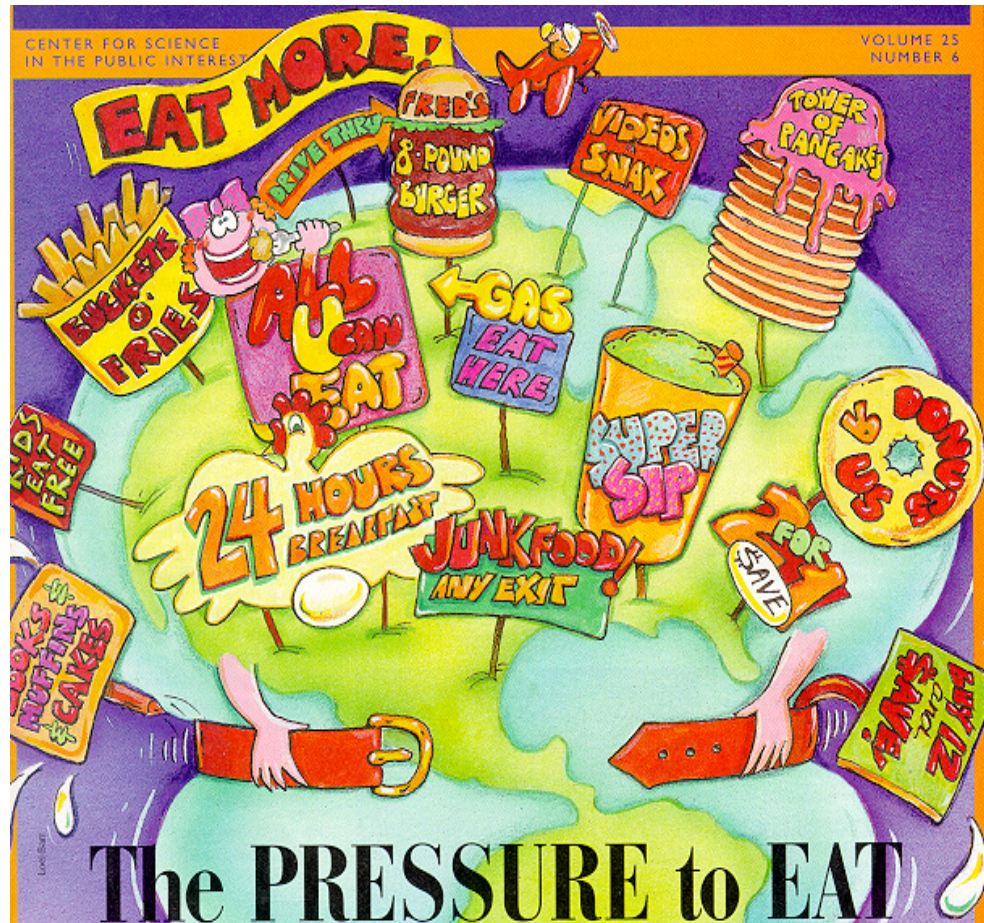


Supporting Americans' Efforts to Eat Well and Watch their Weight



CENTER FOR
Science IN THE
Public Interest

*The nonprofit publisher of
Nutrition Action Healthletter*

Margo G. Wootan, D.Sc.
Director, Nutrition Policy

www.cspinet.org/nutritionpolicy

Progress on childhood obesity

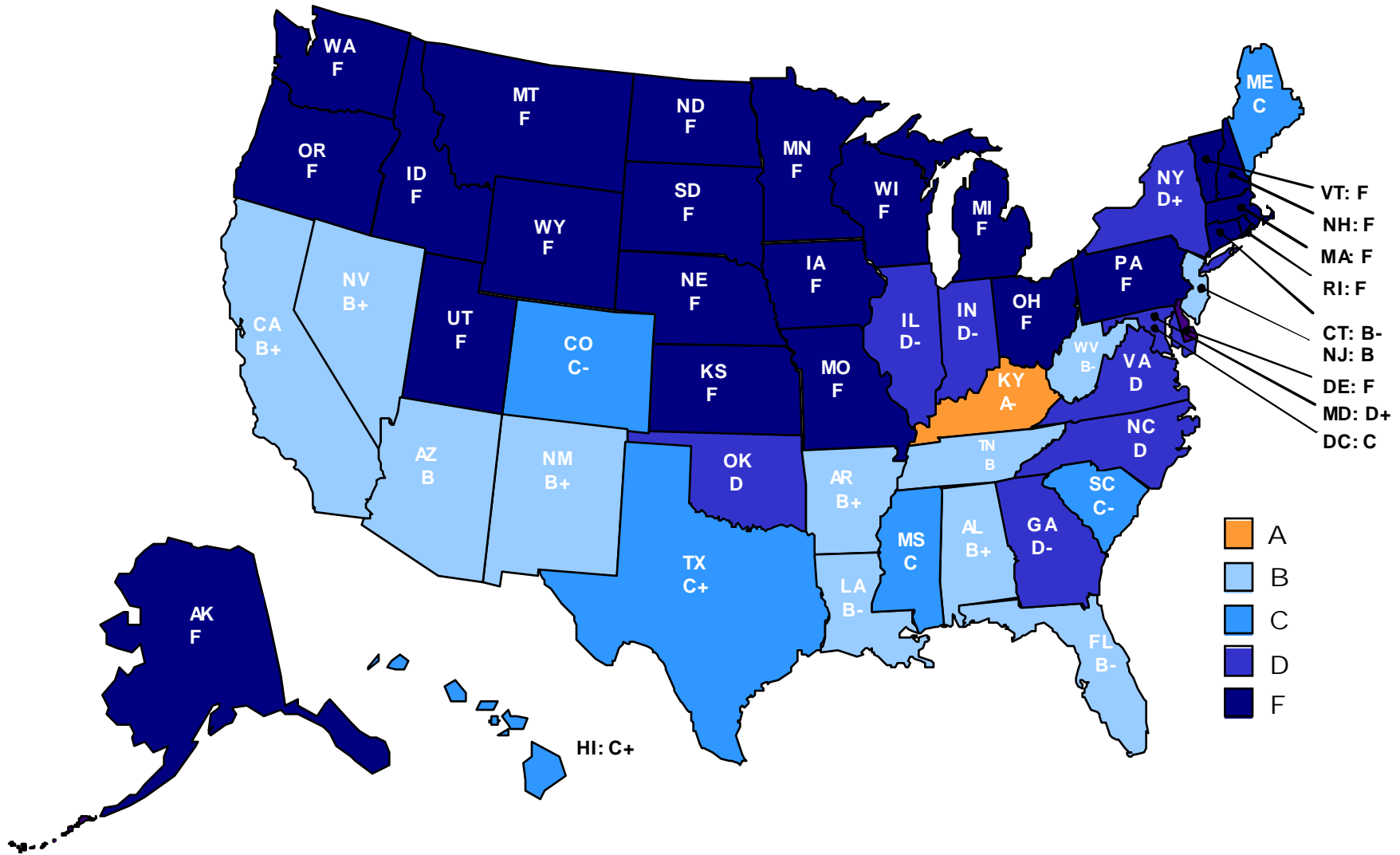


School Wellness Policies

- Involve parents, students, school food personnel, school board, administrators, public
- Address nutrition education, physical activity, and other wellness activities
- Set nutrition guidelines for all foods available on each school campus during the school day
- 20% of districts have nutrition standards for vending , a la carte, etc.



School Foods Report Card



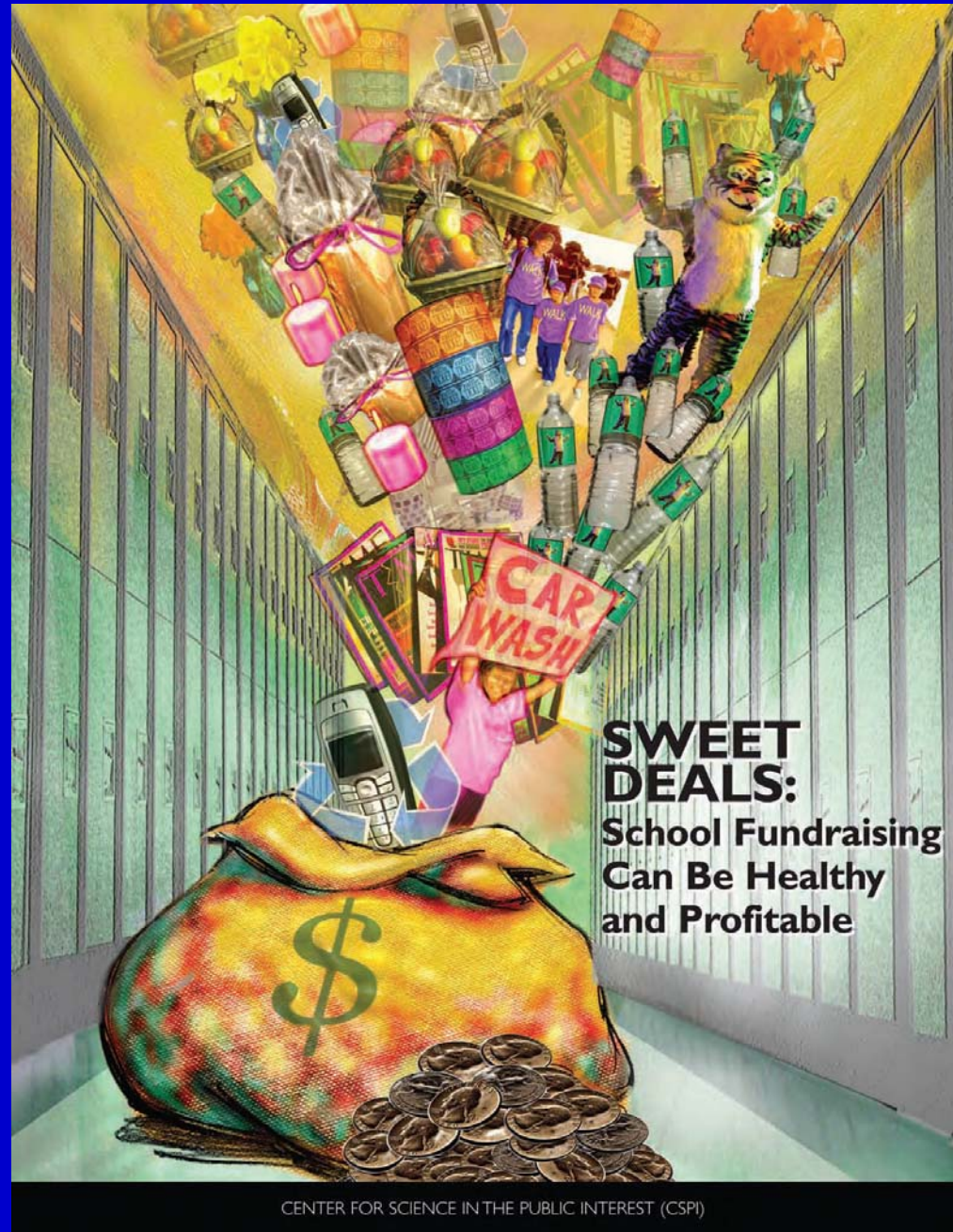
<http://www.cspinet.org/schoolreportcard.html>

Debunk School Fundraising Myths

- Contracts raise \$18/student/YEAR
- 2/3 of revenue goes to companies, 1/3 to schools
- Money shifted from food service
- USDA/CDC: 17 schools w/healthier foods -- 12 increased funding, 4 no change



www.cspinet.org/schoolfundraising.pdf



**SWEET
DEALS:**
School Fundraising
Can Be Healthy
and Profitable

CENTER FOR SCIENCE IN THE PUBLIC INTEREST (CSPI)

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School Fundraising Options

RECOMMENDED Healthy Fundraisers	AVOID Unhealthy Fundraisers
A la carte and vending machine sales that meet recommended nutrition standards	Sale of foods and beverages of poor nutritional quality through a la carte, vending, or school stores
Auctions, raffles	Candy, cookie dough, and doughnut sales
Book fairs	Fundraisers at fast-food restaurants
Bottled water sales	Bake sales
Calendars, stationery, greeting cards, and picture frames	Pizza or pizza kit sales
Car washes	Label redemption programs that include products of poor nutritional quality
Cookbook fundraisers, magazine subscriptions	
Coupon books, scrip, scratch cards, gift cards	
Fruit sales, spices, plants, flowers	
Fun runs, walk-a-thons, bowl-a-thons, golf tournaments, sporting events	
Holiday decorations/ornaments, novelties	
Jewelry, clothing, accessories, and personal care products	
Recycling of clothing, cell phones, and printer cartridges	
Wrapping paper, candles, ceramics , toys	
Safety and first aid kit sales	

School-Based Marketing



- ✓ Product sales
- ✓ Cultivate brand loyalty (lifetime of sales)
- ✓ Reach most children
- ✓ Target captive audience
- ✓ Associate product with trusted schools and teachers





Negotiating School Beverage Contracts

- Ensure community involvement
- Understand finances
- Retain control over length of contract
 - Spread out lump sum payments
- Choose types of beverages sold and when and how they are sold
 - Choose images on vending machines
- Require periodic, understandable financial reports
- Centralize contract management and negotiations

School Foods Tool Kit



www.cspinet.org/schoolfoods

MODEL SCHOOL WELLNESS POLICIES

NANA's model policies and
additional resources:

www.SchoolWellnessPolicies.org

Support the Child Nutrition Promotion and School Lunch Protection Act



What's a Junk Food?

(According to the USDA)

**Fruitades
(with little juice)
French fries
Ice cream bars
Candy bars
Cookies
Chips
Snack cakes
Doughnuts**



Allowed



**Seltzer water
Caramel corn
Popsicles
(without fruit juice)
Jelly beans
Chewing gum
Lollipops
Cotton candy
Breath mints**

Not Allowed

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



① Channel One Network®



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:

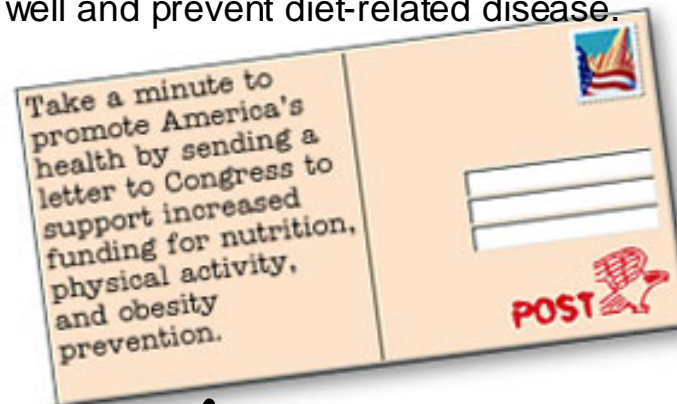
Why its hard to eat well and be active in America today

The National Alliance for Nutrition and Activity

Learn more about how to eat well

Public policy can make it easier for Americans to eat well and be active

- 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