

# Youth Exposure to Food & Beverage Brands in Schools

DATA COLLECTED BY THE RUDD CENTER JUNE-AUGUST 2018

#### The poor diets of American children

Nearly 40% of calories consumed by children come from nutritionally poor foods.<sup>1</sup>

60% of children do not meet USDA fruit intake recommendations.<sup>2</sup>

Less than **one in 10** children eat enough vegetables.<sup>2</sup>

Unhealthy diets have lead to proliferation of diet-related disease<sup>3,4</sup>:

- 1 in 3 children are overweight or obese
- Diabetes rates among children on the rise

Poor eating habits formed in childhood likely to persist through adulthood, increasing likelihood of developing chronic diseases (e.g., heart disease, cancer, stroke, obesity, arthritis)

### Food marketing in schools is pervasive

In 2009, top food and beverage brands spent nearly \$149 million on marketing in schools.<sup>5</sup>

7 of 10 elementary and middle school students see food marketing in their schools everyday<sup>5</sup>

The majority of food and beverage products marketed in schools are high in sugar, calories, and fat.<sup>6</sup>

Unhealthy food marketing directly goes against school health and nutrition curriculum.

Continuous exposure to marketing messages contributes to increased brand loyalty and leads to long-term preference for unhealthy products.<sup>6</sup>

#### Food marketing works

 Children prefer advertised foods, influence their parents' purchases, and they consume more advertised products.<sup>7</sup>

## Examples of how companies get their branded products in schools:

- School Lunch Programs (i.e., Domino's Smart Slice, Pizza Hut A+ Pizza)
- Fundraising Programs (i.e., Chuck E. Cheese FUNdraisers, Little Caesar's Pizza Kit Fundraisers)
- Scholarship Programs (i.e., Coca-Cola Scholars, McDonald's HACER Scholarship)
- Anti-Hunger Initiatives (i.e., Arby's School's Out Food's In, Kellogg Company's #BetterDays)
- Food/Product as Reward Programs (i.e., Pizza Hut Book-It, Chuck E. Cheese Reward Calendar)

## Domino's Smart Slice School Lunch Program

Schools contract with Domino's to serve reformulated "healthier" versions of their pizzas that look and taste like the real thing



## THE COMPLETE SCHOOL LUNCH PROGRAM, DELIVERED BY DOMINO'S

Domino's Smart Slice pizza is built specifically to the needs of your school and can meet all USDA guidelines. It can be made with ingredients like real lite mozzarella cheese, reduced fat pepperoni, and dough that's rich in whole grain.



Presence in cafeterias makes healthier items even harder to sell (pizza vs. salad)

Implicit messaging that pizza and other fast food and sugary drinks are a normal part of a weekly diet<sup>8</sup>

## Pizza Hut A+ Pizza School Lunch Program



#### Their Favorite Slice Of The School Day

Our **A+ Pizza™** Program provides hot, delicious pizza your kids will love, all while adhering to the necessary standards.

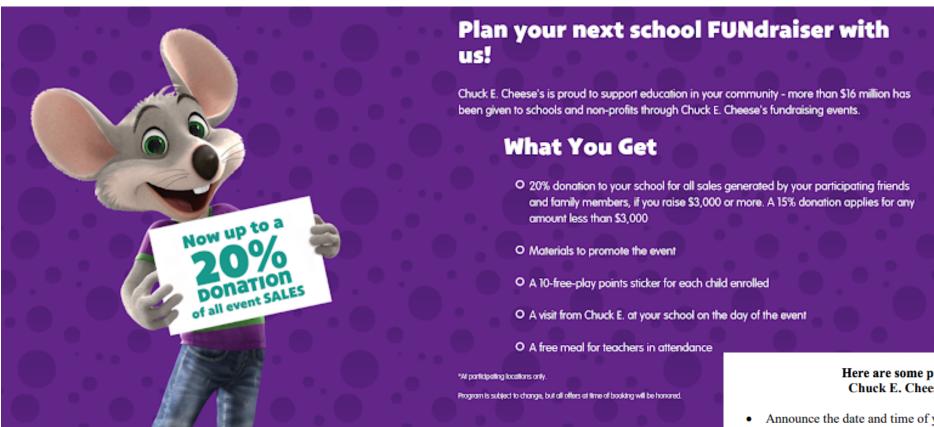
- Delivered straight to your cafeteria
- 51% whole wheat crust
- Lite cheese
- 4 recipes to choose from
- Fits within NSLP and "Smart Snack Entree" Regulations

Students don't realize the pizzas are reformulated (look-alike product)

Can cause confusion about healthfulness of products and undermine school's ability to teach good nutrition<sup>9</sup>



#### Chuck E. Cheese's FUNdraisers



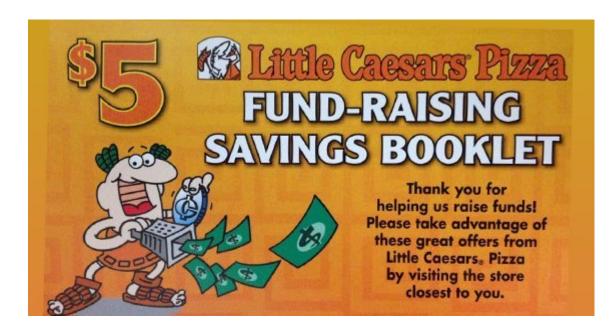
Here are some promotional tips to help make your Chuck E. Cheese's Fundraising Night a success:

- · Announce the date and time of your Fundraising Night on your school's marquee.
- Notify all teachers and parents by reproducing and distributing flyers before your scheduled event.
- Remind teachers of the FREE meal and Ticket Blaster offer during this event to help encourage student participation.
- · Remind students through PA announcements.
- Have a safe and fun Chuck E. visit! This is an excellent way to get your students excited about your school's event.

#### Little Caesar's Pizza Kit Fundraisers



Groups earn about 25% of each pizza kit sold Earnings increase with kit sales







#### Coca-Cola Scholars

For high school seniors

150 Coca-Cola scholars selected each year for \$20,000 scholarship

Students and schools that receive scholarship promote brand on social media and display continued connection to the brand

Founded in 1986, the Coca-Cola Scholars Foundation is much more than a program that awards college financial assistance to exceptional high school seniors. Our organization connects and continually nurtures an extended family of passionate, motivated, service-oriented leaders. This lifetime connection, camaraderie and sense of family are what make the Coca-Cola Scholars Foundation unique among scholarship programs.

Perhaps you are one of our alumni. Or a returning supporter checking in on what we've accomplished this year. This report is both about, and for, you.





### McDonald's HACER Scholarship

Scholarship program for children of Hispanic heritage





#### **HACER National Scholarship**

Scholarship prize varies from \$5,000 to \$100,000

Requirements include: High school senior + one parent of hispanic heritage + minimum 3.0 gpa

**Deadline: February 4, 2019** 

For more information visit

www.mcdonalds.com/us/en-us/community/hacer/eligibility\_and\_requirements.html

## Arby's: School's Out, Food's In

Arby's Foundation initiative to fight summer hunger

SOFI meal cards distributed at schools

Provide 10 free Arby's Kids meals during the summer



#### CHILDHOOD HUNGER: FUELING DREAMS

Despite its lack of visibility, childhood hunger is a serious issue in the U.S., affecting 13 million kids. It's more common than you think. And, we know that for a kid without food, the future doesn't matter. So, we provide the food necessary for kids to fuel their dreams. We do this through our nationally recognized SOFI meal card program as well as through investments in local and national partners like No Kid Hungry.



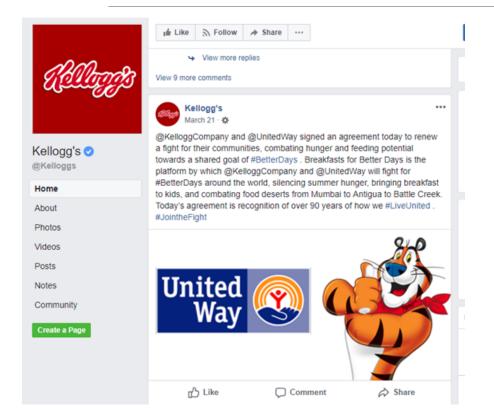
#### SCHOOL'S OUT, FOOD'S IN

Our School's Out, Food's in (SOFI) program is designed to support children who struggle to find meals during the summer when they no longer have access to free or reduced price school lunches. Each year, before the last day of school, Arby's partners with local school systems to provide students with a SOFI meal card, providing 10 free Arby's Kids meals for each student during the summer. This summer, Arby's has provided access to over 3 million meals for kids in need.

LEARN MORE

"I wanted to thank Arby's for allowing my child to get a free lunch today through the program in place to help less fortunate families in need. I am so pleased with your company for helping those in need, you have a lifetime customer."

## Kellogg Company: #BetterDays





Kellogg's 

@Kelloggs

Home

About



Anti-hunger initiative

Donate food to schools to provide breakfast for students

#### Pizza Hut: BOOK IT!

Created in 1984

Reaches more than 14 million students and 37,000 K-6 schools annually

Teachers set individual reading goals for students each month



When they meet their monthly reading goal, they receive a Reading Award Certificate

Students can redeem their Reading Award Certificate at Pizza Hut for a free, one topping Personal Pan Pizza and a sticker

#### Chuck E. Cheese Reward Calendars

Downloads available on company website including:

- Homework First Calendar
- Reading Rewards Calendar
- 100th Day of School Calendar

For each completed calendar, the child receives 10 free tokens as a reward



## Change is happening

**2016 USDA final rule-** requires school districts participating in federal school meal programs to update wellness policies to address unhealthy food marketing to children

Minimum requirement: districts must prohibit marketing of food and drinks that do not meet Smart
 Snacks In School nutritional standards on school property during the school day.

#### But we can do more

School districts can go beyond the minimum requirements by: 10

- Prohibiting brand marketing of unhealthy foods at all times, including during after-school activities
- Addressing unhealthy food and beverage marketing during off-campus school-related activities (i.e., fundraisers)
- Prohibiting all unhealthy food marketing on school campuses

#### Endnotes

- <sup>1</sup> Reedy J, Krebs-Smith SM. Dietary sources of energy, solid fats, and added sugars among children and adolescents in the United States. Journal of the American Dietetics Association. 2010; 110:1477-1484.
- <sup>2</sup> Kim SA, Moore LV, Galuska D, et al. Vital Signs: Fruit and Vegetable Intake Among Children—United States, 2003–2010. MMWR. 2014 Aug 8
- <sup>3</sup> Ogden CL, Carroll MD, Kit BK, et al. Prevalence of high body mass index in US children and adolescents, 1999-2010. J Am Med Assn.
- <sup>4</sup> Mayer-Davis, E. J., Lawrence, J. M., Dabelea, D., Divers, J., Isom, S., Dolan, L., . . . Wagenknecht, L. (2017). Incidence Trends of Type 1 and Type 2 Diabetes among Youths, 2002–2012. *New England Journal of Medicine*, 376(15), 1419-1429. doi:10.1056/nejmoa1610187
- <sup>5</sup> Terry-McElrath YM, Turner L, Sandoval A., Johnston LD, Chaloupka FJ. Commercialism in US elementary and secondary school nutrition environments: trends from 2007 to 2012. [published online January 13, 2014].
- <sup>6</sup> Harris JL, Fox T. Food and beverage marketing in schools: Putting student health at the head of the class. JAMA Pediatrics, 2014
- <sup>7</sup> Federal Trade Commission (FTC) (2012) A review of food marketing to children and adolescents: follow-up report. https://www.ftc.gov/sites/default/files/documents/reports/review-food-marketing-children-and-adolescents-follow-report/121221foodmarketingreportpdf
- <sup>8</sup> Siegel, BE. (2018, August 2). Under Betti Wiggins, Houston ISD Signs \$8 Million Contract for Domino's "Smart Slice" Pizza. *The Lunch Tray*. <a href="https://www.thelunchtray.com/houston-isd-8-million-contract-for-dominos-smart-slice-pizza-betti-wiggins/">https://www.thelunchtray.com/houston-isd-8-million-contract-for-dominos-smart-slice-pizza-betti-wiggins/</a>
- <sup>9</sup> Harris, J.L., Hyary, M., & Schwartz, M.B. (2016). Effects of offering "look-alike" products as Smart Snacks in schools. *Childhood Obesity*, 12(6), 432-439.
- <sup>10</sup> ChangeLab Solutions. (2017) Restricting Food and Beverage Marketing in Schools. https://www.changelabsolutions.org/sites/default/files/Restricting Food and Beverage Marketing in Schools-FINAL-201706 0.pdf