School Wellness Policy Leadership

Addressing Marketing in Schools, From State Policy to Classroom Practices

December 1, 2010
Presented by the National Association of State Boards of Education

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Objectives

- Learn how to apply the through-line, an educational leadership model, to align policies, practices and actions related to nutrition and physical activity/physical education.

- Understand the reciprocal accountability needed to improve and align strategies and actions between state, district, and school efforts to improve student wellness outcomes.

- Describe successful models for improving food marketing in schools efforts from state policy to classroom practices.
Meeting Facilitators

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NATIONAL ASSOCIATION OF
STATE BOARDS OF EDUCATION
Food Marketing in Schools

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www.cspinet.org/nutritionpolicy
Food Marketing Is Effective

- Studies show marketing gets children’s attention & affects food choices, food preferences, purchase requests, diets & health
  - Watching TV linked to obesity

- Kids misled by and don’t understand advertising

- Companies know marketing works: $2 billion/year

- Parents know marketing works
Saturday AM TV Ads

$2 billion/year for food marketing to children

Cross promotions 13%

On package and in-store marketing 12%

In school marketing 11%
EAT MORE!

FRED'S 8-POUND BURGER

DRIVE THRU

SUPER SODA

TOWER OF PANCAKES

ALL YOU CAN EAT

GAS EAT HERE

24 HOURS BREAKFAST

JUNKFOOD ANY EXIT

DONUTS

SAVES US

HOT TUNES CAKES

EAT FREE

The PRESSURE to EAT
Food sold outside of school meals:
• Vending
• School stores
• Fundraisers
• A la carte
Fundraisers in Schools
• Common items: candy, baked goods, and soda
TOPPENISH HIGH SCHOOL Home of the WILDCATS

HAVE A NICE SUMMER
Study Findings: Posters & Signs

40% for healthy food  60% unhealthy food
Pizza Hut Book It! Program
Vending Machines

- Marketing:
  - Snacks
  - Soda
  - Juice drinks
  - Water
  - Sports drinks
  - Flavored milk

40% depicted soda, sports drinks, candy
• 80% products = poor nutritional quality
• $1,400 worth of soup to get a box of colored pencils
Restaurant Fundraisers

- **Other Chain**: 14%
- **McDonald’s**: 12%
- **Jerry’s Subs**: 7%
- **Silver Diner**: 5%
- **Chee Chee Burger**: 5%
- **Chuck E. Cheese**: 12%
- **Ledo’s Pizza**: 9%
- **Baha Fresh**: 7%
- **Other Local Restaurants**: 29%
Children’s Food and Beverage Advertising Initiative

Current participants include:

- Burger King
- Cadbury Adams
- Campbell Soup Company
- Coca-Cola Company
- ConAgra Foods
- Dannon
- General Mills
- Hershey
- Kellogg
- Kraft Foods
- Mars
- McDonald’s USA
- Nestlé USA
- PepsiCo
- Post Foods
- Unilever United States
Nutrition Standards for Marketing to Children

- Some companies don’t market any products
- Most have standards
  - Address calories, saturated fat, trans well
  - Weaker on sodium, sugars, & positive nutritional value
- Inconsistent stds
- Loopholes
### CFBAI Elementary Food Advertising Principles

<table>
<thead>
<tr>
<th>Type of Marketing</th>
<th>Not Allowed</th>
<th>Allowed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product sales</strong></td>
<td>---</td>
<td>All food sales</td>
</tr>
<tr>
<td><strong>Advertising</strong></td>
<td>Direct advertising</td>
<td>---</td>
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<tr>
<td>Displays &amp; other marketing promoting food sales</td>
<td>---</td>
<td>- Vending machine exteriors</td>
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<td></td>
<td></td>
<td>- Menus &amp; menu boards</td>
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<tr>
<td></td>
<td></td>
<td>- Branded display racks</td>
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<td></td>
<td></td>
<td>- Branded coolers &amp; refrigerator cases</td>
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<tr>
<td>Posters directed at students</td>
<td>Posters or tray liners not tied to offered items</td>
<td>Posters, signage, and tray liners tied to offered items</td>
</tr>
<tr>
<td>Teaching materials and incentive programs</td>
<td>Branded curricula</td>
<td>- Branded curricula that identify sponsor</td>
</tr>
<tr>
<td>Materials for students and staff</td>
<td>Coupons, food samples, pencils, book covers, etc.</td>
<td>- Branded materials for staff (e.g., caps, calendars, aprons, etc.)</td>
</tr>
<tr>
<td>Fundraising and donations</td>
<td></td>
<td>- Fundraising programs (e.g., label redemption programs)</td>
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<td>- In-kind donations of branded food (e.g., ready-to-eat or packaged) and supplies</td>
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<td>- Events off school campus (e.g., fundraising nights at restaurants and the in-school promotions for those events)</td>
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<tr>
<td>Other</td>
<td>Public service announcements with prominent brand or product depictions</td>
<td>- Events after the extended school day (e.g., family nights)</td>
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<td></td>
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<td>- Spokescharacters, celebrities, and other public service announcements if brand is “not central”</td>
</tr>
</tbody>
</table>
Remove Junk-Food Marketing from Schools

Don’t market, sell, or give away low nutrition foods/brands:

• sales
• school fundraisers
• placing logos, spokes-characters, etc. on vending machines, in books and curricula, and on scoreboards, buses, or other school property
• educational incentive programs
• supplies for labels/proof of purchase programs
• on Channel One
• free samples or coupons
NANA's model policies and additional resources:

www.SchoolWellnessPolicies.org
Pestering Parents:
How Food Companies Market Obesity to Children

www.cspinet.org/pesteringparents
Why Policy:
Why nutrition policy is important

Policy Options:
Policies and programs to promote nutrition and physical activity

Get Involved:
What you can do

Find Out More:
Why it’s hard to eat well and be active in America today

• Eating well and being physically active takes more than just willpower. We need programs and policies that make healthy food more available, that disclose the calorie content of restaurant foods, and that teach people how to make healthy eating easier. There are existing nutrition policies and programs, like Nutrition Facts labels on packaged foods, nutrition standards for school lunches, and regulation of food additives. But more needs to be done to help people who want to eat well and prevent diet-related disease.

www.cspinet.org/nutritionpolicy
State Level

Karen O’Rourke

Deputy Director for Program Development
University of New England
Center for Community and Public Health

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An Act To Protect Children's Health on School Grounds
LD184 2007 (Chapter 156)
Food and beverage advertising. Brand-specific advertising of food or beverages is prohibited in school buildings or on school grounds except for food and beverages meeting standards for sale or distribution on school grounds in accordance with rules adopted under subsection 2.

For the purposes of this subsection, "advertising" does not include advertising on broadcast media or in print media such as newspapers and magazines, clothing with brand images worn on school grounds or advertising on product packaging.
Why a Comprehensive Food Marketing Policy?

- History of policy development
  - Obesity-related bills first proposed in 2003.
  - Commission to Study Public Health’s 2005 report.
  - Health Policy Partners Coalition polling and focus groups 2005 and 2006.
Conditions for Successful Change

- Solid, broad external support from local advocates and public health organizations.
- A legislative champion to carry and support the bill.
- Support within the Education legislative committee.
Concerns

- Revenue concerns.
- Complexity of advertising in schools.
- Local control.
- A voluntary removal already in place.
Measuring Success

- Evaluation project through the Healthy Eating Research Program of the Robert Wood Johnson Foundation. (Michele Polacsek, Ph.D., PI)

- 20 randomly selected Maine High Schools 2010

- Completed a comprehensive food and beverage marketing survey
Summary from observations

- Every school had food and beverage marketing (posters/signs around school and on vending)
  - Mean was 49 per school (range = 4 to 309 instances)
  - Approximately 1/3 of marketing found on vending machines

- 85% schools had **not-compliant** marketing
  - Approximately 17% of all marketing observed was not-compliant
  - Most non-compliant marketing was Coke and Pepsi
  - 63% (12/19) of schools had non-compliant marketing on score boards
Location of Not-Compliant Marketing: Posters and Signs

- Cafeteria: 23%
- Athletics: 16%
- Entrance and Hallways: 9%
- Teachers Lounges: 5%
- Snack Bards: 4%
- Main Office: 1%
- Guidance: 1%
- Nurses Area: 1%
- Library: 1%

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Location of Not-Compliant Marketing: Vending Exteriors

Sales

- Cafeteria: 42%
- Athletics: 15%
- Entrances and Hallways: 30%
- Teachers Lounges: 13%

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School administrators’ policy knowledge and attitudes

- Not all administrators were aware of the law

- In 95% (n=19) of schools, an administrator agreed banning food and beverage marketing was important

- In 45% (n=9) of schools, an administrator agreed it was a HIGH priority to reduce junk food and beverage marketing in schools
Solutions to Better Compliance

- Provide more information and technical assistance to administrators.
- Clarification about how state nutrition standards relate to advertising policy.
- Review enforcement procedures and responsibility – is there a better way?
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Maranacook Area Schools
Readfield, ME

Richard A. Abramson
Superintendent of Schools

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Conditions Needed for Success

- Health-conscious environment in the schools.
  - Passionate school nurses that began advocating for healthier vending before the policy was created.
- Support and commitment from Maine’s Commissioner of Education and other high-profile state partnerships and campaigns.
- Cooperative vending companies.
Barriers

- Maine is a fiercely independent state, some of the school personnel were resistant to change.
- Finding the right resources and getting them in the right hands.
- Competing priorities for superintendents.
Education and Implementation

- Vending companies agreed to switch to selling healthier products.
- Created a Nutrition Subcommittee within the Wellness Committee.
  - Active involvement of the food services director.
  - Had a lot of discussion before coming to a compromise.
- Facilities Directors have a small number of schools to monitor.
Measures of Success

- Culture of school:
  - Scoreboards without logos
  - Vending machines have healthy products and advertisements
  - Compliance down to classroom level
  - Highly engaged parents that are active and aware.

- Opportunities to network and share with other Superintendents in the state.
Evaluation and Accountability

- Objective measurements, such as the revenue amounts before and after policy implementation.
  - Did not have revenue losses.
- Schools require school district approval to accept donations over $100.
Conditions Needed for Success

- Already limiting marketing at the high school.
- Strong and committed leadership at the School District.
  - When negotiating contracts, they speak to the vendors as one point of contact on behalf of all of the different groups at the school level.
Conditions Needed for Success

- State-wide policy.
  - The vending companies already know that there are certain limitations when working with schools.
  - Helpful that it is a state requirement when getting push-back from the school community.
Education and Implementation

- Informed school community about what to expect before implementation.
  - Emails over the summer.
  - Meeting at the start of the school year.

- First phase of implementation also helped to raise awareness and educate.
  - Some people still weren’t aware of the new policy.
  - Not everyone was on board at that point.
Barriers

- The biggest challenge was working with the concession stands.
  - Because they were operating after school hours and off of school grounds, they felt exempt from the policy.
  - They thought some food and drinks were traditional things that people wanted to buy at sporting events.
  - They were using the revenue as a fundraiser and weren’t aware of other alternatives.
Solutions

- Rich, Jeff and members of the Nutrition Subcommittee met with the concession stand operators.
  - Discussed alternative revenue streams.
  - Helped them understand that they can negotiate with the vendors by offering things within their control (delivery time, quantities purchased, etc.) in exchange for the things they wanted (certain products, cups without advertising, etc.).
Evaluation and Accountability

- Everyone in the District knows the policy, which makes monitoring and enforcement easier.
- Principals are key enforcers of the policy.
- Groups have to submit paperwork to the principal when planning events at the school.
The Through-Line Model
Leader Development | Conditions

Would be enacted by **statewide** strategies such as:

Would be implemented by **district** strategies such as:

Would be supported by **school** practices such as:

Could lead to **classroom** practices such as:

Which Will Result in:

**Improved Student Achievement**
Adapted Through-Line For School Health Policy

State Wide Strategy/Policy
- Conditions
- Key Actions to Support Policy Development
- Accountability

Enacted State Wide Strategy
- Conditions
- Key Actions to Support Policy Development
- Accountability

Implemented District Strategy
- Conditions
- Key Actions to Support Policy Development
- Accountability

Supported School Practices
- Conditions
- Key Actions to Support Policy Development
- Accountability

Leads to Classroom Practices
- Conditions
- Key Actions to Support Policy Development
- Accountability

Leading to Improved Student Health and Achievement
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Enacted State Wide Strategy
Implemented District Strategy
Supported School Practices
Leads to Classroom Practices

Key Actions to Support Policy Development

Accountability

States: Washington, Oregon, and Idaho

Leading to Improved Student Health and Achievement
Enacted State Wide Strategy
Implemented District Strategy
Supported School Practices
Leads to Classroom Practices

Leading to Improved Student Health and Achievement
Interaction & Discussion

Questions & Answers

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Visit our website (www.nasbe.org) to explore the health policy database and learn more about our work with states to address nutrition and physical activity in schools.

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Thank You