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Curbing Marketing to Students:
What the Final Wellness Policy Rule Means for Schools


March 9, 2017



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Healthy communities for all through better laws & policies

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Agenda

- Why is marketing in schools a problem?
- What is the Final Rule?
- What else can schools do?
- Resources
- Success stories from Maine
- Q&A



Marketing to Children

- \$1.8 billion spent on marketing to children and youth
- Disproportionately targets Latino and African American youth

An icon depicting a schoolhouse with a bell tower, a tree, and a group of children walking to school, including one child on a bicycle.

Marketing in schools

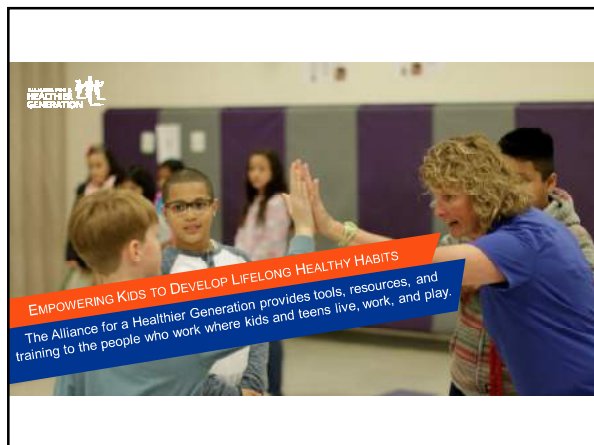
\$1.49 million spent on in-school marketing
– 93% in beverages category

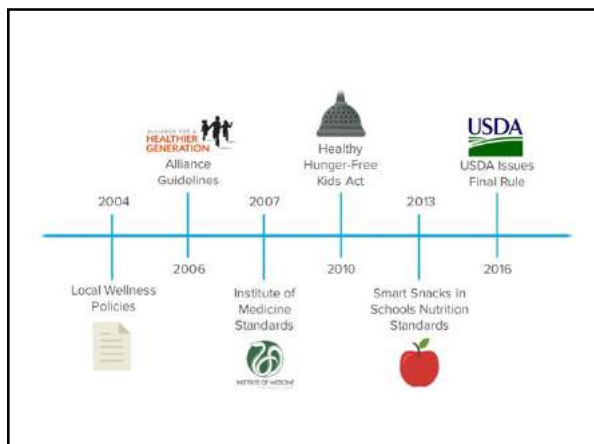
Exposure increases with grade level

The problem



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“For the purpose of promoting the sale of a food or beverage product made by a producer, manufacturer, seller or any other entity with a commercial interest in the product.”
- USDA Final Rule on Local Wellness Policy


Where do we see it?



If you can't SELL it,
You can't MARKET it!



What is NOT included?



- **Events Outside of School Hours**
- **Personal Clothing or Other Items**
- **Packaging of Products for Personal Use**
- **Materials used for Educational Purposes**

Central Unified School District

He/she also shall encourage school staff to avoid the use of non-nutrition foods as a reward for students' academic performance, accomplishments, or classroom behavior.

School staff shall encourage parents/guardians or other volunteers to support the district's nutrition education program by considering nutritional quality when selecting any snacks which they may donate for occasional class parties. Class parties or celebrations shall be held after the lunch period when possible.

To reinforce the district's nutrition education program, the Board prohibits the marketing and advertising of foods and beverages that do not meet nutrition standards for the sale of foods and beverages on campus during the school day. (7 CFR 210.30)

(of 1125 - Advertising and Promotion)

Program Evaluation and Reporting

The Superintendent designates the individual(s) identified below as the individual(s) responsible

Alvord Unified School District

about physical activity and physical education through a website, newsletter, or other take-home materials, special events, or physical education homework.

Food Marketing in Schools

School-based marketing will be consistent with nutrition education and health promotion. As such, schools will limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually (above).¹¹ School-based marketing of brands promoting predominantly low-nutrition foods and beverages¹² is prohibited. The promotion of healthy foods, including fruit, vegetables, whole grains, and low-fat dairy products is encouraged.

ALVORD UNIFIED SCHOOL DISTRICT
Riverside, California

What can schools do?

- USDA rule provides minimum standard
- Districts are free to go above and beyond
- Filling in the details will likely be where schools need the most help from a policy perspective



Defining Marketing Broadly



REPORT CARD
Check your grades!
Reward yourself with a Happy Meal from McDonald's!

A - 90-100	C - 70-79
B - 80-89	D - 60-69
F - 0-59	

Pizza Hut school lunch program Hawaii

Earn an A, Get a free Happy Meal!

Brand Marketing



2 for \$2.22
Doubly Delicious

5 HOUR CUSTOMER PARKING ONLY





Alliance Model Policy

ALLIANCE FOR A HEALTHIER GENERATION MODEL WELLNESS POLICY
Updated 9/2016 to Reflect the ISSDA Final Rule

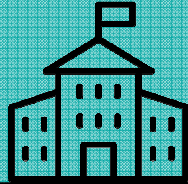
[School District] Wellness Policy

Note: This "Basic" district-level wellness policy template meets the minimum Federal standards for local school wellness policy implementation under the final rule of the [Healthy, Hunger-Free Kids Act of 2010](#), the Alliance for a Healthier Generation Healthy Schools Program Bronze-level award criteria, and minimum best practice standards accepted in the education and public health fields. Where appropriate, the template includes optional policy language school districts can use to establish a stronger policy that meets the Healthy Schools Program Silver or Gold award levels. School districts should choose policy language that meets their current needs and (also supports growth over time) if you are using this tool to compare your policy against, you should include the language in italics as the strongest examples for comparison.

www.healthiergeneration.org

How to Change the Marketing Scene in Schools: 3 Success Stories

Elizabeth Pratt, MPH



Acknowledgements

*Michele Polacsek PhD MHS,
Associate Professor of Public Health,
University of New England*

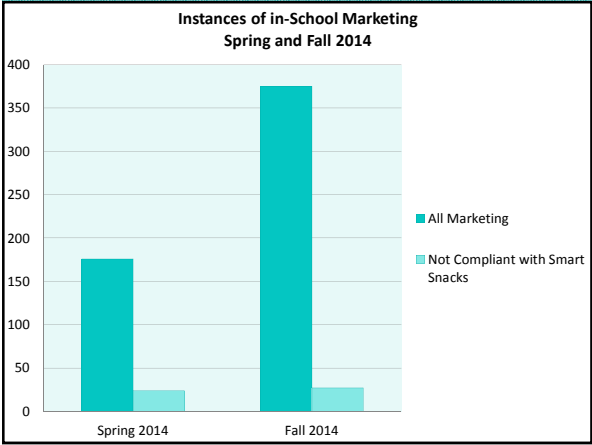
**Research Funded by the Robert Wood Johnson
Foundation**

Latest Study (2014-15): Aims

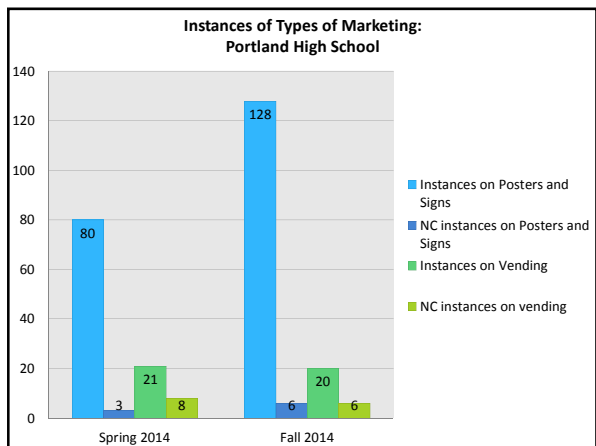
- **Assess school marketing compliance** with (likely) new federal standards in 3 Portland Maine schools (1 Elem; 1MS, 1HS) pre and post intervention
- **Provide Technical Assistance to schools**
 - engage in marketing improvement process
 - assess resources required
- **Explore forms of digital marketing exposure**

What does marketing look like in schools?

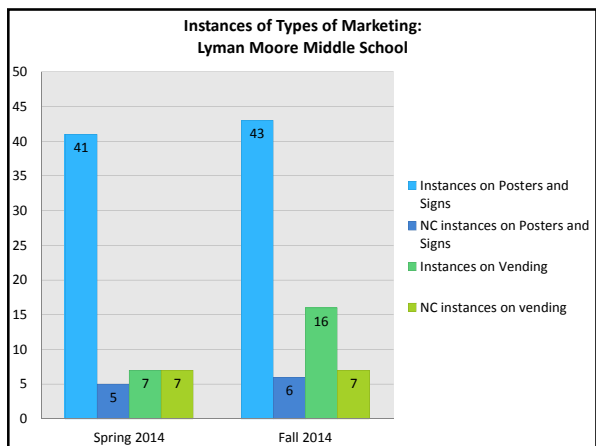
Observations from 3 study schools



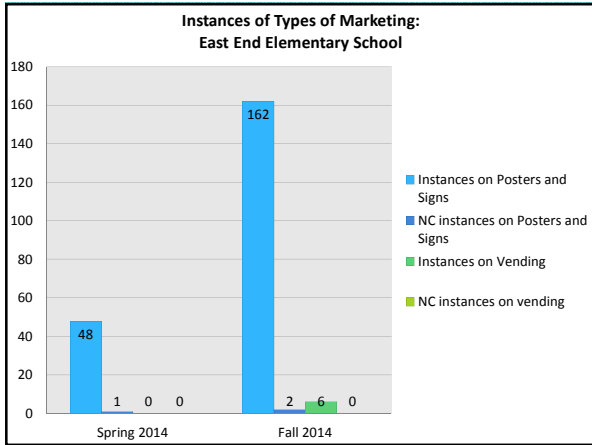






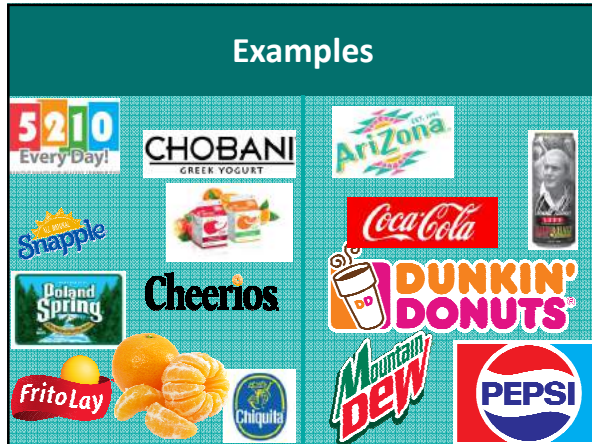






10 Most frequent Products Marketed in-School, 2014


All Products	Not Compliant Products
5210 (N=37)	Snapple (N=28)
Blount Seafood (N=36)	Arnold Palmer (N=6)
Snapple (N=28)	Coke (N=6)
Poland Spring (N=16)	Black Mountain Wine (N=3)
Frito Lay (N=12)	Pepsi (N=3)
Chobani Yogurt (N=10)	Arizona Iced Tea (N=2)
Ardmore Farms (N=9)	Donuts (1)
Oranges (N=9)	Mountain Dew (1)
Cheerios (N=8)	
Chiquita Bananas (N=8)	



School Improvement Process

- Paid for SHC time (.5FTE)
- SHC met with Principals, Librarian, Athletic Director, Health teacher, and custodians
- SHC worked with wellness committees or "restarted" them
- Created improvement plan for each school
- Documented each change and cost required

Elementary School Improvement Plan

Noncompliant Marketing	Location (details)	Removal Options	Photos of Non-compliant and Compliant Marketing/Changes	Resources	Notes/Barriers
Black Mountain Wine (3)	Library	Offer to replace with plain white file boxes that we can purchase.	No photo of Wine Box. Photo of Alternative Storage Box to Reduce the Need for the Use of Food Pantry Boxes for Storage. 	Assistant Principal, Librarian	While this was identified in the original assessment, we never found this wine box. To reduce the use of food storage boxes from the Food Pantry, we purchased clear plastic bins to give to teachers for them to store supplies in their classroom.
McDonalds (2)	Classroom		No photo	Assistant Principal	This was also identified in the original assessment but we never found this McDonalds bag in the classrooms or library.

School Improvement – Elementary

- Storage boxes (from food pantry)




Middle School Improvement Plan

Noncompliant Marketing	Location (details)	Removal Options	New Photo of COMPLIANT Marketing/Changes	Resources	Actions Completed and Lessons Learned
Snapple (3 ads on one machine) Snapple (4 ads on one machine)	Teacher's Lounge Entrance/hallway	Contact National Distributors about switching out Snapple ads and replacing them with compliant marketing		Wellness Committee And National Distributors Wellness Committee, Principal, National Distributors	Attended regular Wellness Committee meetings to discuss vending machine and the non-compliant panels. The members supported my efforts to work with National Distributors to replace the panels. However, the School Nurse expressed concerns and felt that students should be able to make their own choices about beverages and that it was not necessary to remove all the sugar-sweetened beverages and sodas. I met with Jason Seavey to discuss the non-compliant marketing and I asked him to replace the panels at LUMS and PMS so they would be compliant. Jason said YES and he redesigned the panels and replaced them in May, 2015. See photo of compliant marketing. It now says "100% Juice" which is compliant. Jason was very supportive and easy to work with. He made the changes quickly and replaced them as soon as the panels were ready.

School Improvement – Middle School



High School Improvement Plans

Noncompliant Marketing	Location (details)	Removal Options	Photos of Non-compliant and Compliant Marketing/Charges	Resources	Actions Completed and Lessons Learned
Arnold Palmer (4) Coke Pepsi Arizona Iced Tea	Cafeteria	Remove the non-compliant "Redeem" signs and possibly have art students or recycling club students make new signs with compliant marketing.		Principal Wellness Committee? Art teacher? Recycling Club Teacher?	This was on a handmade "Redeem" sign that is located above a recycle bin. We tried to work with the Art Teacher and/or Recycling Club teacher because they initially designed the signs that are in place. The principal was understandably protective of these teachers and their available time so she took this on herself and replaced the signs.

School Improvement – High School



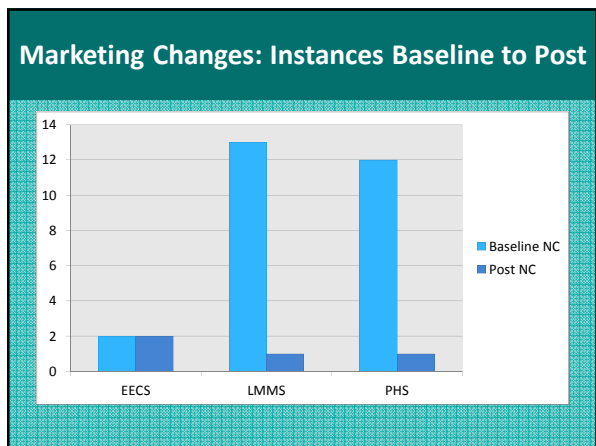
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Resources Needed

- SHC was by far biggest cost
- Distributor (National Beverage) replaced non compliant vending panels for free- rep was easy to work with
- Coca Cola signs in LM gym near score board replaced by sticky decals of Falcon (school team) for around \$100
- PHS recycling sign replaced by club at no cost

Key Challenges/Lessons

- Contacting school personnel
- Athletic director “owns” gym—relationship is key
- Find what will motivate change (school “pride”)
- Food pantry storage boxes made their way into classrooms
- Much marketing not “school commercialism”
- City owned venues = major gap



Implications

- Need health policy implementation mechanism and periodic assessment
– Someone’s role and paid time
- Wellness policies need to address food pantry issue (non commercial marketing)
- Need to find ways to address marketing in city owned venues



