Food Marketing in School

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Food Marketing Is Effective

- Companies know marketing works: $2 billion/year

- Studies show marketing gets children’s attention & affects food choices, food preferences, purchase requests, diets & health
  - Watching TV linked to obesity

- Kids misled by and don’t understand advertising

- Parents know marketing works
$2 billion/year for food marketing to children

On package and in-store marketing 12%

Cross promotions 13%

In school marketing 11%
Food sold outside of school meals:

- Vending
- A la carte
- School stores
- Fundraisers
School Wellness Policies

• Required by Congress, 2004
• Strengthened, 2010
• Implement local, state and national requirements
• Address other policies - rewards, marketing, parties, recess, staff wellness
Fundraisers in Schools

Covered if on campus during school day
- States can allow limited exemptions
- Common items: candy, baked goods, and soda
- Undermine healthy eating, nutrition education, parents
- Branded fundraisers = marketing
SWEET DEALS:
School Fundraising
Can Be Healthy
and Profitable

CENTER FOR SCIENCE IN THE PUBLIC INTEREST (CSPI)
Study Findings: Posters & Signs

40% for healthy food    60% unhealthy food
Pizza Hut Book It! Program
Vending Machines

- Marketing:
  - Snacks
  - Soda
  - Juice drinks
  - Water
  - Sports drinks
  - Flavored milk

40% depicted soda, sports drinks, candy
80% products = poor nutritional quality

$1,400 worth of soup to get a box of colored pencils
Remove Junk-Food Marketing from Schools

- USDA local wellness policies
- State law/regulation
- Local wellness policy
- Local school board policy
- Company voluntary action
- State or local school marketing assessment study
Implement School Wellness Policy

- Develop implementation plan
- Share plan and LWP w/parents, community
- Wellness committee – develop, implement, assess, share policy
- Wellness coordinator in each school
Children's Food and Beverage Advertising Initiative

Current participants include:
- Burger King
- Cadbury Adams
- Campbell Soup Company
- Coca-Cola Company
- ConAgra Foods
- Dannon
- Ferrero U.S.A.
- General Mills
- Hershey
- Kellogg
- Kraft Foods
- Mars
- McDonald's USA
- Nestlé USA
- PepsiCo
- Post Foods
- Unilever United States
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SPOTLIGHT

The USDA has recently proposed new nutrition standards to make healthier foods more available in schools. The changes would improve the quality of vending machine snacks and other foods sold outside the school meal program.

Good nutrition is critical both to children's health and academic achievement. And with marketers targeting kids with unhealthy food at every turn, the USDA's proposal couldn't come soon enough. The new rules are open to public comment through April 9. Learn more and submit a comment or contact your legislator to express your support.

WHO WE ARE

The FMW is dedicated to eliminating harmful food marketing -- particularly marketing aimed at those who are most vulnerable to obesity and other nutrition-related diseases -- by actively identifying, investigating, and advocating changes to marketing practices that undermine health.

The FMW fosters ideas and momentum around national, state, and local strategies. It serves as a forum for researchers and advocates to share information, support one another's work, and identify priorities for research and action.

TAKE ACTION

Nickelodeon is the largest entertainment company for kids. It markets food to children through a variety of media and the use of branded characters on food packages.

On Nickelodeon, ads for unhealthy foods have decreased only modestly in recent years. The company addresses the licensing of its characters, but not its TV or web advertising — the main ways it markets to children. They can do better. Read one mom's perspective on how junk food marketing makes parents' job harder. And help urge Nickelodeon to stop marketing junk food to kids.
School Food Marketing Revenue

• Swap out unhealthy products for healthier ones

• Districts revenue is modest
  - 2/3 schools w/advertising earn no income
  - 0.4% schools earn < $50,000
  - > 80% schools earn no income from marketing products that don’t meet Smart Snacks

• Healthy fundraising can be easy to implement and profitable
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