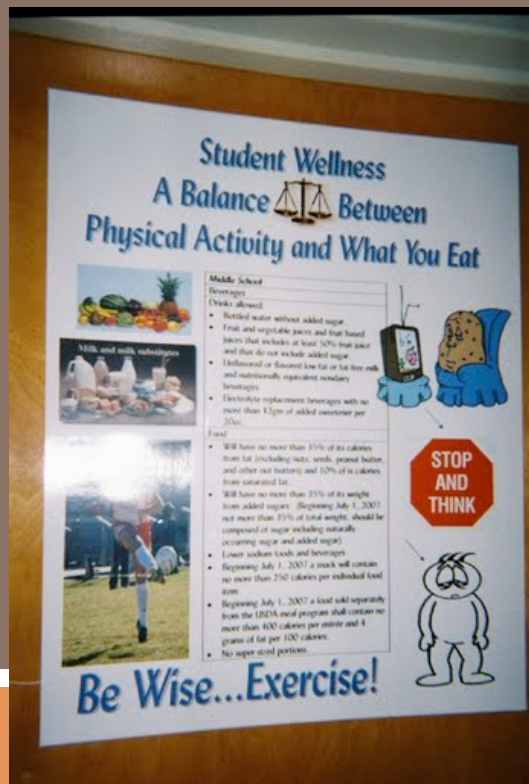


Implementation of School Wellness Policies: Challenges & Opportunities

THE SCHOOL WELLNESS POLICY DEMONSTRATION PROJECT

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Presenter Disclosures

Janice Kao

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

Evaluation Methodology

□ Who

- CA: 24 schools, IA: 32 schools, PA: 28 schools
- Aggregate data
 - Demonstration & Comparison
 - Elementary, Middle, and High

□ How

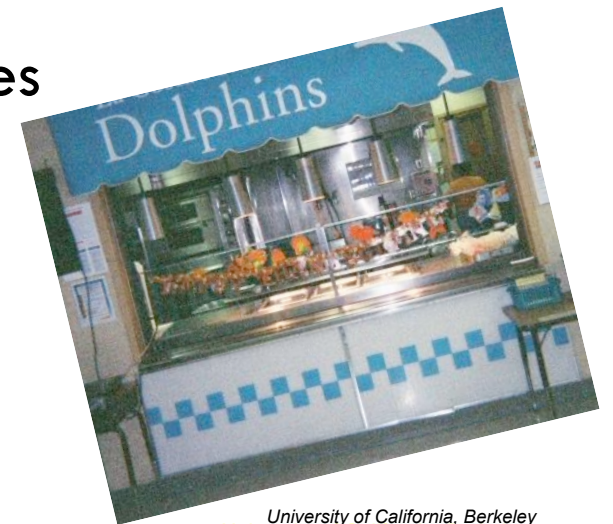
- On-line questionnaire (district and school level)
- On-site group interviews (school and district level)
- Observations (meal program and competitive foods)

□ When

- Baseline data: Fall 2007
- Endpoint data: Spring 2009

Outline

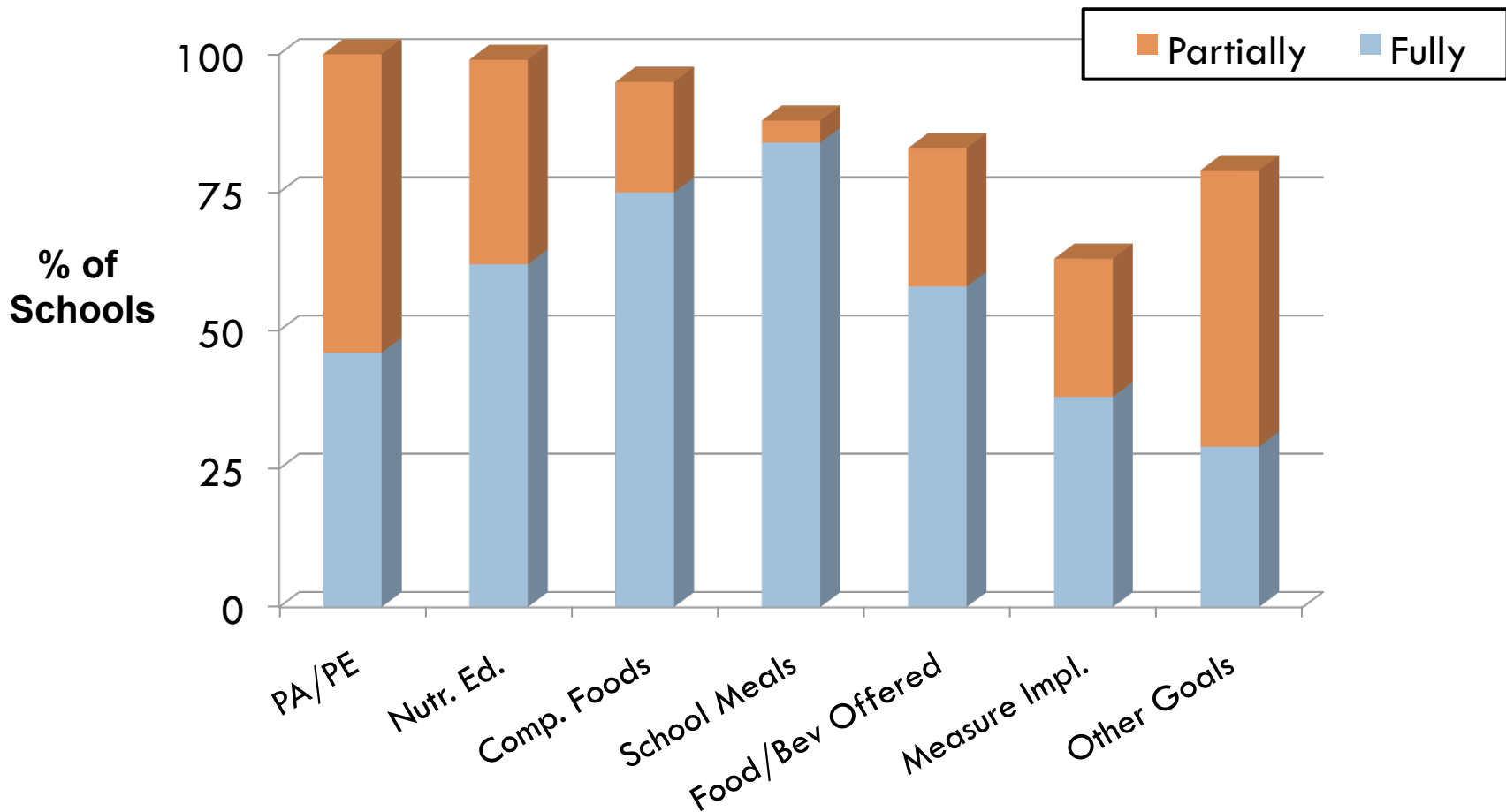
- Extent of policy implementation
 - Strengths and barriers
 - Stakeholders involved
- Impact of implementation
 - Nutrition environment
 - Food and beverage sales
- Implications



IMPLEMENTATION OF SCHOOL WELLNESS POLICIES

Data from Surveys and Interviews

To What Extent did the Schools Implement Policies in Each Goal Area?



Reasons for Focusing on Specific Goal Areas

Why Able to Focus

Most common

- It's a priority
- Federal/state law
- Leadership/staff expertise

In a few cases

- External funding (PE)
- “Have done this for a long time” (guidelines for school food)

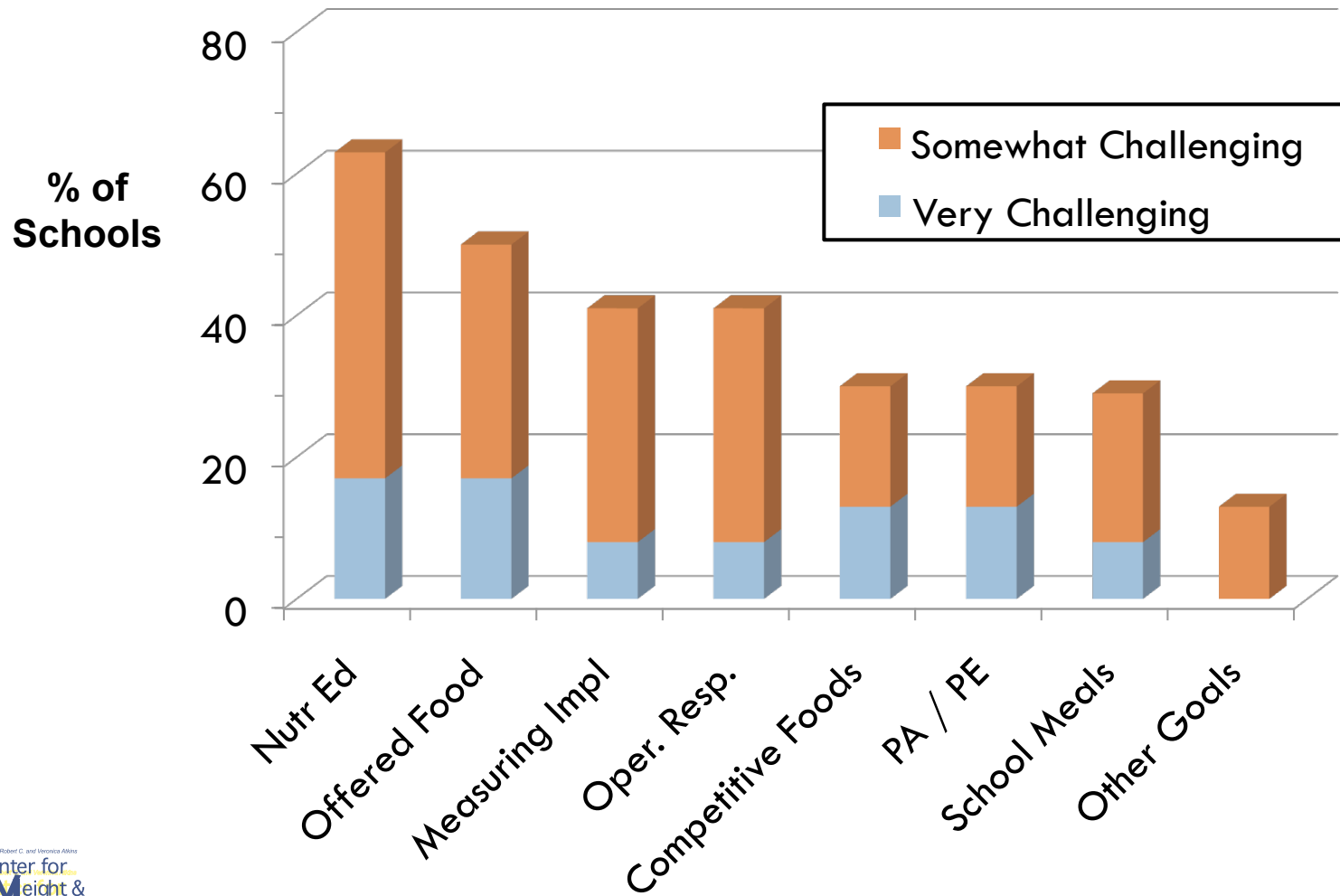
Why Didn't Focus

- **#1: lack of time**
- **#2: competing priorities**

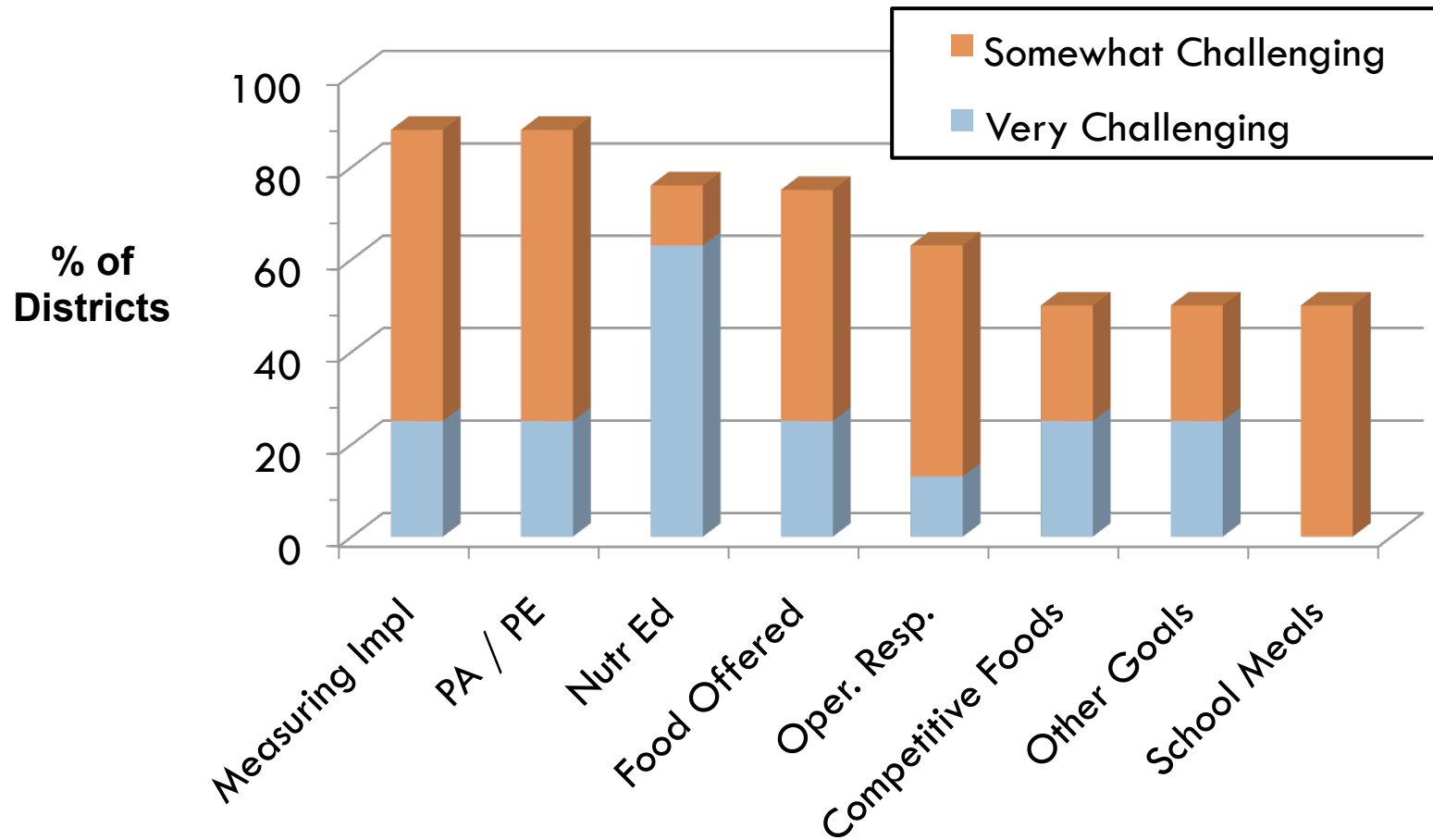
Other issues:

- Funding
- Waiting for plan/guidance
- Not required/not in the policy
- No expertise/leadership

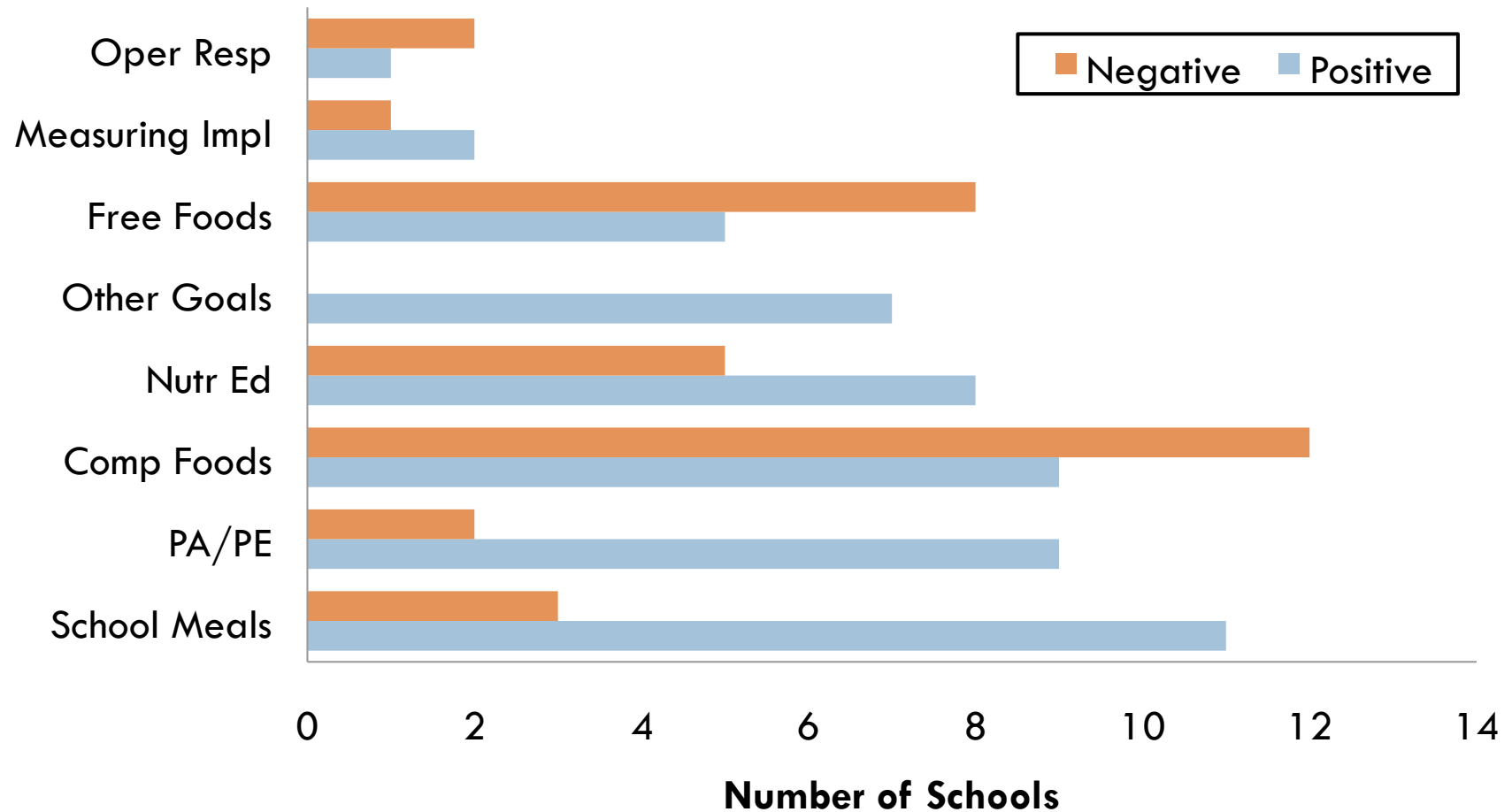
Which Goal Areas Were Most Challenging at the School Level?



Degree of Challenge at Districts



Which goal areas got positive and/or negative feedback?



There were more strengths than barriers

STRENGTHS

- Attributes of school personnel
- Community support & resources

BARRIERS

- Resource-related
 - Other issues (*priorities, vendors, monitoring*)



Stakeholder* Involvement

Top 5:

1. Food Service 100%
2. Classroom teachers 96%
3. Principal 92%
4. School Nurse 79%
5. PE teacher 79%

Less than 1/3 of schools

- Reps of groups that sell foods & beverages 12-33%
- Parents (not PTA/PTO) 33%

**11.5 on average per school*

Who Had Operational Responsibility?

District

- Food Service Director (4)
- Wellness/School Health Coordinator (3)
- Superintendent (2)
- Other (3)

Districts: 1.5 persons

Schools: 1.5 persons

School

- Principal (19)
- Food Service Mgr or Supv (5)
- Other teacher (3)
- PE teacher (2)
- Asst Principal (2)
- Other (4)



Greatest accomplishments so far and plans for the future

What are you most proud of?

- ❑ Improvements in foods and beverages offered
- ❑ Increased awareness/culture shift
- ❑ Improved attitudes and behaviors of students/staff

Plans for sustainability

- ❑ Stakeholder buy-in
- ❑ Institutionalization
- ❑ Accountability
- ❑ External support
- ❑ State regulation for reinforcement

IMPACT ON THE SCHOOL NUTRITION ENVIRONMENT

Observations on facilities and foods sold

Foodservice Facilities

- Increase in dining spaces for students (↑)
 - indoor: 67% to 75%; outdoor: 79% to 87%
- Spaces were still too crowded
 - Schools w/ enough seating: 70-84% to 50% (↓)
- Less than 1/2 of schools had pleasant ambience (↓)
- Line length decreased (from 50 to 42 students), and improved in speed (↓ , ↑)
- Last student had 24 minutes to eat (↑)
 - at 51% of schools (↓), last student had < 20 min

Meal Foods

- 4.6 different F & V (↓) served with meals
 - ▣ Almost 1/2 fresh; 26% not whole apples, etc. (↓)
- Milk all low-/non-fat; 46% was flavored (↓)
- 58% of schools offered whole grain options (↓)
 - ▣ 1/3 of grain products were whole grain (↓)
- Less than 1/2 of schools offered juice (↓)
- Fries still commonly offered as veg (40%), but were baked 92% of the time (↓ , ↑)
- Common entrees: fast food style (88%), sandwiches (66%), Mexican (58%), salads (49%)

Competitive Beverages & Foods

- Food-based standards versus nutrient-based
- Beverages offered are mainly water, sports drinks, 100% juice; some sweetened drinks
- Snacks vary more widely, compliance is not obvious
 - ▣ Mostly baked chips, crackers, nuts, corn nuts, snack bars, cookies, pastries, snack mixes, fruit snacks
 - ▣ Very few fruit and vegetables
- Did not observe much change in product mix

Adherence to Nutrition Standards

	Beverages	Snacks	Both
Elementary Schools		<i>(Average # of items sold: 0.8/0.9)</i>	
Baseline	80%	n/a	80%
Endpoint	100%	100%	100%
Secondary Schools		<i>(Average # of items sold: 193/174)</i>	
Baseline	80%	70%	76%
Endpoint	85%	64%	65%

Response from the food industry:



- Product websites that simply state compliance without showing a nutrition label

Description	Serving Size (oz.)	SB- 12 Compliant	LAUSD Compliant
Baked Classics® <i>Sour Cream & Onion Potato Crisps</i>	.5	✓	✓
Baked Classics® <i>Mesquite Barbecue Potato Crisps</i>	.5	✓	✓



- New products and formulations that are compliant, but resemble candy and chips
- Vendors give lists of compliant items to foodservice departments

Meal Participation and Revenues

- Breakfast participation: ↑ 50%
- Lunch participation: ↑ 14%
 - ▣ ↑ in FRP and “paid” student categories
- Total food service revenues: ↑ 16%, from \$1.76 to \$2.04*
 - ▣ Meal revenues: ↑ 26%, from \$1.41 to \$1.78*
 - ▣ A la carte revenues: ↓ 36%, from \$0.34 to \$0.22*
- Non-foodsrv. *profits* increased: from \$0.065 to \$0.085*
 - ▣ 55% of schools had no non-foodservice competitive sales
 - ▣ 30% of schools eliminated non-foodsrv sales

* *per student per day*

Self-reported Change in Expenses

- 87% of schools reported increased food service expenses due to increased:
 - Food & beverage costs (100%)
 - Labor costs (60%)
 - Equipment & supplies (70%)
- Increases partly due to the wellness policy efforts
- 78% thought that revenue increases covered these added expenses
- 30% thought their bottom line had gotten worse



Summary: Implementation

Schools implemented areas with:

Staff expertise or strong leadership	School meals, competitive foods, nutrition ed, PE/PA
Targeted funding	PE, school meals, nutrition ed
Additional state/fed legislation	School meals, competitive foods

- Challenges for each goal area, but strengths outweigh the barriers
- People + accountability = success
- Creating awareness and a culture shift are critical

Summary: Impact

- Some improvements to dining areas and meal foods, though more change is needed
 - ▣ Economy may account for some minor backsliding
- Better adherence to competitive beverage standards than to food standards
- Decreases in a la carte sales, increases in meal participation and overall revenue
- Schools in CA are finding creative ways to implement and adhere to nutrition standards

Thank You!



****Participating Schools****

California Dept of Education, Nutrition Services Division

U.S. Dept of Agriculture, Food & Nutrition Service

Evaluation team:

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- ▣ Pat Crawford

QUESTIONS?