

PENN MANOR SCHOOL DISTRICT

ADMINISTRATIVE REGULATION

APPROVED: August 21, 2017

REVISED:

246-AR-8. MARKETING PLANS FOR SCHOOL WELLNESS

School based marketing will be consistent with nutrition education and health promotion.

Students will receive positive, motivating messages, both verbal and nonverbal, about healthy eating and physical activity throughout the school setting. All school personnel will help reinforce these positive messages. Posters, artwork and information may be posted throughout school buildings, as well as in the cafeteria.

District schools will consider student needs when planning for a healthy school nutrition environment. Students may be asked for input and feedback, and attention will be given to their comments.

Healthy eating and physical activity will be actively promoted to district staff, students, parents/guardians and the community at school registration, PTO/PTA meetings, open houses, health fairs, teacher inservice, etc.

School staff will work with a variety of media to spread the word to the community about a healthy school nutrition environment, such as the local newspaper, district and school newsletters and websites, and television stations.

Marketing Techniques/Activities

Marketing techniques and/or activities for promoting student wellness may include the following:

1. Programs that provide schools with supplies when families buy nutritious food products.
2. Wellness suggestions made during morning announcements in schools.
3. In-school television programming.
4. Free samples or coupons, including coupons for discount gym memberships.
5. Pricing structures that promote healthy options in a la carte lines or vending machines.
6. Sales of fruit or other healthy foods for fundraisers.

Food and Beverage Marketing in Schools

Any foods and/or beverages marketed or promoted to students on the school campus during the school day will meet or exceed the USDA Smart Snacks in School nutrition standards.

School campus is defined as all property under the jurisdiction of the school district that is accessible to students during the school day including school buildings and property owned or leased by the district, school buses and other vehicles used to transport students, athletic fields and stadiums, and parking lots.

School day is defined as the period from midnight before school begins until thirty (30) minutes after the end of the official school day.

Food and beverage marketing is defined as advertising and other promotions in schools. Food and beverage marketing often includes an oral, written or graphic statement 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 term includes, but is not limited to the following:

1. Brand names, trademarks, logos or tags, except when placed on a physically present food or beverage product or its container.
2. Displays, such as on vending machine exteriors.
3. Corporate brand, logo, name or trademark on school equipment, such as marquees, message boards, scoreboards or backboards.
4. 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, student assignment books or school supplies displayed, distributed, offered or sold by the district.
5. Advertisements in school publications or school mailings.
6. Free product samples, taste tests or coupons of a product, or free samples displaying advertising of a product.

As existing contracts are reviewed and new contracts considered, equipment and product purchasing and replacement decisions should reflect the applicable marketing guidelines established by the district.

Immediate replacement of school equipment such as marquees, message boards, scoreboards and backboards is not required; however, the district will replace or update scoreboards or other durable equipment when existing contracts are up for renewal or to the extent that it is financially possible over time so that items are in compliance with the marketing guidelines established by the district.

Food and beverage marketing does not include content to which students may be exposed through:

1. Instructional materials.
2. External sources, such as media broadcasts, Internet resources and other external platforms in which the district does not control marketing or branding content.