

## Food and Beverage Marketing in Schools

### Overview

The Marketing of food & beverage with poor nutritional value to American children contributes to the rise in obesity by affecting children's food preferences, choices and diet.<sup>1</sup> Research demonstrates that children are particularly vulnerable to advertising.<sup>2</sup> The District recognizes that the academic success of our students is strongly linked with their health and is committed to providing a school environment that ensures opportunities for all students to practice healthy eating and physical activity behaviors throughout the school day while minimizing commercial distractions. These efforts will be weakened if students are subjected to advertising on District property that contains messages inconsistent with the information the District is imparting through nutrition education and health promotion efforts.

### Guidelines

It is the intent of the District to protect and promote student's health by only permitting advertising and marketing of foods and beverages on the school campus during the school day (as defined as midnight prior to the start of the school day through 30 minutes after the end of the school day) that meet or exceed the USDA Smart Snacks in School Standards and the Arizona Nutrition Standards. An exception is allowed for locally owned and operated businesses with a presence in the community. Responsible parties are encouraged to solicit advertising from companies that promote a healthy lifestyle and should only approve advertisement of products that align with the broader healthy values as expressed in the district wellness policy.

Food advertising and marketing is defined as an oral, written or graphic statements made for the purpose of promoting the sale of a food or beverage product made by the producer, manufacturer, seller, or any other entity with a commercial interest in the product.

This terms includes, but is not limited to the following:

- Brand names, trademarks, logos or tags, except when placed on a physically present food or beverage product or its container.
- Displays, such as on vending machine exteriors and shelving.
- Advertising on any property or facility owned or leased by the District or school and used at any time for school-related activities. Examples include but are not limited to: School buildings, athletic fields, facilities, signs, scoreboards, marquees, message boards, backboards, parking lots, school buses or other vehicles, equipment, vending machines, uniforms, educational material, or supplies. (Note: immediate replacement of these items are not required; however, districts will consider replacing or updating scoreboards or other durable equipment over time so that decisions about the replacement include compliance with the marketing policy.)
- Corporate brand, logo, name, or trademark on cups used for beverage dispensing, menu boards, coolers, trash cans, and other food service equipment; as well as on posters, book covers, pupil assignment books, or school supplies displayed, distributed, offered, or sold by the District.
- Advertisements on school and district websites, in school publications, school mailings, social media or other media forms.
- Free product samples, taste tests or coupons of a product, or free samples displaying adverteng of a product.

For purposes of this statute, food and beverages that may not be sold on the school campus during the school day are those that do not meet the minimum nutrition standards for foods sold outside the school meal programs as set forth by the United States Department of Agriculture under the Healthy, Hunger-Free Kids Act of 2010 and federal regulations implementing the Act [42 U.S.C. section 1779(b)].

1. Institute of Medicine, Committee on Food Marketing and the Diets of Children and Youth. 2006. *Food Marketing to Children and Youth: Threat or Opportunity?* Washington, DC: National Academies Press, [www.iom.edu/Reports/2005/Food-Marketing-to-Children-and-Youth-Threat-or-Opportunity.aspx](http://www.iom.edu/Reports/2005/Food-Marketing-to-Children-and-Youth-Threat-or-Opportunity.aspx)

45 2. *A Review of Food Marketing to Children and Adolescents: Follow-up Report*, Federal Trade Commission, 2012. P. 5, 12. Available  
46 at: [www.ftc.gov/os/2012/12/121221foodmarketingreport.pdf](http://www.ftc.gov/os/2012/12/121221foodmarketingreport.pdf).