

School Wellness Policy Attributes “Marketing”

District Name	BP/AR	Page #	Sentence
Alpine Union	BP 5030	g	<p>“<u>Food Marketing in Schools</u>. School-based marketing will be consistent with nutrition education and health promotion. As such, schools will, from one half hour before to one half hour after school, limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually (above).School-based marketing of brands promoting predominantly low-nutrition foods and beverages is prohibited. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is encouraged.</p> <p>Examples of marketing techniques include the following: logos and brand names on/in vending machines, books or curricula, textbook covers, school supplies, scoreboards, school structures, and sports equipment; educational incentive programs that provide food as a reward; programs that provide schools with supplies when families buy low-nutrition food products; in-school television, such as Channel One; free samples or coupons; and food sales through fundraising activities. Marketing activities that promote healthful behaviors (and are therefore allowable) include: vending machine covers promoting water; pricing structures that promote healthy options in a la carte lines or vending machines; sales of fruit for fundraisers; and coupons for discount gym memberships.”</p>
Bonsall Union		3	<ul style="list-style-type: none"> • Ensure that foods and beverages that do not meet nutrition standards are not promoted in any way (e.g., through signage, vending machine fronts, school supplies), and are sold to students only in accordance with Education Code requirements.
Borrego Springs Unified	BP	c	<p>The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</p>

Cajon Valley Union	BP 5030	1 b	Limiting marketing and advertising of non-nutritious food and beverages on campus. The Board limits and discourages the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, school supplies, advertisements in school publications, coupon or incentive programs, or other means.
Carlsbad Unified	BP AR AR	4 2 7	The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means. Schools are encouraged to utilize media such as newsletters, signs, school newspapers, websites, radio and television and other campaigns to disseminate positive messages about health and nutrition that will reinforce the District’s goals for health and nutrition education. Marketing School-based marketing will be consistent with nutrition education and health promotion. As such, schools will limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals, or for foods and beverages sold individually. School based marketing of brands promoting low-nutrition foods and beverages is prohibited. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is advised.
Chula Vista Elementary	BP	3	The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.
Dehesa	BP	2	The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.
Encinitas Union	BP	C	<ul style="list-style-type: none"> The Board prohibits the marketing and advertising of non-nutritious foods and beverages through

	AR	H, i	<p>signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</p> <p><u>Food Marketing in Schools.</u> School-based marketing will be consistent with nutrition education and health promotion. As such, schools will limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually (above).¹ School-based marketing of brands promoting predominantly low-nutrition foods and beverages² is prohibited. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is encouraged.</p> <p>Examples of marketing techniques include the following: logos and brand names on/in vending machines, books or curricula, textbook covers, school supplies, scoreboards, school structures, and sports equipment; educational incentive programs that provide food as a reward; programs that provide schools with supplies when families buy low-nutrition food products; in-school television, such as Channel One; free samples or coupons; and food sales through fundraising activities. Marketing activities that promote healthful behaviors (and are therefore allowable) include: vending machine covers promoting water; pricing structures that promote healthy options in a la carte lines or vending machines; sales of fruit for fundraisers; and coupons for discount gym memberships.</p>
Escondido Union	BP	2	The board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.

¹ Advertising of low-nutrition foods and beverages is permitted in supplementary classroom and library materials, such as newspapers, magazines, the Internet, and similar media, when such materials are used in a class lesson or activity, or as a research tool.

² Schools should not permit general brand marketing for food brands under which more than half of the foods or beverages do not meet the nutrition standards for foods sold individually or the meals are not consistent with school meal nutrition standards.

	BP	3	The board believes that foods and beverages available to students at district schools should support the health curriculum and promote optimal health. Nutrition standards adopted by the district for all foods and beverages served, sold, or given away to students during the school day, including foods and beverages provided through the district's food service program, student stores, vending machines, fund-raisers, or other venues, shall meet or exceed Senate Bill 12 guidelines.
	BP (a)	12	-- Marketing (signage, school supplies, coupons, or incentive programs) of non-nutritious foods is prohibited. -- Soda and candy may not be served, sold, or given away at any time during the school day.
Escondido Union High	AR	5	<u>Food Marketing in Schools</u> School-based marketing will be consistent with nutrition education and health promotion. As such, schools will limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually (above). School-based marketing of brands promoting predominantly low-nutrition foods and beverages is discouraged. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is encouraged.
Fallbrook Union High	BP 5030	2	The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.
Jamul-Dulzura Union	BP	5	Ensure that foods and beverages that do not meet nutrition standards are not promoted in any way (e.g., through signage, vending machine fronts, school supplies), and are sold to students only in accordance with Education Code requirements. • Offer and promote healthy food and beverage products at all school-sponsored events.
Julian Union	BP	b	The board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.

Julian Union High	BP	5	Ensure that foods and beverages that do not meet nutrition standards are not promoted in any way (e.g., through signage, vending machine fronts, school supplies), and are sold to students only in accordance with Educational Code requirements.
La Mesa Spring Valley	AR	G & H	4. Food Marketing in Schools School-based marketing will be consistent with nutrition education and health promotion. As such, schools will limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually (above). ⁸ School-based marketing of brands promoting predominantly low-nutrition foods and beverages ⁹ is prohibited. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is encouraged.
Lemon Grove	BP	2	The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.
Mt. Empire Unified	BP	3	3. The Board will work to eliminate the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.
National	BP 5030	4	The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.
Oceanside Unified	BP	2	The board discourages the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.
Poway Unified	BP	7	<i>Consistent Health Messages</i> - Students should receive positive, motivating messages, both verbal and nonverbal, about healthy eating and physical activity throughout the school environment. All school personnel should help reinforce these positive messages. Foods and beverages sold or served at school should not contradict healthy eating messages. School staff

			<p>should not use practices that contradict messages to promote and enjoy physical activity, for example, withholding recess or using physical activity as punishment (e.g., running laps, doing pushups).</p> <p>d. <i>Marketing Foods and Beverages in Schools</i> - School-based marketing should be consistent with nutrition education and health promotion. Schools should limit food and beverage marketing to the promotion of foods and beverages that meet the District nutrition standards contained in this policy. Schools should promote healthy food choices and should not allow advertising that promotes less nutritious food and beverage choices.</p>
San Pasqual Unified		3	<p><u>Policy Guidelines for Nutrition:</u> The District Health Committee believes that foods and beverages available to students at district schools should support the health curriculum, contribute to the reduction of childhood obesity and promote optimal health. All foods and beverages are sold to students, including foods and beverages provided through the district’s food service program, student stores, vending machines, fundraisers, or other venues, shall meet or exceed state and federal nutrition standards.</p>
		4	<p><u>Vending:</u> Board encourages the marketing and advertising of nutritious foods and beverages through vending machine for both students and staff</p>
San Ysidro	BP	D	<p>The Governing Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</p>
		e	<p>Ensure that foods and beverages that do not meet nutrition standards are not promoted in any way (e.g., through signage, vending machine fronts, school supplies), and are sold to students only in accordance with Education Code requirements.</p>
South Bay Union		2	<p>The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications,</p>

			coupon or incentive programs, or other means.
Valley Center-Pauma Unified		1	Marketing -Professional Menu's, posters, and signs
Vista Unified	BP	1	The Board shall not promote the marketing and advertising of non-compliant SB 12 and SB 965 foods and beverages through signage, logos and scoreboards and encourages the marketing and advertising of healthy options.
Warner Unified	BP	4	The Board limits and discourages the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, school supplies, advertisements in school publications, coupon or incentive programs, or other means.