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**Examples of Communities and States Improving School Foods and Beverages can be found online at:**

[www.cspinet.org/schoolfoods](http://www.cspinet.org/schoolfoods)
### School Nutrition Consensus Panel

#### COMPETITIVE FOOD STANDARDS RECOMMENDATIONS

<table>
<thead>
<tr>
<th>GRADE LEVEL</th>
<th>ISSUE</th>
<th>RECOMMENDATION</th>
<th>RATIONALE</th>
<th>EXAMPLES OF WHAT WOULD BE IN &amp; WHAT WOULD BE OUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELEMENTARY SCHOOLS (Schools that have grade 6 or lower)</td>
<td>ALL COMPETITIVE FOOD</td>
<td>Eliminate sale of all foods sold outside the school meal program during the school day. Individual items sold during morning / afternoon breaks must meet the standards described below for secondary schools.</td>
<td>(1) Young children should not have the opportunity to make unhealthy food choices at school. (2) The school environment should model healthy choices.</td>
<td>Out: All individual foods sales except fruits and vegetables. 100% fruit juice, low fat / nonfat milk during the lunch period. In: Healthy options during nutrition breaks.</td>
</tr>
<tr>
<td>SECONDARY SCHOOLS</td>
<td>BEVERAGES</td>
<td>Allow sale of: Beverages that contain at least 50% fruit juice with no added sweeteners. Fruits and vegetables contain necessary nutrients.</td>
<td>In: Fruit juices, Knudsen spritzer.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Water</td>
<td>Water is an essential nutrient and a healthy beverage choice.</td>
<td>In: Bottled water.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Low fat / nonfat milk</td>
<td>Availability promotes calcium consumption without contributing unnecessary calories from fat.</td>
<td>In: Low fat and nonfat milk and chocolate milk.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Soft drinks, sports drinks, punch, ice tea, and other drinks containing less than 50% real fruit juice.</td>
<td>Eliminates beverages with little nutritional value and others that replace more healthful alternatives.</td>
<td>Out: Coke, Pepsi, Fanta, Sunny Delight, Snapple, Gatorade.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Beverages that contain caffeine (except chocolate milk)</td>
<td>Schools should not promote the consumption habit-forming substances.</td>
<td>Out: Coffee, teas.</td>
<td></td>
</tr>
<tr>
<td>GRADE LEVEL</td>
<td>ISSUE</td>
<td>RECOMMENDATION</td>
<td>RATIONALE</td>
<td>EXAMPLES OF WHAT'S IN &amp; WHAT'S OUT</td>
</tr>
<tr>
<td>----------------------</td>
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<td>-----------------------------------------------------</td>
<td>---------------------------------------------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Portion Size:</strong></td>
<td>Larger serving sizes can lead to over-consumption</td>
<td>Out: All large size portions</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Fat:</strong></td>
<td>High fat foods add unnecessary calories to the diet</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Saturated Fat:</strong></td>
<td>Foods that are high in saturated fat increase the risk of coronary heart disease by raising blood cholesterol</td>
<td></td>
</tr>
<tr>
<td>SECONDARY SCHOOLS</td>
<td>SNACKS, SWEETS, SIDE DISHES</td>
<td><strong>Sugar:</strong></td>
<td>Eliminate foods (1) that are high in calories and low in nutrients, and (2) that promote development dental caries.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>No more than 35% by weight (except fresh, dried or canned fruits and vegetables)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Portion Size:</strong></td>
<td>Extra large size portions add unnecessary calories, including calories from fat and saturated fat.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>In: Reasonable portions of pizza, hamburgers, burritos, chili dogs, chicken nuggets</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Out: all oversized portions</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>FRUITS AND VEGETABLES</strong></td>
<td>Fruits and vegetables provide needed nutrients without adding low nutrient dense calories. Students must have healthy food options</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>In: All fruits and vegetables: fresh, cooked, dried, and canned without additional sweeteners.</td>
</tr>
</tbody>
</table>
### School Nutrition Consensus Panel

#### RECOMMENDED PORTION LIMITS

<table>
<thead>
<tr>
<th>Category</th>
<th>Portion Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chips, crackers, popcorn, cereal</td>
<td>1.25 oz</td>
</tr>
<tr>
<td>Trail mix, nuts, seeds, dried fruit</td>
<td></td>
</tr>
<tr>
<td>Jerky</td>
<td></td>
</tr>
<tr>
<td>Cookies / cereal bars</td>
<td>2 oz</td>
</tr>
<tr>
<td>Bakery items (e.g., pastries, muffins)</td>
<td>3 oz</td>
</tr>
<tr>
<td>Frozen desserts, ice cream</td>
<td>3 oz</td>
</tr>
<tr>
<td>Yogurt</td>
<td>8 oz</td>
</tr>
<tr>
<td>Beverages (no limit on water)</td>
<td>12 oz</td>
</tr>
</tbody>
</table>
Beverage and Snack Options for School Vending Machines

Beverages
- After the Fall Spritzers: Black Cherry, Concord Grape, Raspberry, Tangerine
- Aquafina Water
- Arrowhead Sparkling Mountain Spring Water with Fruit Essence
- Arrowhead Water
- Campbell’s Tomato Juice
- Dasani Water
- Dole Pineapple Juice
- Edensoy Soy Milk: Chocolate and Vanilla
- Juicy Juice: Apple, Berry, Grape, Punch
- Langer’s Juice: Mixed Berry, Apple
- Martinelli’s Sparkling Cider
- Milk: 1% and fat-free, unflavored and flavored (chocolate)
- Minute Maid Orange Juice and 100% Juice "Blends": Orange Cranberry, Orange Passion, Orange Strawberry Banana, Orange Tangerine
- Minute Maid Disney Hundred Acre Wood 100% Juice: Apple Strawberry, Apple Grape, Apple Raspberry Peach, Apple Cherry Banana
- Motts Apple Juice: Natural Style
- Pellegrino Sparkling Water
- Perrier Sparkling Water
- Propel
- Silk Soy Milk: Chocolate and Vanilla
- The Switch Pure Sparkling Juice: Apricot Peach, Cranberry Ginger, Watermelon Strawberry, Fruit Berry, Orange Tangerine, Citrus Blend, Lemonade
- Tropicana Juice: Apple and Grape
- V8, 100% Vegetable Juice
- Veryfine Fruit Juice: Grape, White Grapefruit, Apple, and Orange
- Vitasoy Chocolate Milk
- Welch’s Grape Juice

Snacks
- Barbara’s Granola Bars: Cinnamon Raisin, Oats and Honey, Carob Chip
- Barbara’s Multigrain Cereal Bar: Cherry, Strawberry, Apple Cinnamon, Blueberry, Raspberry, Triple Berry
- Barbara’s Snackimals: Chocolate Chip
- Chex Mix: Traditional
- Cliff Bar: Apricot, Black Cherry Almond, Carrot Cake, Chocolate Chip, Cool Mint Chocolate, Cranberry Apple Cherry, Crunch Peanut Butter, Lemon Poppyseed, Peanut Toffee Buzz, Chocolate Chip Peanut Crunch, Chocolate Almond Fudge, Cookies and Crème, and Chocolate Brownie
- Dannon Light & Fit Non-Fat Yogurt: Blackberry Pie, Blueberry, Cherry Vanilla, Lemon Chiffon, Orange Mango, Peach, Raspberry, Strawberry, Strawberry Banana, Strawberry Kiwi, Vanilla, White Chocolate Raspberry
• Dannon Light and Fit Non-Fat Creamy Yogurt: Banana Cream, Blueberry, French Vanilla, Key Lime, Peach, Raspberry, Strawberry
• Dole Fruit Bowls: Tropical Fruit, Pineapple, Mixed Fruit, Diced Peaches
• Envirokidz Crispy Rice Bar: Chocolate, Peanut Butter, Rice Berry
• Fresh Fruit and Fresh Vegetables
• Frito Lay Baked Doritos: Nacho Cheesier
• Frito Lay Baked Lays: Potato Crisps, KC Masterpiece BBQ, Sour Cream and Onion
• Frito Lay Baked Ruffles: Potato Crisps, Cheddar and Sour Cream
• Frito Lay Baked Tostitos: White Corn Tortilla Chips, Bite Size Tortilla Chips
• Frito Lay Rold Gold: Classic Sticks, Classic Tiny Twists, Classic Honey Mustard Tiny Twists, Classic Cheddar Cheese Tiny Twists
• Frunola Energy Bars
• Health Valley Cobbler: Apple, Blueberry, Strawberry
• Health Valley Solar Bars: Berry Peanut Butter and Chocolate
• Health Valley Strawberry Cobbler
• Kellogg’s Nutri-Grain Cereal Bar: Apple Cinnamon, Blueberry, Mixed Berry, Raspberry, Strawberry
• Kellogg’s Nutri-Grain Twists: Apple Cobbler, Strawberry Cheesecake
• Kettle Krisps, Low-Fat: BBQ and Low-Salt
• Kettle Valley 100% Fruit Bars: Wildberry, Raspberry, Strawberry, Sour Apple, Tropical, Watermelon, Grape
• Kirkland Low-Fat Yogurt
• Kirkland’s Trail Mix
• Luna Bars: Peanut Butter and Jelly, Sesame Raisin Crunch
• Mott’s Applesauce Individual Cups: Natural, Original
• Nature Valley Crunch Granola Bars: Cinnamon, Oats ‘N Honey, Peanut Butter
• Nature Valley Chewy Trail Mix Bars: Fruit and Nut
• Natural Value Fruit Leathers: Apricot, Peach, Raspberry, Strawberry
• Newman’s Own Salted Rounds Pretzels
• Pita Snax: Lightly Salted, Garlic, Cheddar Cheese, Dill Ranch, Chili and Lime, Cinnamon
• Robert’s American Gourmet: Plundered Booty, Potato Flyers with Balsamic Vinegar and Sea Salt, Potato Flyers with Pesto and Parmesan
• Snyder’s of Hanover: Homestyle, Thin Pretzels, Mini Pretzels, Butter Snaps
• Tumaro’s Krispy Crunchy Puffs: Tangy BBQ, Natural Corn, Ranch and Herb, and Cheddar

This list is not exclusive. Other beverages and snacks may meet the nutritional standards for foods sold in school vending machines.

Adapted from list of beverages approved for sale within the Los Angeles Unified Schools District and list of snacks that meet the standards set by California’s SB19. Both lists are available at: www.nojunkfood.org
Survey of School Vending Machines

NAME OF SCHOOL: _______________________________

Grade level: Elementary, Middle or High School (circle one)

For each vending machine at each school, determine how many selections of each type of food and type of drink are available. For example, if there is 1 Snickers bar selection, 1 Baby Ruth selection, and 2 M&M selections that would be 4 candy selections. If there are 2 selections of regular Coke, 1 of Dr. Pepper, and 2 of Sprite, that would be 5 selections of regular soda. Fill out one sheet for each vending machine at each school. Make copies of this sheet as necessary.

<table>
<thead>
<tr>
<th>Healthy Snacks</th>
<th>Number of Selections</th>
<th>Healthy Beverages</th>
<th>Number of Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chips – low-fat or pretzels</td>
<td></td>
<td>Water</td>
<td></td>
</tr>
<tr>
<td>Crackers</td>
<td></td>
<td>Fruit juice (at least 50% real juice)</td>
<td></td>
</tr>
<tr>
<td>Sandwiches</td>
<td></td>
<td>Diet soda</td>
<td></td>
</tr>
<tr>
<td>Fresh fruit or vegetable</td>
<td></td>
<td>Low-fat/1% or fat-free milk</td>
<td></td>
</tr>
<tr>
<td><strong>Total number of healthy snacks</strong></td>
<td></td>
<td><strong>Total number of healthy beverages</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Low-nutrition Snacks</th>
<th>Number of Selections</th>
<th>Low-nutrition Beverages</th>
<th>Number of Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candy</td>
<td></td>
<td>Soda (regular)</td>
<td></td>
</tr>
<tr>
<td>Chips – regular</td>
<td></td>
<td>Whole or 2% milk</td>
<td></td>
</tr>
<tr>
<td>Cookies/snack cakes/pastries</td>
<td></td>
<td>Iced tea or other sweetened drink</td>
<td></td>
</tr>
<tr>
<td>Other food:</td>
<td></td>
<td>Fruit drink (less than 50% real juice)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sports drinks</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other Drinks</td>
<td></td>
</tr>
<tr>
<td><strong>Total number of unhealthy snacks</strong></td>
<td></td>
<td><strong>Total number of Unhealthy beverages</strong></td>
<td></td>
</tr>
</tbody>
</table>

Adapted from survey developed by the California Center for Public Health Advocacy
How to Compile and Report Vending Survey Results:

To help draw attention to the availability of low-nutrition foods in your school or school district, you could do a survey of which foods are available in school vending machines and share the results with school administrators, parents, and the press. This survey of school vending machines can help you to assess what is available.

To survey options and report vending machine contents in one school, use the Survey of School Vending Machines (on p. 42) to record the contents of each vending machine and tally the results for all the machines in the school. To survey options and report vending machine contents in an entire school district, use the Survey to record the vending machine contents in each machine in each school. Then combine results for all schools at each level of education (elementary, middle, and high school) and report total results (or report results school-by-school). You could report results such as:

___ # of vending machines (in each school or district)
___ % of schools in a school district that have vending machines
___ % of beverage selections that are soda pop
___ Are there any fruit or vegetable selections? (yes/no)
___ % of vending options that are healthy choices
___ % of vending options that are chips, candy, snack cakes or other low-nutrition foods

Use the results to draw attention to the nutritional quality of foods and beverages sold out of vending machines and generate press coverage. Some ways to do this include:

- Hold a press conference.
  1. Choose a date, time, and location (possible locations include your office, a school, a hotel, etc.).
  2. Confirm speakers (possible speakers include a teacher, student, parent, pediatrician, dentist, nurse, nutritionist or other health professional, etc.).
  3. Contact local news organizations to invite them to the press conference.
  4. Distribute a press kit that includes the study results and a press release. You also could include: the fact sheet Obesity and Other Diet-Related Diseases in Children on p. 6 or the fact sheet Foods and Beverages Sold Outside of the USDA School Meal Programs (Vending, a la Carte, Fundraisers, etc.) on p. 14.
  5. Prepare speakers for the event and review talking points with them.
  6. Set up the room with microphones, audiovisual equipment, screen, chairs, etc.
Creative Financing & Fun Fundraising
Alternatives to Selling Candy
For Schools, Sports, &

Things to Do

- gift wrapping
- fun runs
- walk-a-thons
- bike-a-thons
- jump-ropes-a-thons
- rent-a-teen helper (rake leaves, water gardens, mow lawns, wash dog)
- car wash (pre-sell tickets as gifts)
- singing telegrams
- talent shows
- read-a-thons
- spelling bee
- science fairs
- carnivals (halloween, Easter)
- dances (kids, father/daughter, family, Sadie Hawkins)
- workshops/classes
- festivals
- recycling cans/bottles/paper
- golf tournament

Things that involve the Community

- bowling night/bowl-a-thon
- skate night/skate-a-thon
- auction (teacher does something for kids)
- raffles (teachers do a silly activity)
- magic show
- family/glamour portraits
- treasure hunt/scavenger hunt
- tennis/horseshoe competition
- penny wars (pennies in a point, nickels = $0.5, quarters = $0.25, team with most points wins)
- raffle (movie passes, theme bags)
- rent-a-teen helper
- auction
- workshop/class
- conference
- treasure hunt/scavenger hunt
- craft sales
- tennis/horseshoe pitching competition
- golf tournament
- recycling cans/bottles/paper
- festivals

Resource Ideas*
**Not Endorsements

- http://stone.yahoo.com (ashleys-outfit)
- www.creativelearning.cc (fundraiser.html)
- www.Nutsyfundraising.com
- www.QSP.com (fundraiser.html)
- www.westernfund.com
- www.currentfun.com
- www.carolyst.com
- www.Dulco.com (209) 265-8245
- www.treasurebooksandgifts.com
- www.fundraisingdepot.com
- www.boonewayfarms.com
- www.common-threads.com
- www.giftfriends.com
- www.partnersforkids.com
- www.fundraisingbatteries.com
- www.vistamark.com/schools/index
- www.brickstonegraphics.com
- www.zoodog.com/tattoos

Please contact Shasta County Public Health (530-245-6843) with questions.
California Department of Health Services, California Project LEAN, Contract #01-15285

Building a healthier community
Shasta County Public Health
Creative Financing & Fun Fundraising

Alternatives to Selling Candy

For Schools, Sports, &

Things You Can Sell

- candles
- greeting cards
- gift wrap, boxes, and bags
- magazine subscriptions
- gift items
- coupon books
- holiday wreaths
- gift certificates
- flowers, bulbs, poinsettias
- cookbooks
- balloon bouquets
- house decorations
- T-shirts, sweatshirts
- books, calendars
- buttons, pins
- air fresheners
- scratch-off cards
- customized stickers
- football seats
- kissing on the cheek booth
- hugging booth
- plants
- elephant rides
- pet treats/toys/accessories
- tupperware
- Christmas ornaments
- school spirit gear
- first aid kits
- crafts
- emergency kits for cars
- batteries
- brick/stone tile memorials
- temporary henna tattoos
- pocket calendars
- raffle donations
- stuffed animals
- coffee cups, mugs
- rent a special parking space
- foot warmers
- spirit/seasonal flags
- bumper stickers
- souvenir cups
- license plates or holders
- school logo/ giant coloring books
- scarves
- megaphones
- gift baskets
- hats
- jewelry
- Valentine flowers
- school art drawings
- Christmas trees
- yearbook covers
- mistletoe
- student directories
- yearbook graffiti
- monograms
- newspaper space, ads
- stationary
- stadium pillows
- school frisbees
- sell silent wishes
- garage sale
- bath accessories
- music, videos, CDs

Healthy Food Items

- fruit smoothies
- frozen bananas
- trail mix
- fruit & nut baskets
- lunch box auctions
- fruit & yogurt parfaits

Things that Support Academics

- read-a-thon
- science fair
- spelling bee

Things that Promote the School

- cookbook made by school (parents, teachers, kids)
- T-shirt/sweatshirt sales
- bumper stickers & decals
- school logo air fresheners
- scratch off cards
- calendars

The greatest pleasure in life is doing what people say you cannot do.

Please contact Shasta County Public Health (530-245-6843) with questions.
California Department of Health Services, California Project LEAN, Contract #01-15285
Model Legislation *(Modeled after California’s SB 19)*

Introduced by (legislator’s name)

Date

The people of the State of (state) do enact as follows:

SECTION 1. The Legislature finds and declares as follows:

(a) Childhood obesity has reached epidemic levels in (state) and throughout the nation. Recent studies have shown that approximately 15 percent of American children are obese and the rate has doubled over the past two decades.

(b) Overweight and obese children are at higher risk for long-term health problems, including cardiovascular disease, stroke, hypertension, high blood pressure, gallbladder disease, type 2 diabetes, and certain cancers. The lives of overweight youth are often also affected by discrimination, psychological stress, poor body image, and low self-esteem. Obese children are twice as likely as non-obese children to become obese adults.

(c) Two-thirds of all deaths in (state) result from four chronic diseases: heart disease, cancer, stroke, and diabetes. Health experts agree that one of the most effective ways to prevent those chronic diseases is to establish policies and programs that encourage children and adolescents to develop healthy eating and physical activity habits they can maintain throughout their lives.

(d) A child who is physically healthy is more likely to be academically motivated, alert, and successful. Healthy eating also plays an important role in learning and cognitive development. Poor diet has been found to adversely influence the ability to learn and to decrease motivation and attentiveness.

(e) The school environment plays an influential role in the foods children eat nearly every day. While the United States Department of Agriculture (USDA) regulates the nutrient content of meals sold under its reimbursable meal programs, similar standards do not exist for “competitive foods” that are sold outside the USDA meal programs. Competitive foods are often high in added sugar, sodium, or saturated and trans fat.

(f) The state’s support of school food services is inadequate. The State Department of Education monitors schools only once every (x) years and lacks the resources to provide any technical assistance. The last time the state increased the state meal subsidy, beyond a cost-of-living adjustment, was in (year), leaving (state) ranked (x) in the nation in school meal reimbursement rates. In order to generate revenue, many schools sell or allow vendors to sell competitive foods on campus.
(g) Only 2% of children meet the five main recommendations for a healthy diet from the Food Guide Pyramid. Soft drink consumption has doubled over the last 30 years. Children's calorie intake has increased since 1989 by an average of 80 to 230 extra calories per day (depending on age). According to the USDA, the increases are largely driven by increased intakes of foods and beverages high in added sugars (especially sodas, fruit drinks, cookies and other sweet baked goods). Only 30% of children consume the recommended number of servings of milk each day and only 14% eat the recommended amount of fruit.

SEC. 2. Article 2.5 (commencing with Section 49430) is added to Chapter 9 of Part 27 of the Education Code, to read:

Article 2.5. The Student Nutrition, Health, and Achievement Act of 2003

49431. (a) The sale of all foods on school grounds shall be approved by the school food service program.

(b) Foods that are not approved by the school food service program shall not be sold during the school day. Individual items sold outside of the USDA school meal programs at elementary and secondary schools shall meet the standards as set forth in subdivision (c).

(c) (1) The following beverages shall not be provided or sold at schools:

(A) Soft drinks, sports drinks, punches, and iced teas.

(B) Fruit-based drinks that contain less than 50 percent real fruit juice or that contain additional sweeteners.

(C) Drinks containing caffeine, excluding low-fat or fat-free chocolate milk.

(2) The following beverages may be sold at schools:

(A) Fruit-based drinks that contain at least 50 percent fruit juice and that do not contain additional sweeteners.

(B) Water and seltzer.

(C) Low-fat or fat-free milk, including, but not limited to, chocolate milk, soy milk, rice milk, and other similar dairy or nondairy calcium-fortified milks.

(3) All snacks, sweets, or side dishes sold or served on the school site outside of the federal school meal program shall meet all of the following standards:

(A) Have 30 percent or less of its total calories from fat.

(B) Have 10 percent or less of its total calories from saturated plus trans fat.

(C) Have 35 percent or less of its weight from sugars, excluding sugars occurring naturally in fruits, vegetables, and dairy ingredients.

(D) Be limited to the following maximum portion sizes:
(i) One and one-quarter ounces for chips, crackers, popcorn, cereal, trail mix, nuts, seeds, dried fruit, or jerky.

(ii) Two ounces for cookies or cereal bars.

(iii) Three ounces for bakery items, including, but not limited to, pastries, muffins, and donuts.

(iv) Three fluid ounces for frozen desserts, including, but not limited to, ice cream.

(v) Eight ounces for nonfrozen yogurt.

(vi) Twelve ounces for beverages, excluding water.

(vii) Entree items and side dishes, including, but not limited to, French fries and onion rings, shall be no larger than the portions of those foods served as part of the federal school meal programs.

(4) Fruits and vegetables shall be offered for sale at any location on the school site where foods are sold.

49432. Every school shall publicize a summary of nutrition and physical activity laws, regulations, and school district policies by posting the summary in public view within all school cafeterias and distributing it to parents annually. The State Department of Education and school districts shall develop the summary. The department shall develop the portion on state laws and regulations. Each school district shall develop the part of the summary on local policies.

49433. (a) A school district may convene a Child Nutrition and Physical Activity Advisory Committee that shall develop and recommend to the governing board of the school for its adoption a school district policy on nutrition and physical activity. The committee shall include food service directors and staff, parents, pupils, nutritionists, health care professionals, and interested community organizations. It shall exclude food manufacturers and marketers and other parties with conflicts of interest or financial interests in selling foods in schools. In developing the policy, the committee shall hold at least one public hearing.

(b) The policy shall address the following issues and goals:

(1) Ensuring that no pupil is hungry and that a healthy and nutritious breakfast, lunch, and after-school snack is available to every pupil at every school so that pupils are prepared to learn to their fullest potential.

(2) Improving nutrition standards, food quality, and choices.

(3) Increasing availability of fruits and vegetables and other foods high in micronutrients and fiber, and low in sodium, added sugars, cholesterol, and saturated and trans fat in all school-related food sites.

(4) Ensuring that the food served shall be fresh, to the maximum extent possible, via partnerships with farms, school gardens, and local farmers markets.
(5) Encouraging eligible pupils to participate in the school lunch program by removing barriers to the program.

(6) Integrating nutrition and physical activity into the overall curriculum.

(7) Ensuring regular professional development for food services staff.

(8) Ensuring pupils a minimum of 30 minutes to eat lunch and 20 minutes to eat breakfast.

(9) Ensuring that pupils engage in healthful levels of vigorous physical activity.

(10) Ensuring that pupils receive meaningful, effective nutrition education.

(11) Improving the quality of physical education curricula and increasing training of physical education teachers.

(12) Enforcing existing physical-education requirements.

(13) Altering the economic structures in place to encourage healthy eating by pupils (such as reducing the price of healthy foods, increasing the price of low-nutrition foods, etc.) and reduce dependency on generating profits for the school from the sale of unhealthy foods.

(14) Reducing or eliminating marketing and advertising of commercial brand food products on school campuses.

(15) Developing a financing plan to implement the policy relying on state and federal funds, private sector partnerships, and other resources.

(c) A school district that develops and adopts a policy within 18 months of passage of this law shall receive a $10,000 grant from the State Department of Education, subject to an appropriation being made for that purpose.

49434. The Superintendent of Public Instruction shall supervise the implementation of this article and shall investigate acts of alleged noncompliance. If the Superintendent of Public Instruction finds that a school district or county superintendent of schools has failed to comply with the provisions of this article, the Superintendent of Public Instruction shall certify this noncompliance to the Attorney General. The Attorney General shall investigate, if necessary, to document the noncompliance.

The Attorney General shall seek injunctive relief to secure compliance with this article when requested by the Superintendent of Public Instruction. The Superintendent of Public Instruction shall ensure the implementation and enforcement of all of the provisions in this article by monitoring schools every two years.

49435. The State Department of Education, with advice from the Child Nutrition Advisory Council, shall design and implement a financial incentive grant program to help and encourage schools to implement their policies and meet the goals described in subdivision (b) of Section 49433.
Sample Resolution
To Offer Only Healthy Beverages in Schools or School Districts

Motion to Promote Healthy Beverage Sales in the LAUSD

Marlene Canter, Genethia Hayes, Julie Korenstein

Whereas, The Los Angeles Unified School District has a strong interest and obligation in promoting the health of children, which leads to better attendance, improved behavior, lower incidence of illness, and increased attention, creativity, and academic achievement;

Whereas, Child obesity has increased two-fold over the past two decades and adolescent obesity has increased three-fold, a 1998 UCLA survey of 900 students in 14 District elementary schools found that 40 percent were obese, and, research has shown that an extra soft drink a day increases a child’s risk for obesity by 60 percent;

Whereas, Overweight and obese children are at higher risks for long-term health problems such as cardiovascular disease, type 2 diabetes, asthma, and certain cancers;

Whereas, A 2000 report for the District’s Student Health and Human Services found that over 25 percent of children in Los Angeles County are uninsured and, thus, do not have access to preventative health care, creating an even greater need for healthy alternatives in schools;

Whereas, The availability of competitive foods and beverages in schools undercuts participation in national school meal programs and undermines health and nutrition education provided to students; and

Whereas, There are healthy, revenue-generating alternatives to soft drinks that can be sold on District campuses; now, therefore, be it;

Resolved, That effective January 2004, the only beverages authorized for sale at the Los Angeles Unified School District before, during, and until one half hour after the end of the school day at all sites accessible to students shall be: fruit based drinks that are composed of no less than 50 percent fruit juices and have no added sweeteners; drinking water; milk, including, but not limited to, chocolate milk, soy milk, rice milk, and other similar dairy or nondairy milk; and electrolyte replacement beverages and vitamin waters that do not contain more than 42 grams of added sweetener per 20 ounce serving; and be it,
Resolved further, That effective immediately neither the District nor individual schools shall enter into any new contracts, nor extend or renew any existing contracts, for the sale of any non-approved beverage on campus from before the school day until one half hour after the end of the school day; and be it,

Resolved further, That starting January 2004 only approved beverages may be sold in vending machines, cafeterias, student stores, or advertised, or promoted at all sites accessible to students with the following expressed exception: 1) Non-approved beverages as related to this motion may be sold for fundraising activities or at school events occurring at least one half hour after the end of the school day provided that vending machines, student stores, and cafeterias are not utilized for such sales; and be it,

Resolved further, That the Superintendent will develop and implement with the Office of the Inspector General an audit program that will monitor compliance of this resolution; and be it

Resolved further, That unauthorized contracts shall be immediately declared void and appropriate disciplinary action shall be taken for violation of this policy; and be it,

Resolved further, That to assist in the implementation of this resolution, the Superintendent will, in collaboration with health organizations, disseminate information on healthy beverage sale options to all schools prior to January 2004, including resources on healthy beverages identified by the District’s Linking Education, Activity, and Food (LEAF Grant) schools; and be it,

Resolved further, That the Superintendent will establish a working group that will represent the areas of instruction, student health, school operations and business services, in consultation with the Child Nutrition Advisory Committee, and that this group will review current food policies and enforcement of such policies, develop implementation procedures for competitive food sales, and develop programs in the areas of physical education and nutrition education for both students and parents, and will report back to the Board semi-annually through fiscal year 2003-2004, and include in the first 6-month report a plan to address the revenue issues; and be it,

Resolved finally, That by January 2005 the Superintendent will report to the School Board regarding the progress of this resolution.

Provided by: The California Center for Public Health Advocacy
Sample Testimony to School Board

(Name of School District)
(Date)

Public comments submitted by:
(Your Name)
(Address)
(Phone/Email)

Good evening. My name is (your name) and I am speaking today as the parent of a child at (name of your child's school) here in (name of your city, town, or county). I would first like to thank the School Board for providing me with the opportunity to speak today about improving the nutritional quality of foods and beverages offered at our schools.

Childhood obesity is increasing at an alarming rate. Obesity rates have doubled in children and tripled in teens over the last two decades, putting them at increased risk for heart disease, high blood pressure, stroke, cancer, and diabetes. Despite the skyrocketing obesity rates, our schools are selling low-nutrition foods and beverages like soda pop, fruit drinks, chips, snack cakes, and cookies to our kids through vending machines and à la carte.

Statistics on what kids eat and don't eat are staggering. Three out of four American high school students do not eat the recommended five or more servings of fruits and vegetables each day. Three out of four children consume more saturated fat than is recommended. And, soft drink consumption has doubled over the last 30 years.

Selling low-nutrition foods and beverages in our schools also sends children the message that good nutrition is not important, when we know that what they eat and drink is crucial to their long-term health and well-being.

Our school district should make improving the nutritional quality of foods and beverages a priority. Instead of offering soda, fruit drinks, and sport drinks, we should offer only water, seltzer, 100% juice, and low-fat plain and flavored milk. Instead of offering candy bars, potato chips, and donuts, we should offer yogurt, granola bars, whole grain crackers, and fruit. And, instead of pizza, cheese burgers and fries we should offer whole grain breads, fajitas, and salads.

I recognize the school district runs on a tight budget and depends on food and beverage sales to help pay for some programs. However, we shouldn't assume that kids won't buy healthy foods and beverages. Schools and school districts in California, Maine, Minnesota, and Pennsylvania are finding that proceeds from selling water and 100% juice can fill funding gaps created when soda sales are limited or banned on campus.

Thank you for providing me the opportunity to speak to you about improving the nutritional quality of foods and beverage offered at our schools. I'd be glad to answer any questions or provide additional information on how we can help give our kids healthier food and beverage choices.
Talking Points for Meetings or Phone Calls

Facts:

- Childhood obesity is increasing at an alarming rate. Obesity rates have doubled in children and tripled in teens over the last two decades, putting children at increased risk for heart disease, high blood pressure, stroke, cancer, and diabetes.
- Despite the skyrocketing childhood obesity rates, many schools sell soft drinks and snack foods to students through vending machines, stores, a la carte, and fundraisers.
- Children’s calorie intake increased by 80 to 230 extra calories per day (depending on the child’s age and activity level) from 1989 to 1996. Sodas, juice drinks, and snack foods are major contributors to those extra calories.
- Soft drink consumption has doubled since the 1970s. Studies show that children who drink more soft drinks consume more calories and are more likely to be overweight.

Rationale:

- Selling low-nutrition foods in schools sends children the message that good nutrition is not important, when what they eat is critical to their long-term health and well-being.
- It is shortsighted to fund our schools at the expense of our children’s health. In the long run, we are sure to spend more on diet-related health-care costs than we can raise selling soda in schools.
- Many assume that schools will lose money if they sell healthy foods and beverages to kids. That is not necessarily the case. When middle and high schools in California, Maine, Minnesota, and Philadelphia replaced soda with water and 100% fruit juice in their vending machines, they did not lose revenue.

Recommendations:

- Schools should improve the nutritional quality of foods and beverages sold out of vending machines, a la carte, school stores, fundraisers and other places on campus, including:
  - Offer healthier beverages like low-fat milk, water, 100% juice and do not allow soda pop and fruit drinks;
  - Limit snacks that are high in calories, saturated and trans fat, and refined sugar and low in vitamins and minerals; and
  - Offer healthier snacks like fruits, vegetables and whole grains.
Myths and Realities: Countering Arguments for Offering Low-Nutrition Foods and Beverages in Schools

Myth: Schools need the money generated from the sale of soft drinks and low-nutrition snacks.

Reality: Many assume that schools will lose money if they sell only healthy foods and beverages to children. That is not necessarily the case. Schools in California, Maine, Minnesota, and Pennsylvania are finding that selling water and 100% juice in vending machines can fill funding gaps created when soda sales are limited or banned on campus.

Reality: It is shortsighted to fund our schools at the expense of our children’s health. In the long run we are sure to spend more on diet-related health-care cost than we can raise selling sodas and junk food in schools. From 1979 to 1999, annual hospital costs for treating obesity-related diseases in children rose threefold, from $35 million to $127 million.

Myth: Obesity is due primarily to children not getting enough exercise. Kids are not eating more calories than in the past.

Reality: Physical activity is essential to children’s health and maintaining a healthy weight, but what they eat and drink also is playing a key role. Children are eating more calories than in the past. Between 1989 and 1996, children’s calorie intake increased by 80 to 230 extra calories per day (depending on the child’s age and activity level).

Myth: Soft drinks and snack foods are not big contributors to obesity.

Reality: Soft drinks and snack foods are major contributors to the extra calories that children are consuming. Soft drink consumption doubled over the last 30 years. Kids who drink more soft drinks consume more calories and are more likely to be overweight.

Myth: If schools do not sell soft drinks, candy, and other low-nutrition foods and beverages, children will go off campus to buy them.

Reality: Most schools have closed campuses. In fact 94% of elementary schools, 89% of middle/junior high schools, and 73% of high schools have a closed campus policy.
**Myth:** Parents are solely responsible for their children’s eating habits.

**Reality:** Children spend a lot of time at school. All choices at school should be healthy and make a positive contribution to children’s diets and health so that parents do not have to worry about how their children spend their lunch money.

**Myth:** Children need the opportunity to learn to make choices about what they eat and drink.

**Reality:** Children, these days, have plenty of opportunities to make food choices. Those opportunities are best offered when parents are around to provide guidance about those choices. Schools should offer choices, but all should be healthy.

**Reality:** The school nutrition environment should support and reinforce nutrition education in the classroom. Offering children low-nutrition foods and beverages in schools sends them the message that good nutrition is not important, when what they eat is, in fact, critical to their long-term health and well-being.

**Myth:** There are no good or bad foods, only unhealthy diets.

**Reality:** In most schools, if a child spends his or her lunch money on a school lunch, the lunch will provide a balance of nutrients and a modest amount of fat (although there may be room for improvement). If they instead buy something out of the vending machine, it is likely to be high in fat or sugar and contain few nutrients.

**Reality:** Consumption of soft drinks can displace low-fat milk and 100% juice from children’s diets. In 1976-78, boys consumed twice as much milk as soft drinks, and girls consumed 50% more milk than soft drinks. By 1994-96, both boys and girls consumed twice as much soda pop as milk. Unfortunately most children are not eating healthy diets. Only two percent of children eat a healthy diet consistent with Food Guide Pyramid recommendations. While there are a number of problem foods in children’s diets, soft drinks and low-nutrition snack foods are having a big impact on children’s diets and health, and should be addressed.
Sample Letter to the Superintendent of Schools

Date
Superintendent Name
School District Superintendent
Address

Dear [X]:

As you may be aware, childhood obesity is increasing at an alarming rate; obesity rates have doubled in children and tripled in teens over the last two decades. One in seven young people are obese and one in three are overweight, putting them at increased risk for high blood pressure, heart disease, stroke, cancer, and diabetes.

Despite these skyrocketing childhood obesity rates, many high-calorie, low-nutrition foods are sold in our schools. For example, many schools sell soft drinks to students through vending machines. Children today are drinking many more soft drinks than are good for their diets and health. Soft drink consumption has doubled since the 1970s. Studies show that children who drink more soft drinks consume more calories and are more likely to be overweight.

Selling low-nutrition foods in schools sends children the message that good nutrition is not important, when what they eat is, in fact, critical to their long-term health and well-being. I urge you to set nutrition standards for all foods sold or served outside of the school meal programs at schools in our district including for foods sold out of vending machines, school stores, fundraisers, and a la carte lines. Such guidelines might include:

I. The following beverages shall not be sold or served at schools:
   (A) Soda pop, sports drinks, punches, and iced teas.
   (B) Fruit-based drinks that contain less than 50 percent real juice or that contain added sweeteners.
   (C) Drinks containing caffeine, excluding low-fat or fat-free chocolate milk.

II. The following beverages may be sold or served at schools:
   (A) Fruit-based drinks that contain at least 50 percent fruit juice and that do not contain added sweeteners.
   (B) Water or seltzer.
   (C) Low-fat or fat-free milk, including, but not limited to, chocolate milk, soy milk, rice milk, and other similar dairy or nondairy calcium-fortified milks.
III. All snacks, sweets, or side dishes sold or served on school sites outside of the federal school meal programs shall meet all of the following standards:

(A) Have 30 percent or less of its total calories from fat.

(B) Have 10 percent or less of its total calories from saturated plus trans fat.

(C) Have 35 percent or less of its weight from sugars, excluding sugars occurring naturally in fruits, vegetables, and dairy ingredients.

(D) Be limited to the following maximum portion sizes:

   (i) One and one-quarter ounces for chips, crackers, popcorn, cereal, trail mix, nuts, seeds, dried fruit, or jerky.

   (ii) Two ounces for cookies or cereal bars.

   (iii) Three ounces for bakery items, including, but not limited to, pastries, muffins, and donuts.

   (iv) Three fluid ounces for frozen desserts, including, but not limited to, ice cream.

   (v) Eight ounces for non-frozen yogurt.

   (vi) Twelve ounces for beverages, excluding water.

   (vii) Entree items and side dishes, including, but not limited to, French fries and onion rings, shall be no larger than the portions of those foods served as part of the federal school meal programs.

IV. Fruits and vegetables shall be offered for sale at any location on the school site where foods are sold.

Such guidelines would make a valuable contribution to protecting children's health. I hope that you take steps to improve the nutrition environment in our school district. Thank you for your consideration of this matter, and please do not hesitate to contact me if you have any questions or need additional information.

Sincerely,

Your name
Your title (if possible, or send the letter as a private citizen)
(Your organization)
Your address
Your phone number
Sample Letter to the Editor

Date

Name (Editor of newspaper’s opinion page)
Address

To the Editor:

As (name of paper) recently reported, childhood obesity is increasing rapidly. Rates have doubled in children and tripled in teens over the last two decades. One in seven young people are obese and one in three are overweight, putting them at increased risk for heart disease, high blood pressure, stroke, cancer, and diabetes.

Given the skyrocketing childhood obesity rates, it is shortsighted for (name of school or school district) to sell junk food to our children. Between 1989 and 1996, children’s calorie intake increased by about 80 to 230 extra calories per day, depending on the child’s age and activity level. The increases in calorie intake are driven by increased intakes of foods and beverages high in refined sugars. Studies show that children who drink more soft drinks consume more calories and are more likely to be overweight.

Schools will not necessarily lose funds if junk foods are replaced by healthier options. For example, when a middle school and high school in Philadelphia changed their vending machines’ beverage contents to include only 100% juice, 25% juice, and water, average monthly revenue from the machines did not decrease.

(Name of school district) should set nutrition standards for all foods sold or served out of vending machines, a la carte lines, fundraisers, and school stores. As a community, we must fund our schools through means that do not undermine our children’s health.

Sincerely,

Your name
Your title (if possible, or send the letter as a private citizen)
(Your organization)
Your address
Your phone number
Sample Press Release  (Note: Replace statistics and quotes cited below with results and information from your study.)

For Release on Day/Month/Year
Your name
Your phone number

Survey Finds Vending Machines at (school district) Offer Mostly Junk Food
Parents Call on Superintendent (superintendent’s name) to Stop Funding Schools at the Expense of Children’s Health

A group of parents, teachers, students, and community members announced the results of a survey of the foods and beverages available in vending machines in (school district) and presented (superintendent’s name) with recommendations on how to improve the nutritional quality of foods and beverages sold in vending machines without losing revenue.

The survey found that (school district) has 24 vending machines in the two high schools and four middle schools (there are no vending machines in the district’s elementary schools). Seventy percent of the beverage vending selections are soda, sports drinks, and fruit drinks with little or no real juice in them. Of the snacks that are sold from vending machines, 80 percent are chips, candy, and snack cakes. The vending machines contain no fruit or vegetables except juice.

“Selling junk food in school sends our children the message that good nutrition is not important, when what they eat is critical to their long-term health and well-being,” said (full name), a parent of a seventh grader from (school name).

(Superintendent) was presented with recommendations on how to improve the nutritional quality of foods and beverages sold in vending machines while maintaining revenue. The recommendations include: replacing soda and other sugary drinks with low-fat milk, 100% fruit juice, and water; replacing snacks and sweets with fresh fruit and vegetables, granola bars, whole grain crackers, and popcorn; allowing students to drink water in classrooms; and placing vending machines that sell water in high traffic areas.

“Childhood obesity rates are increasing at an alarming rate, putting kids at risk for heart disease, high blood pressure, stroke, cancer, and diabetes. We urge Superintendent (superintendent’s name) to protect children’s health by offering students only nutritious foods and drinks in vending machines and everywhere else on school campuses,” said (name), a pediatrician and parent from (name of town).

####
Sample Petition/Open Letter

Petition to
School Board President (president’s name) in
support of improving the nutritional quality of foods and beverages
at (school/school district’s name)

Dear School Board President (president’s name):

As parents, teachers, students, and members of the community, we urge you to improve the nutritional quality of foods and beverages at (school name), whether they are sold in vending machines, a la carte, school stores, or school fundraisers. We ask that instead of offering students sugary sodas, fruit drinks, and sports drinks, you offer healthier drinks like 100% juice, low-fat milk, and water. We ask that you replace fatty, sugary, and salty snack foods with healthier alternatives.

We are concerned that our children are being offered low-nutrition foods and beverages that undermine their diets and health. Childhood obesity rates have doubled in children and tripled in teens over the last two decades.

We, the undersigned, strongly urge you to improve the nutritional quality of foods and beverages sold or served in our schools. We promise to support you in your efforts to help protect our children’s health.

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Sample Flyer/Leaflet

Help Improve Children's Health by Improving School Foods and Beverages

Some food for thought:

• Childhood obesity is increasing at an alarming rate. Obesity rates have doubled in children and tripled in teens over the last two decades.

• One in seven young people are obese and one in three are overweight, putting them at risk for heart disease, high blood pressure, stroke, cancer, and diabetes.

• Despite the skyrocketing childhood obesity rates, many low-nutrition foods are sold in our schools.

• Many schools sell soft drinks to students through vending machines. Children's calorie intake increased by 80 to 230 extra calories per day depending on the child’s age and activity level from 1989 to 1996. Sodas, juice drinks, and snack foods are major contributors to those extra calories.

• Soft drink consumption has doubled since the 1970s. Studies show that children who drink more soft drinks consume more calories and are more likely to be overweight.

Schools should improve the nutritional quality of foods and beverages sold out of vending machines, a la carte, school stores, fundraisers and other places on campus, including:

• Offer healthier beverages like low-fat milk, water, 100% juice and do not allow soda pop and fruit drinks;

• Limit snacks that are high in calories, saturated and trans fat, and refined sugar and low in vitamins and minerals; and

• Offer healthier snacks like fruits, vegetables and whole grains.

(Name of citizen’s group or individual)
(Contact information)
Additional Resources

- Liquid Candy: How Soft Drinks are Harming Americans’ Health - Center for Science in the Public Interest. Available at http://www.cspinet.org/sodapop/liquid_candy.htm
- A USDA study of the nutritional quality of foods served in the National School Lunch Program and the School Breakfast Program (School Nutrition Dietary Assessment Study-II). Available at http://www.cspinet.org/nutritionpolicy/SNDAIIfind.pdf
- The School Health Index for Physical Activity and Healthy Eating: A Self-Assessment and Planning Guide - CDC. Available at http://www.cdc.gov/nccdphp/dash/SHI/index.htm
- Soda Busters campaign to promote healthier beverage choices by the Texas Department of Health. Campaign information available at http://www.tdh.state.tx.us/wellness/sodab02.htm