Food and Beverage Marketing in Schools

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Logistics

• All participants are muted
• Submit questions and comments in the questions panel
• This webinar is being recorded
• A link to the recording, handouts, survey and certificate will be emailed following the webinar
About the Center

• Champions for bringing healthy choices to life
• Reduce incidence of childhood obesity
  – Programming, partnerships, interventions
  – Schools, communities, like-minded organizations

pennstatehershey.org/PROwellness
Healthy Champions

• Free resources
  – Event planning guides and promotional templates
  – Customized school champion reports
  – Future funding priority
  – Hershey Bears incentives

• Register at:
  pennstatehershey.org/PROwellness/champs
Signature Events

APPLE CRUNCH

WALK TO SCHOOL DAY

GO FOR THE GREENS

MOVE IT OUTSIDE
Food and Beverage Marketing in Schools
Learning Objectives

• Recognize what food marketing looks like in schools
• Understand why it is important to address food marketing in schools
• Identify tools and resources available to help assess food marketing in schools
Food Marketing to Children: Why should we be concerned?

CENTERS FOR DISEASE CONTROL AND PREVENTION & UCONN RUDD CENTER FOR FOOD POLICY AND OBESITY

MARKETING IN SCHOOLS
How familiar are you with food marketing in schools?
Kids eat too many high-sugar and high-fat foods

What kids eat

Nutritious calories 60%
Empty calories 40%

Most empty calories in kids’ diets come from:
- desserts
- pizza
- fruit drinks
- soda

And not enough fruits and vegetables

Food marketing contributes to unhealthy diets

- Food marketing influences kids’ purchase requests,
- preferences,
- and dietary intake.

The truth about food marketing

$1.8 billion
Spent per year on marketing aimed at children & teens

How much food marketing is happening in schools?

- Most students are exposed to at least one form of marketing at school
- In 2009, food and beverage companies spent $149 million on marketing foods and beverages in schools
  - Typically of poor nutritional value
  - Mostly beverages

Percentage of schools that allow soft drink companies to advertise soft drinks in specific locations

- On vending machines (22.2%)
- In the school building (6.6%)
- On school grounds (8.3%)
- On school buses (1.1%)

CDC. School Health Policies and Practices Study, 2014
www.cdc.gov/healthyyouth/data/shpps/
Food marketing in schools

- 5.8% of schools allow advertisements for junk food or fast food restaurants on school property
- 4.0% of schools use any educational materials that feature junk food, fast food restaurants, or soft drinks, including their logos or characters
- 3.7% of schools promote junk food, fast food restaurants, or soft drinks through the distribution of products (e.g., t-shirts, hats, and book covers) to students
- 36.9% of schools hold fundraiser nights at fast food restaurants*
- In 46.6% of schools, staff are prohibited or actively discouraged from using food or food coupons as a reward

* Increased significantly since 2006

CDC. School Health Policies and Practices Study, 2014
www.cdc.gov/healthyyouth/data/shpps/
In 2 out of 3 elementary schools, food companies offer coupons to children as rewards. 

3 in 10 high schools serve branded fast food every week. 

2 in 10 serve branded fast food every day. 

7 out of 10 elementary and middle school students see food marketing in their schools every day. 

JAMA Pediatr 2014;168(3):234-42
What about food marketing to kids in school?

Do unhealthy brands belong in a place of learning?

Credit: Zac Zellers
Helping kids with math?
Encouraging kids to read?
Sponsoring sports and other extracurricular activities?
Providing branded food and beverage sales?
And even branded food fundraisers?
Why do food companies target kids at school?
Kids are a captive audience

Credit: Stacey Tucker
It’s great public relations
Schools and teachers endorse their brands
"It isn’t enough to just advertise on television... You’ve got to reach kids throughout their day – in school, as they’re shopping at the mall... or the movies. You’ve got to become part of the fabric of their lives."

- Carol Herman, Senior Vice President, Grey Advertising

They aren’t children so much as what I like to call ‘evolving consumers.’"

- CEO of Prism Communications

It leads to lifelong loyal customers
But don’t schools need the money?

Two out of three branded fundraisers raise no money at all for schools.

Vending machines provide just $2 to $4 per student per year.

At McTeacher’s Nights, schools get as little as $1 per student.
What do parents think?

2 out of 3 parents support limits on marketing in schools

Most school officials also support limits

Over 7 out of 10 parents support setting nutrition standards for foods sold for fundraising
It doesn’t have to be this way! What about **HEALTHY** fundraising?
CHANGES are starting to happen....

Maine and Nevada have laws about marketing unhealthy foods in all public schools.

Local schools districts, like San Francisco, are setting policies to get rid of food marketing in schools.
In 2014, the federal government proposed new school wellness policy guidelines. These guidelines would require each district’s school wellness policy to include a provision allowing the marketing and advertising of only those foods and beverages that meet nutrition standards for foods sold in schools. The final rule will most likely be released in 2016.
Nutrition Standards for Foods Sold in Schools

USDA “Smart Snacks in Schools” standards¹:

- Whole grain-rich product
- First ingredient is a fruit, vegetable, dairy product or protein food
- Combination of food that contains at least ¼ cup of fruit and/or vegetable

¹. State and local policies may be more stringent.
WHAT CAN SCHOOL HEALTH PROFESSIONALS DO?
Assess the food marketing environment in schools
School Health Index

- Addresses food and beverage advertising and promotion including:
  - Coupons and contests
  - Fundraising nights
  - Marketing on school property

www.cdc.gov/healthyschools/shi
CA Project Lean School Food Marketing Assessment Tool

- Walking tour of the school along with interviews (may want to use a digital camera to capture examples)

- Involve students and teachers whenever possible

- Provide background and information to school personnel
Conducting the assessment

- Record location, description, and quantity of marketing—both healthy and unhealthy messages—throughout the school

- In-depth information on vending machines—marketing and product types

- Equipment with food/beverage names and logos

- Questions for the principal or other school personnel
  - School-based TV programming
  - Product taste tests/giveaways, etc.
  - Activities/events
  - Fundraisers
Questions for the principal or other school personnel cont.

- Money raised by school groups through vending machines, school stores, or snack bars
- Curriculum created by food and beverage companies
- Sponsorships or scholarships
- Does the school or district have a policy regarding advertising or marketing? Written or verbal?

Tool available at:
http://www.californiaprojectlean.org/docuserfiles/Marketing%20Assessment%20Tool.pdf
WHAT CAN SCHOOL HEALTH PROFESSIONALS DO?
Help improve their district’s wellness policy

- Schools have broad authority to control commercial messages on their campuses
- Help create a school district wellness policy restricting food and beverage advertising

Options

- Ban all advertising on campus
- Ban the advertising of all foods and beverages on campus
- Ban the advertising of those foods and beverages that the district does not allow to be sold on campus (aligns with Hunger-Free Kids Act of 2010)
WHAT CAN SCHOOL HEALTH PROFESSIONALS DO?

Model School Wellness Policies

- UCONN Rudd Center model school wellness policy
- Change Lab Solutions--District Policy Restricting Food and Beverage Advertising on School Grounds and First Amendment Rules
- Alliance for a Healthier Generation resources
- Well SAT 2.0
  - Assesses the quality of a school district’s written wellness policy including food marketing
Sources


- Harris JL, Fox T. Food and beverage marketing in schools: Putting student health at the head of the class. JAMA Pediatrics, 2014;168:206-208.


Sources


Thank you!

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Questions
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