

# **Smart School Foods Hub Coalition**

Thanks for joining us!  
We will be starting shortly.

# Participants

- Asian & Pacific Islander American Health Forum\*
- Louisiana Public Health Institute\*
- Texas Action for Healthy Kids\*
  
- AASA, The School Superintendents' Association
- Alliance for a Healthier Generation
- Association of State & Territorial Public Health Nutrition Directions (ASTPHND)
- Centers for Disease Control and Prevention (CDC)
- First Focus
- Mission: Readiness
- National Association of Chronic Disease Directors
- National Education Association's Health Information Network
- Robert Wood Johnson Foundation
- Rudd Center for Food Policy and Obesity
- Safe Routes to School National Partnership
- School Nutrition Association
- Society for Nutrition Education and Behavior (SNEB)
- University of Arkansas

# Coalition Charter

In June 2014, the Kids' Safe and Healthful Foods Project, a joint initiative of The Pew Charitable Trusts and the Robert Wood Johnson Foundation, launched the **Smart School Foods Coalition** in partnership with the American Heart Association's Voices for Healthy Kids Initiative. Coalition Members are national, state, regional, and local organizations and individuals dedicated to ensuring that all foods available in schools are healthy.

The Smart School Foods Coalition serves as a forum for those interested in improving the school food environment to connect and share information, identify opportunities for action, and advocate for healthier state and local policies and practices focused on improving the nutritional quality of foods available in schools.

# Coalition Goals

- Serve as an “information hub” – attempting to track what is happening at the local/state level around school foods policy (across the country)
- Serve as a connector from national to state and local groups/networks working on these issues, as well as between/among states
- Build stakeholder involvement in the issue by cultivating new organizational interest including organizations currently under-represented on the issue such as those representing or working with priority populations, including youth, rural communities, communities of color)
- Promote the sharing of resources, tools, training, and technical assistance to support smart school food policies and obesity prevention in school settings
- Promote greater health equity outcomes via state campaign work.

# Coalition Structure

The coalition will be comprised of organizations committed to promoting healthy school food. As no coalition action is anticipated, there will be no formal decision making process or authority. Members of the coalition who wish to collaborate on specific projects or advocacy work will have the opportunity to do that, but the coalition itself will not take positions, submit testimony, or advocate directly for change. The coalition will be managed and facilitated by the Smart School Foods Hub and all members will have an equal voice in the discussions.

# Today's Agenda

- **New Research: Bridging the Gap**

Yvonne M. Terry-McElrath, MSA

Senior Research Associate, Institute for Social Research

University Michigan

- **What's Happening in the States**

- **Recent Experience: Oklahoma Heart Association**

Naomi Amaha

Senior Government Relations Director at American Heart Association | American Stroke Association

Oklahoma City, Oklahoma Area

- **Discussion**

# bridging the gap

Research Informing Policies & Practices  
for Healthy Youth

## The Changing Landscape of Competitive Foods and Beverages in US Secondary Schools

Johnston, L.D., O'Malley, P.M., Terry-McElrath, Y.M., & Colabianchi, N. School Policies and Practices to Improve Health and Prevent Obesity: National Secondary School Survey Results: School Years 2006–07 through 2012–13. Volume 5. Bridging the Gap Program, Survey Research Center, Institute for Social Research, Ann Arbor, MI, 2014.

**Presented by: Yvonne M. Terry-McElrath, MSA**  
**Senior Research Associate, Institute for Social Research**  
**University Michigan**



# follow us



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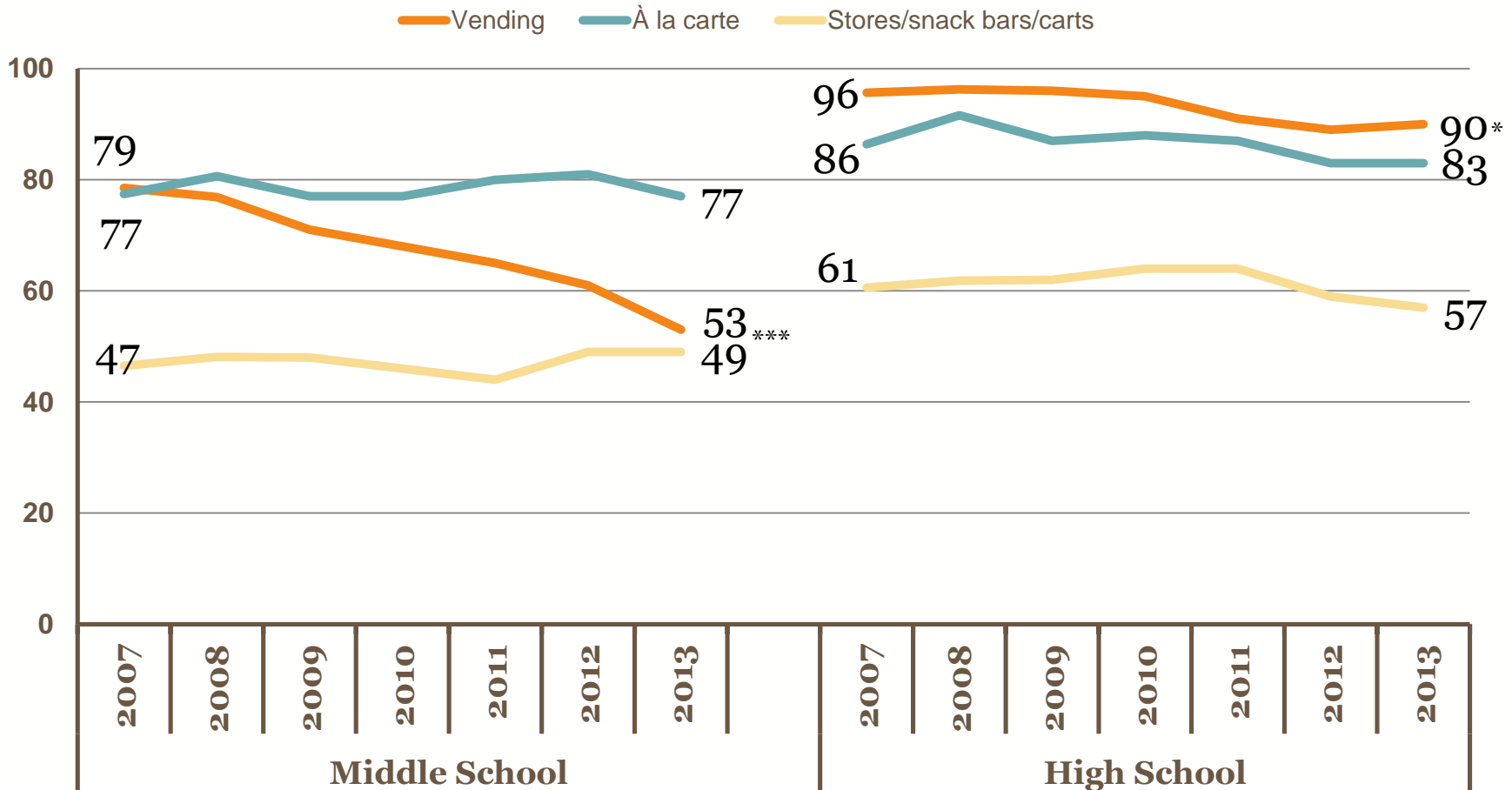




# School Competitive Foods and Beverages from 2007-2013...

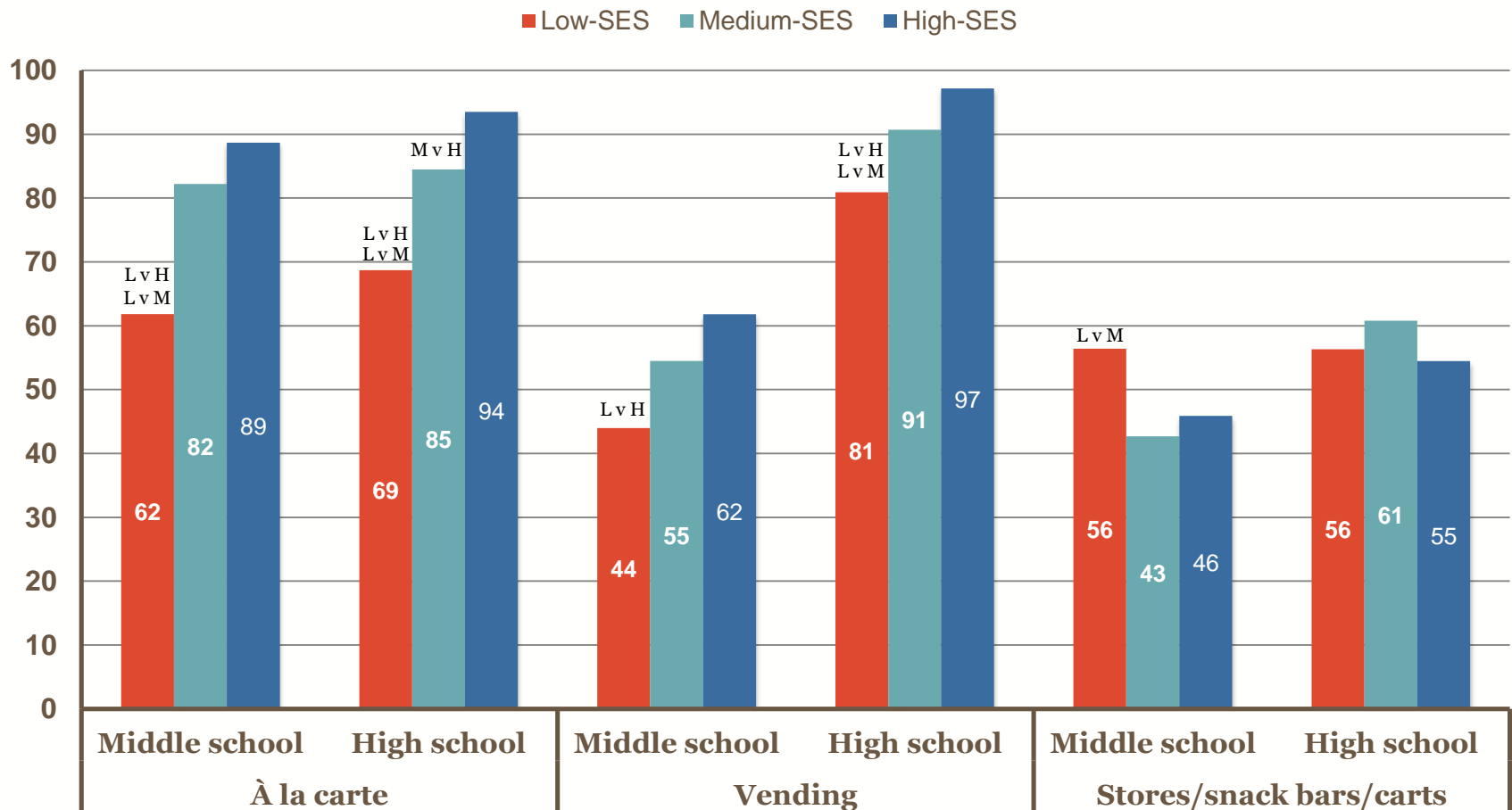
- How many students have access to various types of competitive venues, and is availability changing?
- What types of foods and beverages are available, and how has availability changed?
- How is pricing being used to affect student competitive venue purchases?
- As of 2014....how many students attended schools making significant changes to competitive venues based on new Smart Snacks Standards?

# Percentage of Students Attending Schools with Competitive Venues

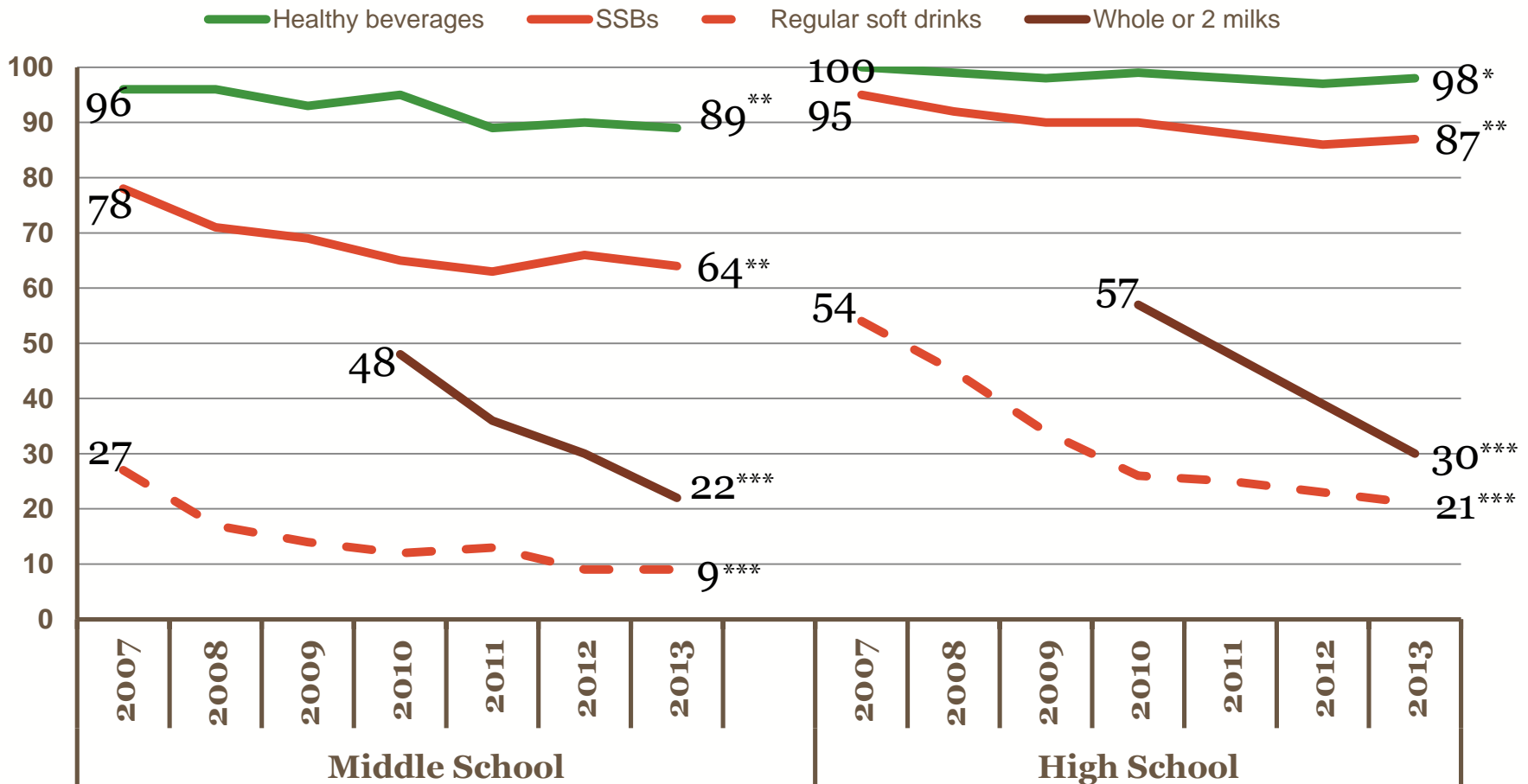


\*p<.05; \*\*\*p<.001 (significance level of differences between 2007 and 2013)  
Source: Bridging the Gap, Institute for Social Research, University of Michigan, 2014.

# Percentage of Students Attending Schools with Competitive Venues by School SES, 2013

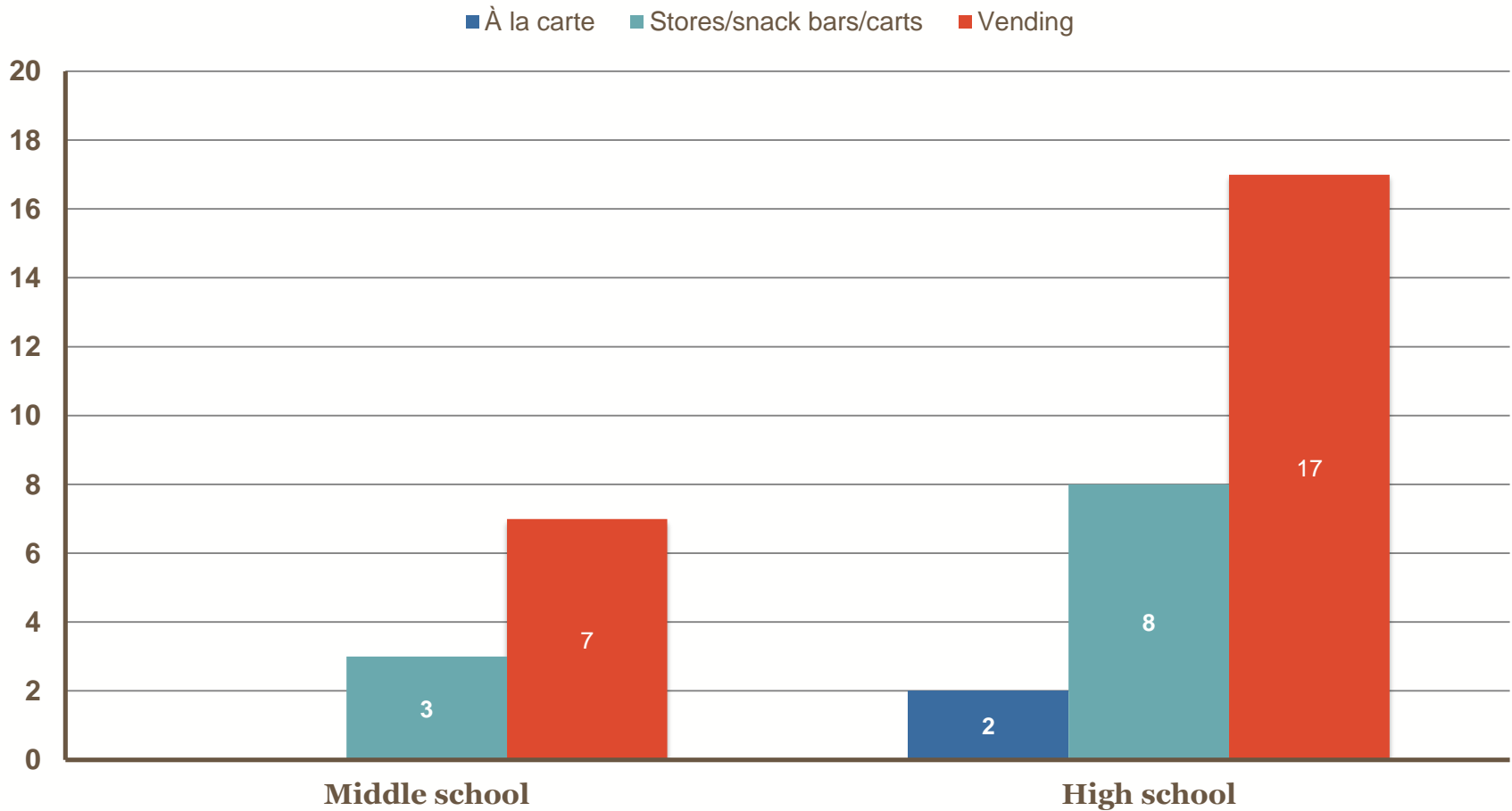


# Competitive Venue Beverage Availability (% of Students)

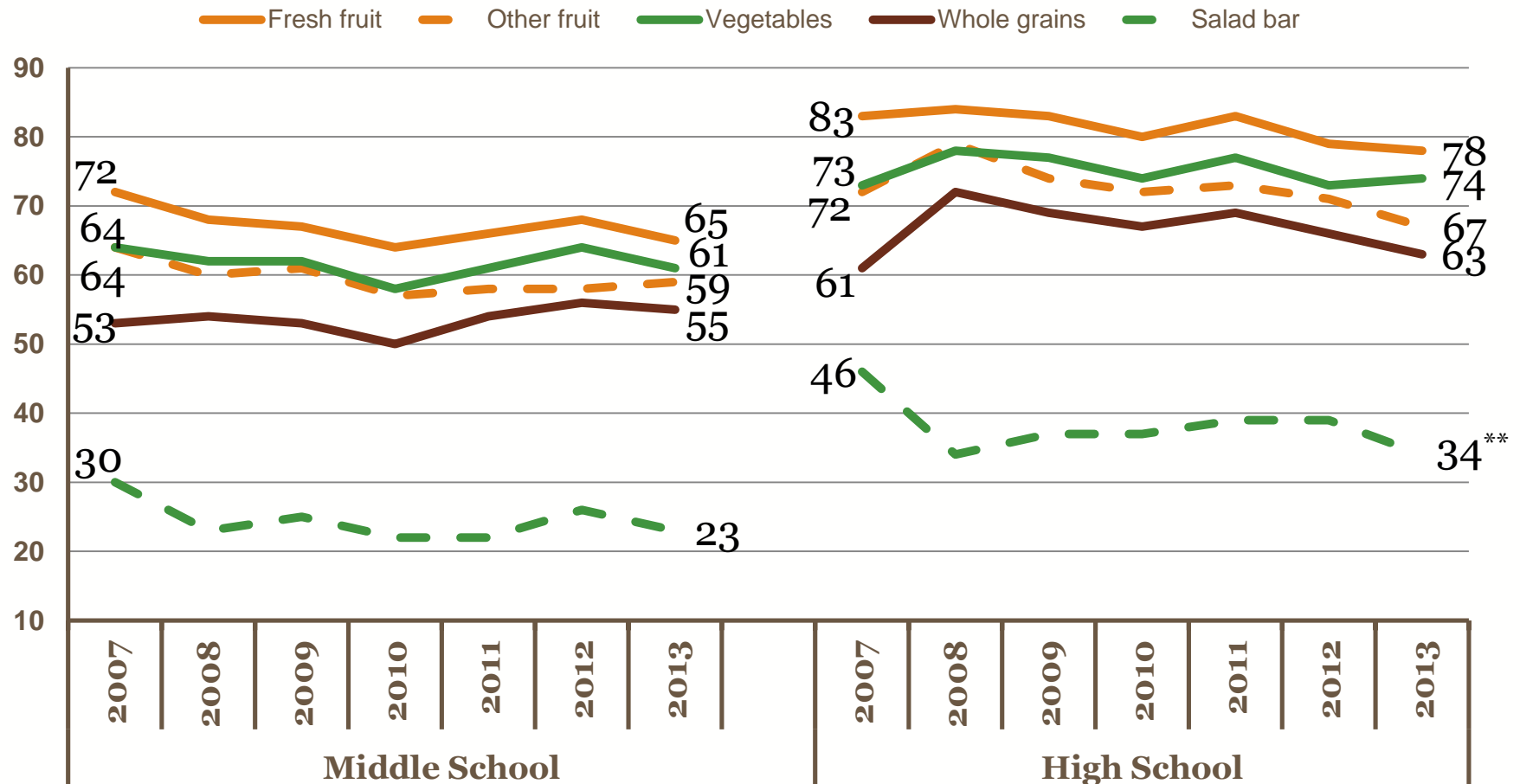


\*p<.05; \*\*p<.01; \*\*\*p<.001 (significance level of differences between 2007 and 2013)  
Source: Bridging the Gap, Institute for Social Research, University of Michigan, 2014.

# Regular Soft Drink Availability, 2013 (% of Students)



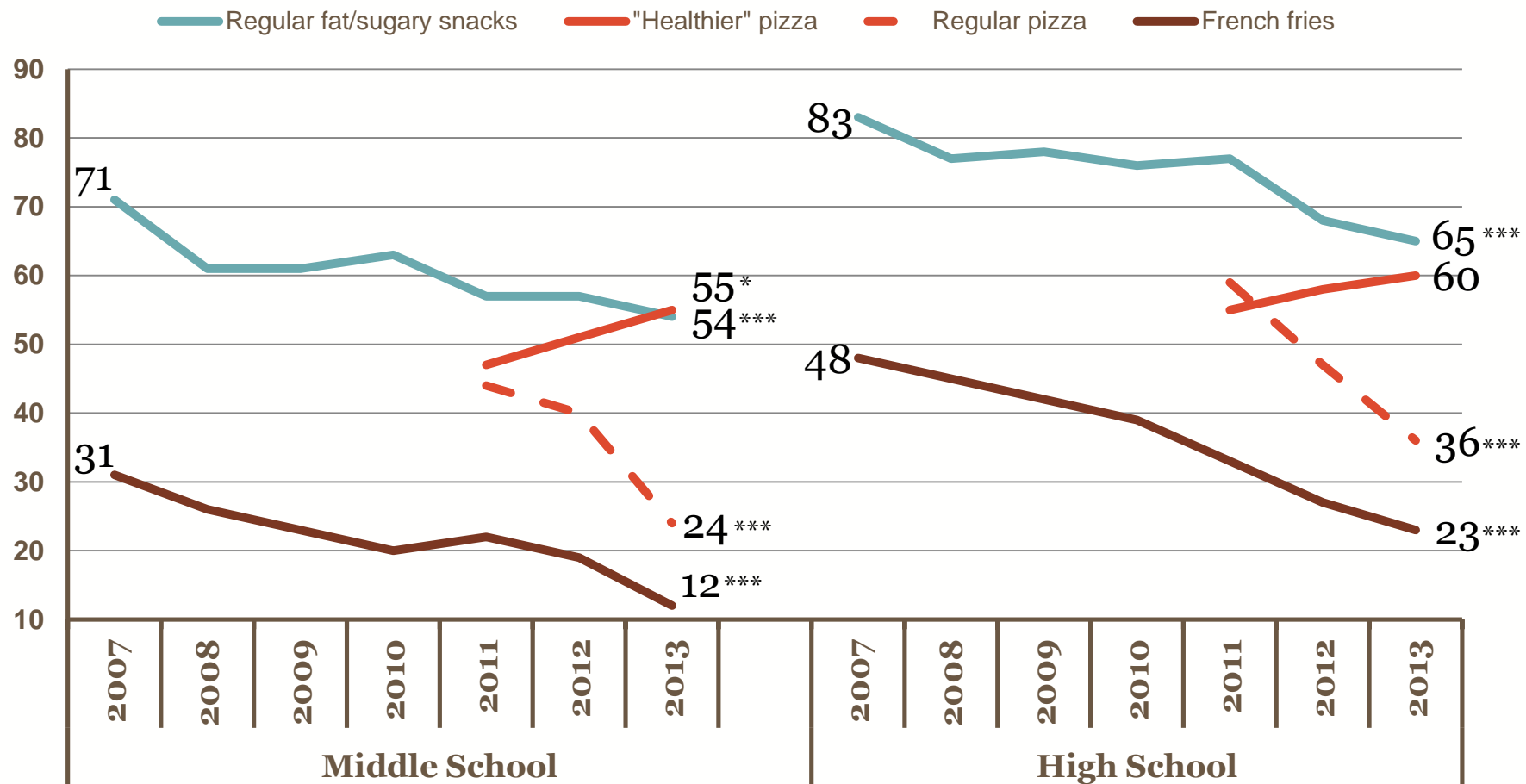
# Competitive Venue Availability of Healthier Foods (% of Students)



\*\*p<.01 (significance level of differences between 2007 and 2013)

Source: Bridging the Gap, Institute for Social Research, University of Michigan, 2014.

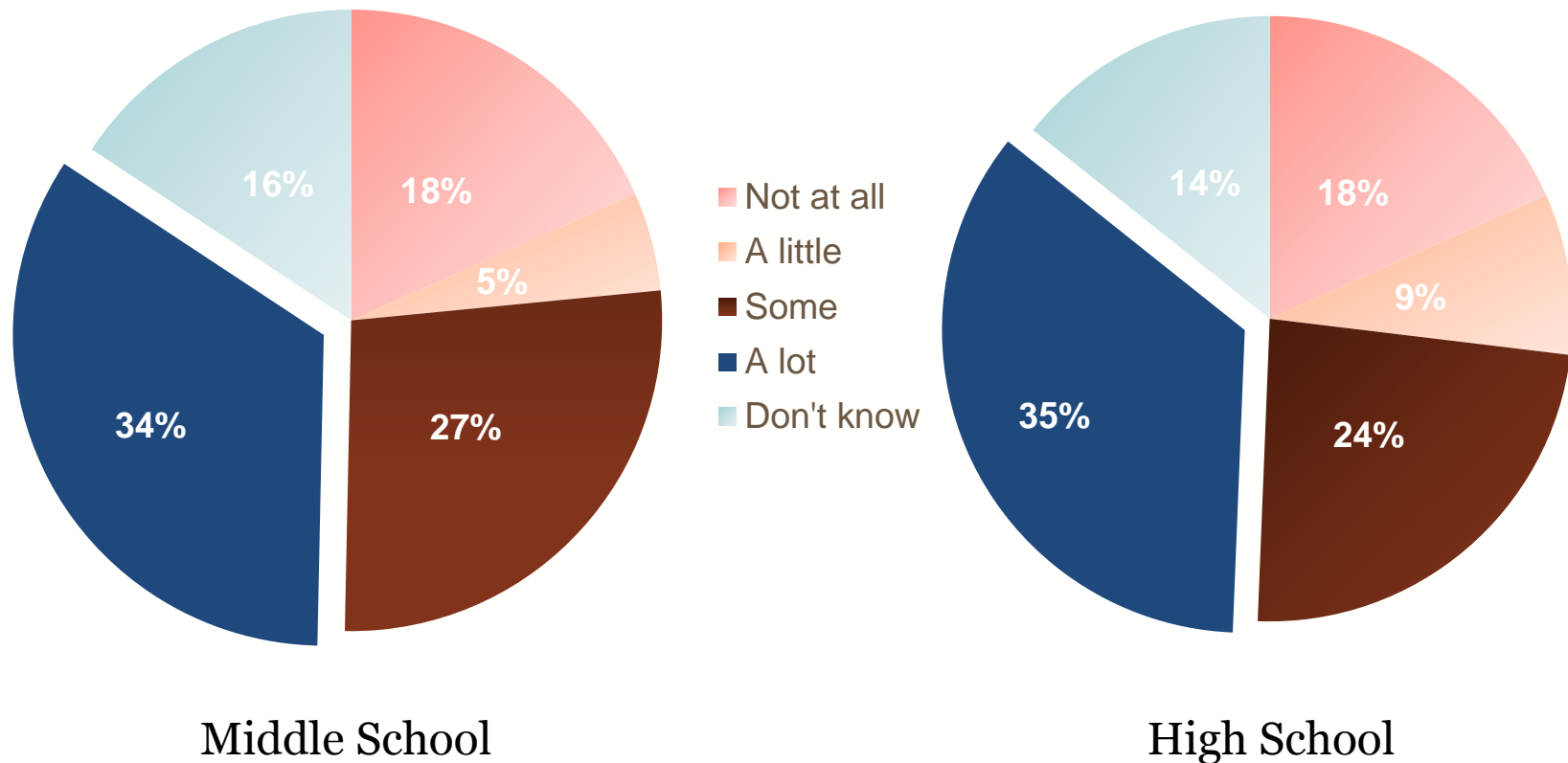
# Competitive Venue Availability of Less Healthy Foods (% of Students)



\*p<.05; \*\*\*p<.001 (significance level of differences between 2007 and 2013)

Source: Bridging the Gap, Institute for Social Research, University of Michigan, 2014.

# Price Setting to Encourage Consumption of Healthier Beverages, 2013 (% of Students)



Source: Bridging the Gap, Institute for Social Research, University of Michigan, 2014.



# School Awareness of Smart Snacks Standards, 2014 (% of Students)

	Middle school	High school
To what extent are you familiar with the USDA's updated standards for foods and beverages sold to students through competitive venues?		
Not at all	17%	13%
To a little extent	17%	21%
To some extent	39%	33%
To a great extent	18%	23%
To a very great extent	9%	9%

# School Preparation for Smart Snacks Standards, 2014 (% of Students)

	Middle school	High school
To what extent have you started to change your school practices to comply with the competitive venue standards?		
Not at all	13%	9%
Have started to discuss	8%	13%
Planning changes for next year	15%	24%
Have already made changes	64%	54%

# stay in touch

## Bridging the Gap

For more information, and to sign up to receive news and updates, visit us at [www.bridgingthegapresearch.org](http://www.bridgingthegapresearch.org).



@BTGresearch

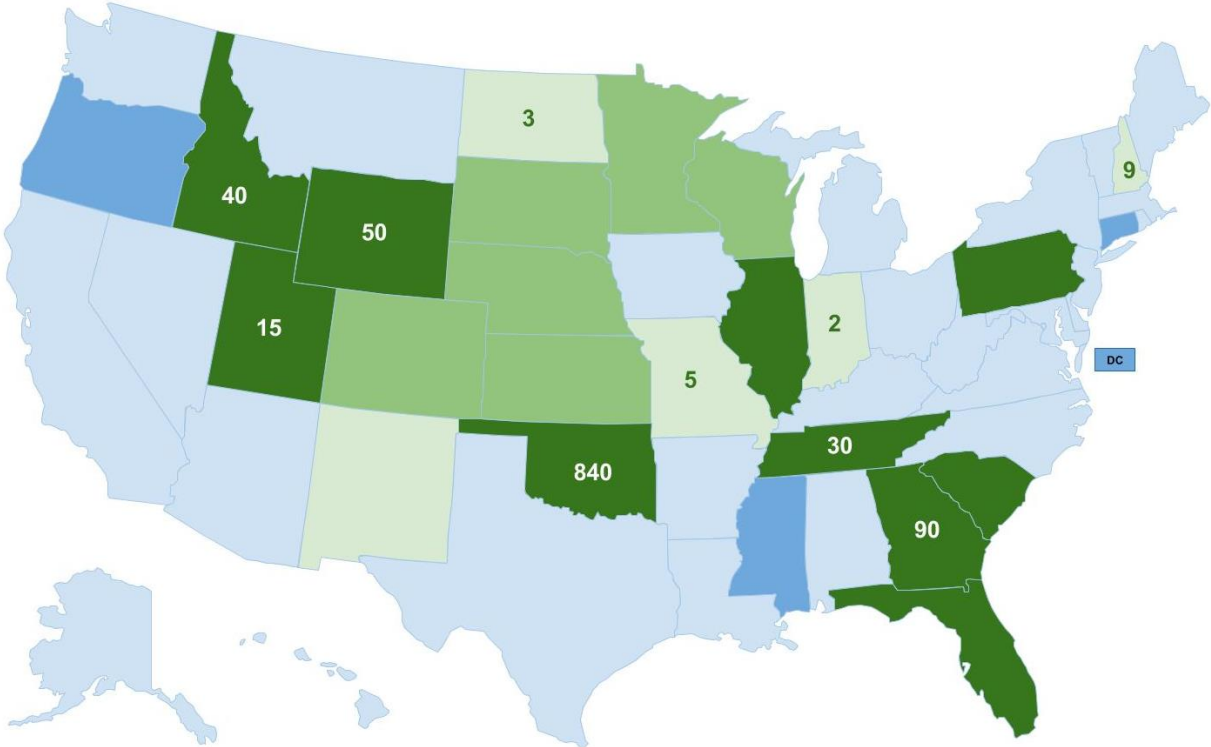
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Yvonne M. Terry-McElrath, MSA

Email [yterry@umich.edu](mailto:yterry@umich.edu)



# Fundraising Exemption Policies



Zero Exemptions

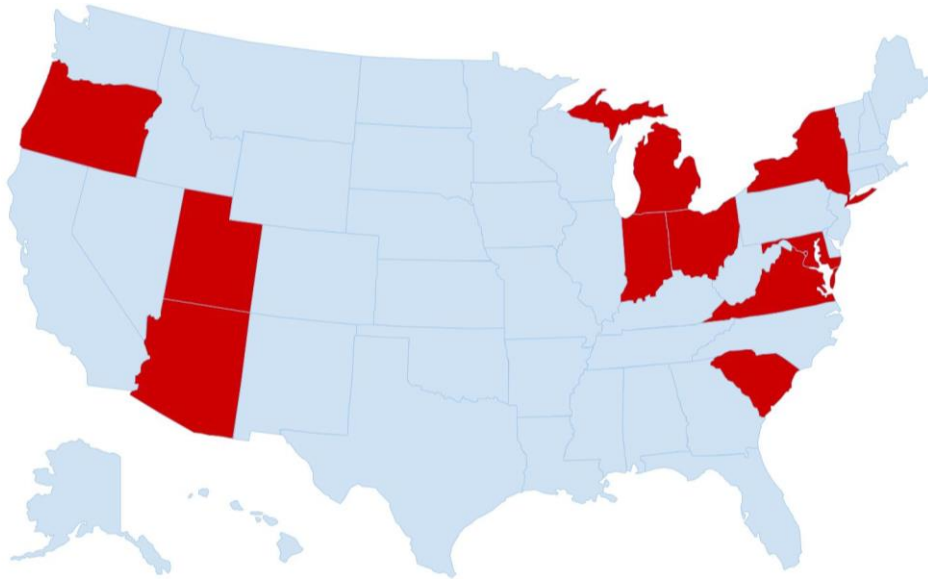
Early Adopter (zero exemptions before Smart Snacks)

Exemptions allowed, less than ten

Exemptions allowed, length based on school-dependent variables

Exemptions allowed, ten or more (for at least one grade level)

# Pending State Legislation



**Requires the creation of a fundraising exemption policy:** Arizona, Michigan, Ohio, Utah, Virginia

**Creates alignment with Smart Snacks:** Indiana, New York, Ohio, Oregon, South Carolina, Virginia

**Indiana**—creates meal time requirements

**Maryland**—requires local wellness policies to address competitive foods

**South Carolina**—requires a la carte items to be listed on school menus and for existing school improvement plans to include health

**Utah**—allows schools to be exempted from following federal requirements

# Oklahoma Competitive Foods: Fundraising Exemptions Lessons Learned

**Naomi Amaha**

**Senior Government Relations Director – Arkansas and  
Oklahoma**

**March 10, 2015**



**you're** | **the**  
**cure**

# Schools across Oklahoma can continue selling food at fundraisers, officials rule

1  
comments

Oklahoma students can continue with their fundraising efforts as in years past after state Board of Education members Friday granted exemptions in a federal law monitoring snacks in schools.

by [Diana Baldwin](#) Modified: October 18, 2014 at 3:00 pm • Published: October 18, 2014

State Board of Education members Friday granted exemptions to a federal law that was prohibiting students across Oklahoma from selling food at school fundraisers.



English teacher Jason Stephenson does a stand-up comedy routine during a talent competition at the Deer Creek Wonderful

Brian Hunter, Edmond North High School teacher and student council adviser, took the question before the state board after he learned that his school's annual BALTO fundraiser would be affected by the Health, Hunger-Free Kids Act of 2010 that says students cannot sell food to raise money without an exemption from the state.

The law applies to all food sold to students outside of school meal programs, on campus and at any time during the school day. The school day is defined as from midnight to 30 minutes after the end of the official school day.

The three Edmond high schools raised more than \$1 million last year for various



by **Diana Baldwin**  
SR. REPORTER



Diana Baldwin has been an Oklahoma journalist since 1976 and came to The Oklahoman in 1991. She covered the Oklahoma City bombing and covered the downfall of Oklahoma City police forensic chemist Joyce Gilchrist misidentifying evidence. She wrote...

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Assistant Superintendent Joanie Hildebrand said the federal standards were made in an attempt to promote more healthful eating habits at a younger age.

“Oklahoma has one of the highest rates of childhood obesity and diabetes in the nation,” she said.

The board ultimately approved a policy granting each school 30 fundraising exemptions per semester. Each fundraiser is not to last more than 14 days.

Students and parents in attendance applauded after the vote.

Some of the students thanked each of the board members and gave them bags of homemade puppy chow on their way out the door.





# preventobesity<sup>.NET</sup>

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Dear Brady,

Recently, the Oklahoma State Board of Education (BOE) voted to allow school districts up to thirty exemptions to healthy food options for school fundraisers per semester, with a maximum duration of fourteen days per exception. This could result in up to **eight hundred and forty fundraiser exemptions** at any given school site.

If the proposed rules are approved, Oklahoma will have adopted [one of the most lenient policies on school fundraiser exemptions](#) in the nation. This could have negative effects on efforts to combat rising childhood obesity rates. From now **until January 9, 2015** at 4:30 pm, the Oklahoma State Department of Education will collect public comments on the proposed rule that will adopt the BOE's decision.

[Take action and tell the Department of Education that the rules don't add up](#)



YoureTheCureOK retweeted



American Heart Assoc @AHAOKC · Jan 8

#Healthy eating at school is fundamental for student success. Support healthy school fundraisers by taking action! [spr.ly/6010avan](http://spr.ly/6010avan)



3



2



YoureTheCureOK @YoureTheCureOK · Jan 8

#Healthy eating at school is fundamental for student success. Support healthy school fundraisers by taking action! [bit.ly/1lvvgMI](http://bit.ly/1lvvgMI)



## Letter to the editor: Don't undermine healthy efforts of schools

By Ashley Pollard, Claremore | Posted: Sunday, March 1, 2015 12:00 am

The U.S. Department of Agriculture updated nutrition standards for school meals and other foods and drinks sold in vending machines, school stores and a la carte lines. This is good news considering students consume up to 50 percent of their daily calories at school.

Research shows that diets low in fruits, vegetables and dairy products are associated with lower grades. Updated standards support the hard work of schools, parents and communities to help students access healthy foods that keep them focused and ready to learn.

A recently proposed rule would allow up to 30 fundraisers each semester, lasting 14 days, that don't need to meet nutrition standards. That is up to 840 days of junk-food fundraisers per academic year. This proposal potentially hurts student health and compromises the positive efforts of schools.

Until now, Oklahoma schools have led the way in offering healthier school foods — 99 percent of our schools meet updated school meal standards. Allowing 840 days of exempt fundraisers every year undermines this progress and threatens the health of nearly 700,000 Oklahoma students.

Many schools have held fun runs and walk-a-thons as healthy alternatives to traditional school fundraisers. I hope the state Department of Education and Board of Education will continue discussions on this issue and adopt a rule that supports the health of students across the state.

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*Letters to the editor are encouraged. Send letters to [letters@tulsaworld.com](mailto:letters@tulsaworld.com).*

## Keep our school lunches healthy

| Posted: Wednesday, February 18, 2015 9:39 am

Editor, The Transcript:

The USDA recently updated nutrition standards for school meals and other foods and drinks sold in vending machines, school stores and a la carte lines. This is good news considering students consume up to 50 percent of their daily calories at school. Research shows that diets low in fruits, vegetables, and dairy products are associated with lower grades. Updated standards support the hard work of schools, parents, and communities to help students access healthy foods that keep them focused and ready to learn.

A recently proposed rule would allow up to thirty fundraisers each semester, lasting fourteen days, that don't need to meet any nutrition standards. That is 840 days of junk food fundraisers per academic year. This BOE proposal potentially hurts student health and compromises the positive efforts of schools across the state.

Until now, Oklahoma schools have led the way in offering healthier school foods — 99 percent of our schools meet updated school meal standards. Allowing 840 days of "exempt" fundraisers every year undermines this progress and threatens the health of nearly 700,000 Oklahoma students. Our kids deserve a better policy. I encourage the Department of Education to delay finalizing this rule and prioritize engaging in discussions and issue a final rule that supports the health of students across the state.

AMY BADEN

Norman

# Oklahoma Board of Education approves rule allowing students to sell food at school fundraisers

Oklahoma students can continue selling food at school fundraisers, despite concerns the items are contributing to rising obesity rates.

by [Tim Willert](#) Modified: February 27, 2015 at 9:14 am - Published: February 26, 2015



Oklahoma students can continue selling food at school fundraisers, despite concerns the items are contributing to rising obesity rates.

State Board of Education members Thursday formally granted exemptions to a federal law that was prohibiting the sale of treats considered high in sugar or salt.

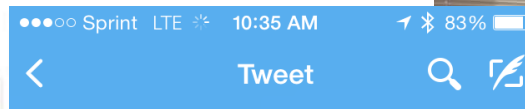
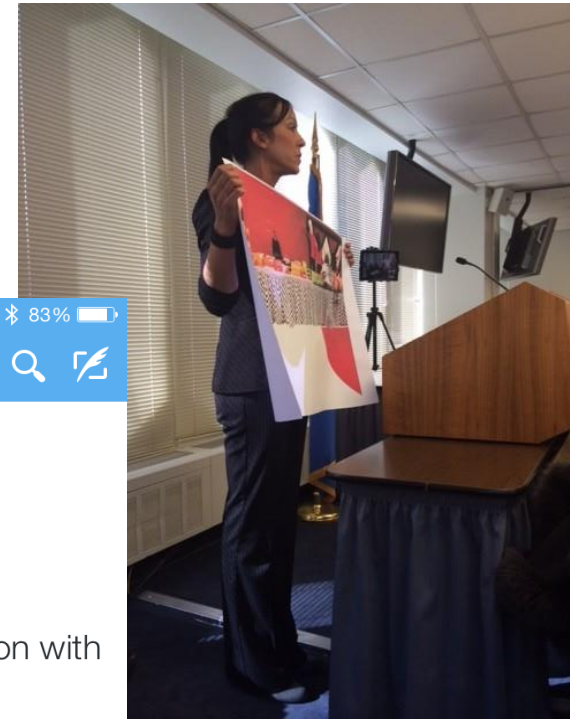
"This is truly an area that should be controlled at the local level," board member Lee Baxter said.

The board previously agreed to allow 30 fundraiser exemptions per school site per semester for a period of 14 days each, for every school district in the state.

Brian Hunter, Edmond North High School teacher and student council adviser, first raised the issue after learning that his school's annual BALTO fundraiser would be affected by The Health, Hunger-Free Kids Act of 2010.

The law says students cannot sell food to raise money without an exemption from the state.

It applies to all food sold to students outside of school meal programs, on campus and



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**Ok State Dept of Ed**  
@oksde

Up now: Naomi from the American Heart Association with information on the Smart Snacks program and how fundraising exemptions impact it.

2/26/15, 10:14 AM

1 RETWEET



Reply to Ok State Dept of Ed



# Lessons Learned

- ✓ Develop relationships with State Department of Education Staff, Board of Education Members, and State Superintendent
- ✓ Engage Local Level Stakeholders: School Superintendents, School board members, coalitions, etc.
- ✓ Identify your allies and opposition
- ✓ Understand the opposition's message and messengers
- ✓ If applicable, work with opposition to find a compromise
- ✓ Highlight success stories for Healthy/Non-Food Fundraisers