, and/or staff surveys as part of their evaluation process. At the end of each school year, the district wellness council leader will submit an annual report to the superintendent/board of education on the implementation and evaluation of this policy. This report shall be posted on the Internet for easy public access.

The board, with the involvement of parents, will conduct an annual evaluation of the content and the effectiveness of the reduction and restriction of unhealthy marketing. Evaluation findings will be used to design strategies for more effective marketing strategies. The superintendent is responsible for notifying parents of this policy annually or within a reasonable time after it has been amended during the school year. This policy will be evaluated based upon the marketing strategies implemented.

Rationale:

Food marketing to children and adolescents is a major public health concern. According to the U Conn Rudd Center for Food Policy and Obesity, the food industry spends \$1.8 billion per year on marketing targeted to young people. Most ads targeted toward children and adolescents are for unhealthy products. The Rudd Center reports that children aged 12 to 14 are most susceptible to unhealthy food marketing and that school wellness policies need to be put in place to protect them from being targeted by unhealthy marketing campaigns. Children aged 12 to 14 are impressionable and more vulnerable to the influence of unhealthy marketing due to their increased independence and exposure to multiple media outlets.

Companies increasingly market to children anywhere they spend their time, including in schools. According to a comprehensive review by the Institute of Medicine, food advertising significantly affects a child's food choices, food purchase requests, diet, and overall health at home and at school. It is appropriate to market healthy options during the school day and at school sponsored events to reinforce the wellness concepts put in place by School Wellness Policies. Schools can make a major difference in students' health by limiting food and beverage marketing in schools.

Two other versions of this policy item are available for both staff and family to assist with implementation and communication.

Resources:

- *Pestering Parents: How Food Companies Market Obesity to Children*, Center for Science in the Public Interest: <https://cspinet.org/resource/pestering-parents-how-food-companies-market-obesity-children-pages-1-13>
- *Marketing Food to Children* (a report on ways that different countries regulate food marketing to children [including marketing in schools]), World Health Organization (WHO): whqlibdoc.who.int/publications/2004/9241591579.pdf
- *Guidelines for Responsible Food Marketing to Children*, Center for Science in the Public Interest: cspinet.org/marketingguidelines.pdf
- *Restricting Food and Beverage Advertising in Schools*, Change Lab Solutions: <http://changelabsolutions.org/publications/fact-sheet-school-food-ads>
- Food marketing to children in school: Reading, writing, and a candy ad?, Food Marketing Workgroup: www.foodmarketing.org/resources/food-marketing-in-schools/marketing-of-low-nutrition-foods-and-beverages-in-schools/

The food industry
spends \$1.8 billion
per year — most
of it on marketing
targeted to
young people.