

2007 APHA Annual Conference

**Policy in Action: Best Practices in
Implementing School Wellness Policies**



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Session Objectives

- Identify key resources for guiding health advocates through policy implementation and monitoring stages.
- Discuss strategies for successfully implementing nutrition and physical activity policies.
- Discover ways for communicating local wellness policies.
- Address the challenges of policy implementation and strategies for addressing barriers.

Solution

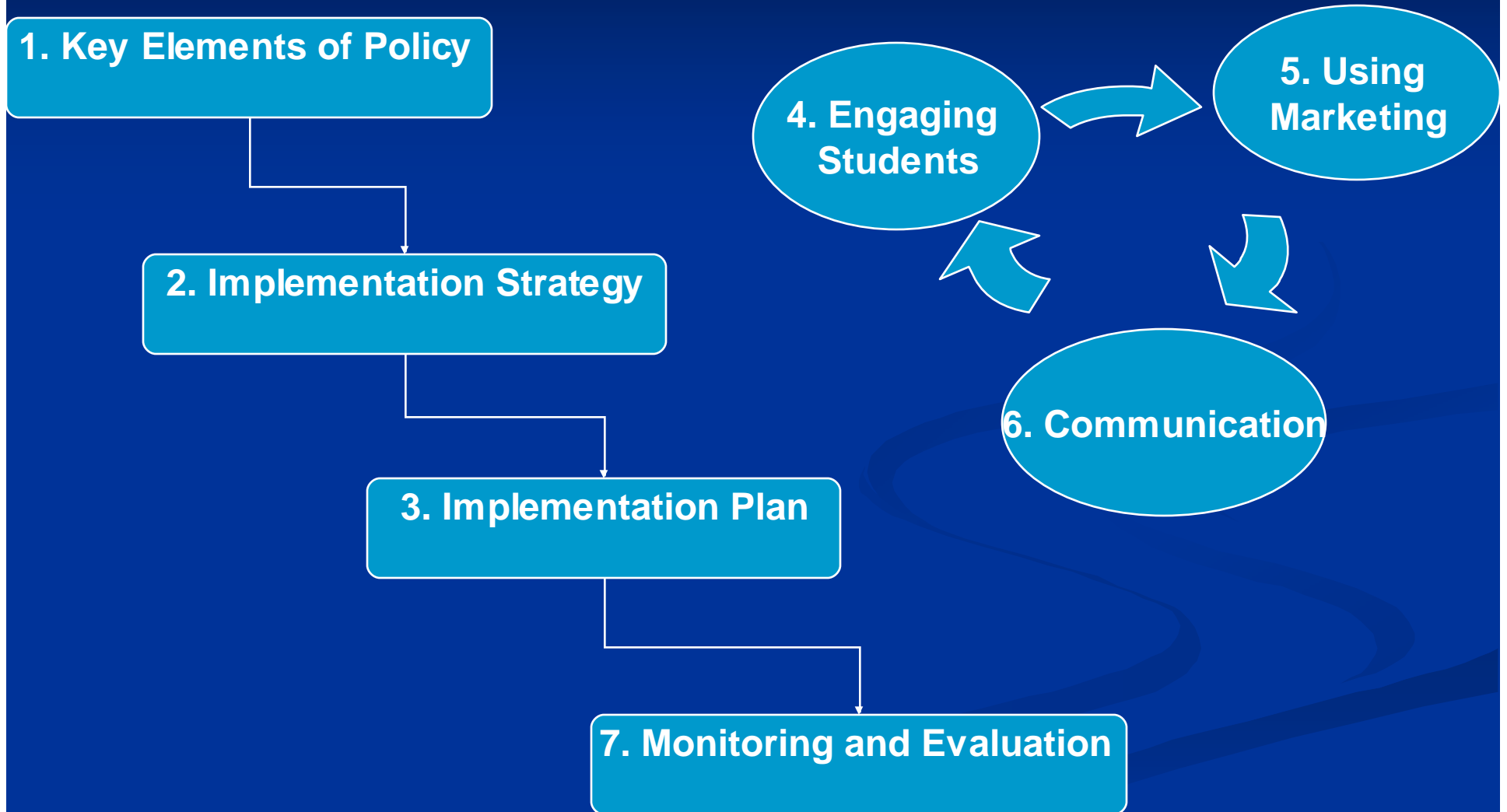
Enact and Implement Policies that Support Healthy Eating

1. Refocus strategies from traditional information dissemination to environmental/policy change.
2. Assist community groups to advocate for improved nutrition options in schools.
3. Institute school policies that support healthy eating and physical activity.
4. Educate and involve youth.

Putting Policy Into Practice

- Successful policy implementation requires careful planning and cooperation from a variety of partners
- An “**Implementation Plan**” takes broad policy goals and turns them into concrete steps and tasks required to accomplish the goal
- The plan should be in writing, should serve as roadmap and is recommended in addition to administrative regulations*

Policy Implementation Steps



Develop an Implementation Strategy

Changing Food and Beverage Offerings:

- A primary concern for implementing food & beverage standards is the impact these changes will have on sales
- Removing non-nutritious foods and replacing them with healthier options will not be enough to ensure financial success or student acceptance
- Despite fiscal challenges, we must keep the goals in mind, which are healthier foods/beverages offered to students and healthier students

Top 5 Implementation Priorities

- Offer more school cafeteria choices
- Comply with SB 12 and 965
- Outreach to parents about wellness plan
- Outreach to administrators and staff about policy
- Move away from food-based rewards and celebrations

Wellness task Force, *Moving from Policy to Action: planning strategies for implementing school wellness policies*, 2007.

Develop an Implementation Strategy

Strategies for Changing Food and Beverage Offerings:

1. Eliminate or reduce a la carte/competitive food offerings & increase meal participation
2. Switch to compliant, healthy competitive foods and promote these to ensure sales
3. Place all food & beverage sales under the control of food service and profit share with those groups that previously sold competitive foods

Example: Improving Food Service Areas



Case Study: Vista Unified School District

Place all food & beverage sales under the control of food service and profit share with those groups that previously sold competitive foods

Case Study: Vista Unified School District

Overcome the Barriers

- Fear of losing revenue to fund programs or events
- Belief that Coca Cola and Pepsi know best
- Initial opposition by students who fought to keep sodas on campus

Become an Expert

- Do it bigger and better!
- Get support of key individuals
- Get a copy of the vending or beverage contracts
- Know what the competition is offering
- Pilot it in one school
- Present data from other successful districts
- Look at other business models
- Research the products and sell the concept
- Armed with knowledge be willing to take a risk

Previous Beverage Choices

- Soda, Pepsi or Coke
- Sports Drink
- Iced Tea
- Water
- Fruit Drink, 10% juice



Current Beverage Choices

- Milk, 3 varieties
- 100% fruit juice, 4 types
- Smoothies, 3 varieties
- Water
- Sports drinks (Gatorade and Powerade)
- Soda, Pepsi and Coke

Price \$1.00 - \$1.25



BOTTLING COMPANIES

PEPSI OWNS

- Tropicana juice
- Dole juice
- Gatorade
- Propel water
- Aquafina water
- Quaker



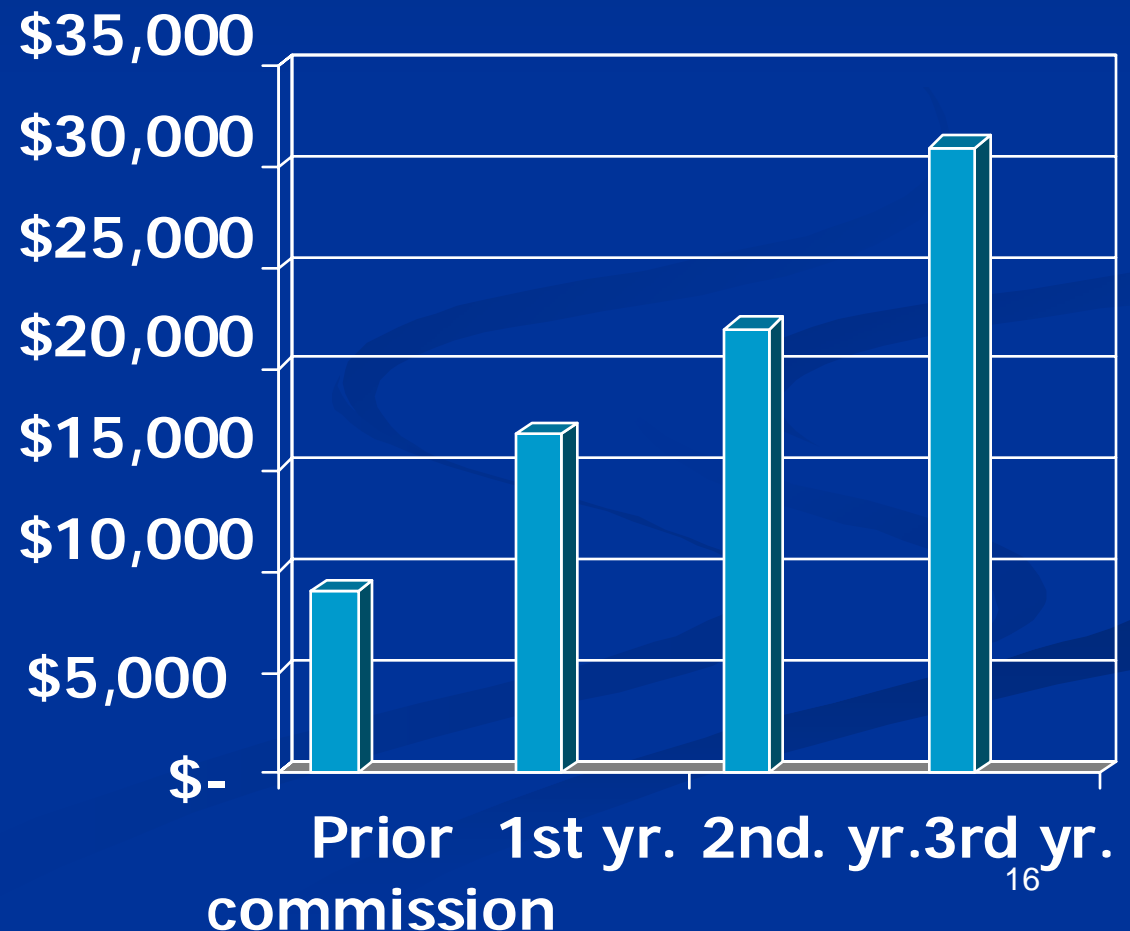
COCA COLA OWNS

- Minute maid juice
- Dasani water
- Powerade



Commission to Vista High School Plus \$10,000.00 annual bonus

- Prior to CNS
\$9,000.00
- 1st yr. CNS
\$16,800.00
- 2nd yr. CNS
\$22,000.00
- 3rd yr. CNS
\$31,000.00



Is the Partnership Worthwhile?

- It is a win-win situation.
- Students have better choices and nutrition integrity is restored.
- Machines stay open from 6:30 AM to 6 PM.
- Site receives more money to fund programs.
- Nutrition Services oversees the operation.
- Profits stay in the district.

Implementation Strategies: PE

Strategies for improving PE:

1. Hire teachers
2. Reduce class size
3. Buy curriculum
4. Develop curriculum
5. Purchase equipment
6. Provide PE professional development
7. Require more frequent PE



Implementation Strategies: PA

Strategies for improving PA opportunities:

- Walking/biking to school programs
- After school PA requirements (a portion of every hour students must get up and move)
- Daily recess
- Pedometer/walking programs (as part of the classroom curriculum)
- Playground facilities that support PA
- PA breaks during the school day
- Intramural athletics
- Joint use agreements

Implementation Strategies: Other school-based activities

Strategies for ensuring the school environment Supports wellness:

1. Eliminate the use of food as a reward/punishment
2. Prohibit the withholding of recess as a form of student discipline
3. Encourage staff to serve as role models
4. Address marketing of unhealthy foods and beverages on campus
5. Ensure fundraising efforts support healthful eating

Candy is the #1 Fundraiser in America!*

Reese's

America's #1 brand.**

Twizzlers

The #1 licorice brand in the USA.**

KitKat

The nation's #1 selling wafer bar.**

HERSHEY'S MILK CHOCOLATE

Consumers' #1 loved brand.***

*AFRDS, April 2002. **InfoScan, Total US F/D/MX/C, 52 weeks ending 9/05/04. ***NameQuest (Love that brand) Survey 2003.

\$1 Assortments offer exciting Features for 2005/2006!

- **Coupons Inside Every Carrier**
 - Family Coupon Booklet
 - \$10 Foot Locker Coupon
- **Coupons Inside Every Bar**
 - \$1 Subway Coupon
 - Buy Two Bars, Get One Free



52-count Carriers

MAX

52-count carrier includes:
 12 Reese's® Peanut Butter Cups
 8 Kit Kat® Wafer Bars
 8 Hershey's Milk Chocolate
 8 Hershey's Milk Chocolate with Almonds
 8 Caramello® Candy Bars
 8 Hershey's S'mores®

ChocolateTown Plus

52-count carrier includes:
 12 Kit Kat® Wafer Bars
 8 Hershey's Milk Chocolate
 8 Hershey's Milk Chocolate with Almonds
 8 Twizzlers® Candy
 8 Reese's® Fast Break® Candy Bars
 8 Reese's® Peanut Butter Cups



40-count Carriers

Internet

40-count carrier includes:
 14 Reese's® Peanut Butter Cups
 10 Caramello® Candy Bars
 8 Hershey's Milk Chocolate
 8 Kit Kat® Wafer Bars

All American

40-count carrier includes:
 15 Reese's® Peanut Butter Cups
 12 Kit Kat® Wafer Bars
 7 Hershey's S'mores®
 6 Hershey's Milk Chocolate with Almonds



Assortments



Please contact:

learn about our exciting programs, visit
www.hersheysfundraising.com
 or call us at (800) 803-6932.

School Fundraising

Implementation Strategies: Community Involvement

1. Develop and maintain a wellness policy committee
2. Include representatives from home, school, community
3. Provide committee members with clear tasks and responsibilities
4. Ensure that feedback is taken seriously

Engage Students

Students can be involved in all steps of implementation.
For example students could:

- Develop parent fliers that market the changes
- Communicate progress with school board meetings
- Assist with students surveys that will identify nutrition and physical activity priorities
- Organize student taste-tests
- Promote new products
- Monitor student responses to changes
- Gather data to assist with evaluation

Communicate the Policy

Things to consider:

- Ensure communication is repeated
- Vary the mode of communication
 - Verbal, fliers/posters, email, automated phone message, bulletin boards, in class, web sites, media, etc.
- Set up feedback mechanisms
 - How will people provide feedback?

Use Marketing to Encourage Healthy Choices

- Marketing can help support the sales of healthy foods and beverages & physical activity programs
- Marketing should be woven into all policy implementation steps

Monitoring Strategies

- Engage parents, school board members and key stakeholders.
- Tools for staff and the school board -- *Monitoring for Success: Student Wellness Implementation Monitoring Guide*

Celebrate Successes!

- Whenever you accomplish short- or long-term goals, celebrate!
- Use incentives/rewards when possible
- Acknowledging successes can help keep staff and students motivated

CPL Resources

- Playing the Policy Game
- Reaching School Board Members
- Student Wellness: A Healthy Food and Physical Activity Policy Resource Guide
- Captive Kids: Selling Obesity at Schools
- Jump Start Teens
- Food on the Run: Lessons Learned
- Policy in Action: A Guide to Implementing Your Local School Wellness Policy

Resources

- Samuels & Associates (www.samuelsandassociates.com)
 - Competitive Foods: Policy Brief*
 - Selling Obesity: Beverage Vending Machines in CA High Schools*
 - Improving School Food Environments Through District Level Policies*
 - Food and Beverage Marketing on CA High School Campuses*
 - Failing Fitness*
- UC Berkeley Center for Weight and Health (www.chr.berkeley.edu/cwh/)
 - Dollars and Sense: The Financial Impact of Selling Healthier School Foods*
- California School Boards Association (www.csba.org)
 - Monitoring for Success: Student Wellness Implementation Monitoring Guide*

Resources

- Action for Healthy Kids (www.actionforhealthykids.org)
See “Resources to Improve Schools”
- School Health Index/CDC (www.cdc.gov/HealthyYouth/)
- School Nutrition Association (www.schoolnutrition.org)
- USDA, Food and Nutrition Service, Team Nutrition
(<http://www.fns.usda.gov/tn/Healthy/hsne.html>)
Changing the Scene: Improving the School Nutrition Environment
- Center for Science in the Public Interest (www.cspinet.org)
Sweet Deals: School Fundraising Can Be Healthy and Profitable
Raw Deal: School Beverage Contracts Less Lucrative Than They Seem

Contact Information

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