Smart Ideas to Implement Smart Snacks in Schools

Wednesday, September 28, 2016
1:00PM - 2:00PM CDT

Action for Healthy Kids
AASA, The School Superintendents Association
“We believe that the evidence is incredibly compelling that if you want kids to succeed, you need to make sure that they eat sufficiently.”

Cecilia Munoz, assistant to the president and director of the Domestic Policy Council

Smart Ideas to Implement Smart Snacks in Schools

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Objectives:

- **Objective 1:** Review the USDA Nutrition Standards for All Foods Sold in School (Smart Snacks) Final Rule.
- **Objective 2:** Identify at least three ideas, tools or resources (including results from an AFHK:AASA school leader survey on smart snacks) to share with school leadership when implementing smart snacks.
- **Objective 3:** Describe at least two ways to engage parents and school leaders to support smart snacks implementation.
Today’s Hosts

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Guest Speakers

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Logistics

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www.actionforhealthykids.org
Why are Smart Snacks Important?

- More than a quarter of kids’ daily calories may come from snacks.
- Kids who have healthy eating patterns are more likely to perform better academically.
- Kids consume more healthy foods and beverages during the school day. When they are Smart Snacks, the healthy choice is the easy choice.
- Smart Snacks Standards are a Federal requirement for all foods sold outside the National School Lunch Program and School Breakfast Program.

Smart Snacks Standards

Smart Snacks standards refer to all foods and beverages sold to students on campus during the school day which are not a part of the reimbursable meal program (school lunch and breakfast programs), including:

- à la carte lines
- vending machines
- snack bars and carts
- school stores
- fundraisers (unless exempted)
What are Smart Snacks Standards for Foods?

To qualify as a Smart Snack, a snack or entrée must first meet the general nutrition standards:

- Be a grain product that contains 50 percent or more whole grains by weight (have a whole grain as the first ingredient); or
- Have as the first ingredient a fruit, a vegetable, a dairy product, or a protein food; or
- Be a combination food that contains at least ¼ cup of fruit and/or vegetable; and
- The food must meet the nutrient standards for calories, sodium, sugar, and fats:

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Snack</th>
<th>Entrée</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>200 calories or less</td>
<td>350 calories or less</td>
</tr>
<tr>
<td>Sodium</td>
<td>200 mg or less</td>
<td>480 mg or less</td>
</tr>
<tr>
<td>Total Fat</td>
<td>35% of calories or less</td>
<td>35% of calories or less</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>Less than 10% of calories</td>
<td>Less than 10% of calories</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0 g</td>
<td>0 g</td>
</tr>
<tr>
<td>Sugar</td>
<td>35% by weight or less</td>
<td>35% by weight or less</td>
</tr>
</tbody>
</table>

What are Smart Snacks Standards for Beverages?

<table>
<thead>
<tr>
<th>Beverage</th>
<th>Elementary School</th>
<th>Middle School</th>
<th>High School</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Water</strong></td>
<td>Plain, with or without carbonate</td>
<td>No Limit</td>
<td></td>
</tr>
<tr>
<td><strong>Milk</strong></td>
<td>Unflavored low-fat, washer-fat-free, or flavored fat-free milk; milk alternatives as permitted by the National School Lunch Program/School Breakfast Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Juice</strong></td>
<td>100% fruit or vegetable juice, with or without carbonate</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Diluted Juice**

- 100% fruit or vegetable juice diluted with water, with or without carbonate and with no added sweeteners

<table>
<thead>
<tr>
<th>School Level</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary School</td>
<td>8 fl oz</td>
</tr>
<tr>
<td>Middle School</td>
<td>12 fl oz</td>
</tr>
<tr>
<td>High School</td>
<td>16 fl oz</td>
</tr>
</tbody>
</table>

**Low- and No-Calorie Beverages (High School Only)**

- Low- and no-calorie beverages, with or without caffeine and/or carbonation; calorie-free, flavored water

<table>
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<th>School Level</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
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<td>≤ 8 fl oz</td>
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<tr>
<td>Middle School</td>
<td>≤ 12 fl oz</td>
</tr>
<tr>
<td>High School</td>
<td>≤ 16 fl oz</td>
</tr>
</tbody>
</table>

“Lower Calorie” Maximum 40 calories/8 fl oz; Maximum 90 calories/12 fl oz (Equivalent to 6 calories per fluid ounce).

“No Calorie” Less than 5 calories/8 fl oz; Maximum 10 calories/16 fl oz

Do you have questions about Smart Snacks Standards? Get more information by reviewing the Smart Snacks in School Questions and Answers (http://www.fns.usda.gov/sites/default/files/tn/USDASmartSnacks.pdf) or contact your State agency (http://www.fns.usda.gov/school-meals/school-meals-contacts).
When and Where the Standards Apply

Definitions on when and where the standards apply:

- **School day** = The period from the midnight before, to 30 minutes after the end of the official school day

- **School campus** = All areas of the property under the jurisdiction of the school that are accessible to students during the school day
Smart Snacks
SURVEY RESULTS
Survey Highlights

Respondents:

- 67% are superintendents.
- 53% have been in their current position for 5 years or less, 28% between 5-10 years.
- 83% report that, in their district, 25-100% of students receive Free and Reduced Meals. Of these, 40% of respondents indicate that 50-100% of students receive Free and Reduced Meals.
- 62% report their district is rural.
- 88% report their district has fewer than 12,000 students.
- Survey respondents came from 43 of the 50 states.
Most respondents agree or strongly agree with positive statements about Smart Snacks standards.

The Smart Snack standards help balance the needs of schools in your district while still ensuring that students have access to healthy foods and beverages during the day. (n=321)

Implementing standards for all food sold at school during the day is an important component for creating healthy school environments. (n=324)
Most respondents consider implementing policies and practices around Smart Snack standards to be **an important or a high priority.**

- **A high priority:** 32%
- **It is important but not a high priority:** 45%
- **Not really a priority, but we are working on it:** 17%
- **Not a priority:** 5%

Percent of respondents (n=324)
Extension of standards beyond the school day (i.e. after-school programs, concessions at athletic events, fundraisers)

Most respondents **do not extend** the Smart Snack standards or State/District standards to beyond the school day.

- **No**: 72
- **Not yet, but we are planning to do this in the near future**: 11
- **Yes**: 17

Percent of respondents (n=287)
Impact of Smart Snack standards on fundraising

Most respondents report a negative effect of Smart Snacks standards on fundraising.

- Yes, negatively in a major way: 25
- Yes, negatively in a minor way: 39
- Yes, positively in a major way: 2
- Yes, positively in a minor way: 3
- No, not really: 34

Percent of respondents (n=285)
Respondents who “strongly disagreed” or “disagreed” that the Smart Snacks standards help balance the needs of schools in your district while still ensuring that students have access to healthy foods and beverages during the day also reported a negative effect of Smart Snack standards on fundraising. *(p<.001)*

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Negative effect</th>
<th>Percent of respondents (n=285)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree/Disagree</td>
<td>80.6</td>
<td>19.4</td>
</tr>
<tr>
<td>Agree/Strongly Agree</td>
<td>54.5</td>
<td>45.5</td>
</tr>
</tbody>
</table>
### Relationship between attitudes and effect of standards on funding

Respondents who “strongly disagreed” or “disagreed” that implementing standards for food sold during the school day is an important component for creating healthy school environments also reported a **negative effect of Smart Snack standards on fundraising.**  (p<.001)

<table>
<thead>
<tr>
<th></th>
<th>Percent of respondents (n=282)</th>
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</thead>
<tbody>
<tr>
<td>Agree/Strongly Agree</td>
<td>51.9/48.1</td>
</tr>
<tr>
<td>Strongly disagree/Disagree</td>
<td>79.4/20.6</td>
</tr>
</tbody>
</table>
Barriers to implementing standards governing foods sold during the school day

The top two barriers identified by half of respondents included lack of products meeting the new standards and confusion about what foods meet/don’t meet the standards.

Percent of respondents (n=275)

- Lack of products that meet the new standards: 50%
- Confusion about what foods meet and don't: 50%
- Lack of resources: 45%
- Lack of buy-in from key district or school staff: 42%
- Lack of vendors that provide products that will: 38%
- Lack of understanding of the standards by: 32%
- Other: 20%
- Resistance of current vendors to change existing: 10%
Barriers to implementing standards governing foods sold during the school day beyond the school meal program (i.e., ala carte, school store, snack bars, fund raising)

The top barriers included loss of revenue, resistance from students and parents, and change to tradition.

- Loss of revenue: 72%
- Resistance from students: 68%
- Change to tradition: 62%
- Lack of support from parents: 50%
- Lack of products that meet the new standards: 41%
- Lack of understanding of the guidelines: 41%
- Lack of support from teachers/staff: 38%
- Confusion about what foods meet/don't meet the...: 36%
- Lack of support from community: 35%
- Lack of resources: 28%
- Lack of support from other school administrators: 15%
- Other: 9%

Percent of respondents (n=278)
What do public health and nutrition experts think is the biggest barrier to healthy fundraising for schools?

The top barriers included loss of revenue, lack of administrative support, and uncertainty of rules.
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Learn • Act • Transform
Guest Speakers

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www.norris160.org

Learn • Act • Transform
Emphasizing water
Locally grown apples, apple tasting and “Apple Crunch” event in October.
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AFHK Tip Sheets

Healthy Fundraisers:
Promote Family Health and Well-Being
Fundraising events and activities that don’t involve selling foods for immediate consumption provide schools with a powerful opportunity to send consistent, positive health messages, enhancing classroom lessons and promoting healthy living to students and families. Traditional fundraisers often focus on selling low-nutrition foods to families, putting student health and performance at jeopardy. Why not promote healthy eating and raise money for your school at the same time? Future fundraisers can go even further, providing students and families with opportunities and positive reinforcement for increasing healthy activity.

Are Healthy Fundraisers profitable?
Many non-food and healthy food fundraisers generate profits for schools equal to or greater than profits from fundraisers selling low-nutrition foods.

Sample Profits – Healthy Fundraisers

- **$1,000**
  - 2,000 cans of 140 oz water bottles with the names/logos of 5 local business sponsors
  - **$4.00**
    - A walk-a-thon with 100 student, parent, and family members raising $100 in sponsorships
  - **$9.00**
    - 130 families buy scratch cards with discounts at local businesses

- **$30,000/year**
  - 100 families belong to a grocery store coop program

"National Alliance for Nutrition and Activity, "Sweet Treats: School Fundraisers can be Healthy and Profitable."

Selling Food for Immediate Consumption
Fundraisers that involve the sale of foods and beverages for immediate consumption during the school day (such as school stores or vending machines) must meet the USDA’s Smart Snacks in School rules. Even though foods and beverages sold outside of the school day (such as family events or concessions at sporting events) are exempt from these standards, encouraging healthier options at these community events can send a strong, positive message about student health and wellness.

For ideas, check out Action for Healthy Kids’ "Healthy Fundraising: Food (Not) During and After School" at actionforhealthykids.org/Fundraising-Food-Sales

Active Fundraisers

- **Fundraisers that Promote Healthy Eating**
  - Fruit and vegetables boxes, baskets or bundles
  - Healthy snacks and beverages
  - Cookbook of healthy recipes
  - GoodWA Kit and kitchen utensils
  - Food delivery kits
  - School seed stores
  - Farmers’ markets
  - Family nights at healthy restaurants

- **Other Non-Food Fundraising Ideas**
  - Car washes
  - Dance nights, sing a long
  - Auctions (live, silent, or online)
  - Card sales, car washes, garage sales, stationery
  - Fair, raffles, biking, bowling, cereal, stationary
  - Musical, art auction, book sale
  - Miscellaneous sales
  - Pinning and painting, confections and games
  - Festive raffles and special events
  - Faire tickets with donated prizes and special prizes, like a chance to "WIF" (wear a friend's shoes) at a special event

- **Fundraisers that Promote Physical Activity**
  - Walk-a-thon
  - Dance-a-thon
  - Healthy Eating and Physical Activity
  - Chips and chocolate sales
  - Discount cards or coupon sales
  - Decoration sales
  - Advertising and promotion sales

Healthy Fundraisers: Food Sales during and after School
When schools promote healthy foods and encourage their own student health and wellness programs, they send a strong, positive message about how much they value student health and wellness. Food and beverage sales during the school day, outside of the school meal program, or after school at family or school events, are usually designed to compete with local nutrient-rich foods to support specific student needs and interests.

All competitive foods and beverages sold to students on campus during the school day must meet the United States Department of Agriculture’s (USDA) Smart Snacks in School standards. The standards do not include items served or shared at school (such as cafeteria meals) or items that are provided at community events (such as family events or concessions at sporting events).

How Can You Support Healthier Food Sales?
Even if your school is meeting the national standards for competitive foods, there is still a need for equitable and nutritious quality of food. Consider the Smart Snacks in School standards and make sure your school is meeting the nutritional guidelines for all food sold during and after school.

- **Review the Smart Snacks in School rule**, and ask your school or district wellness policy and any state guidelines, keep in mind that many state or district standards are stricter than these national standards. The policies can include food and beverage policies, and ask your school or district for their policy and any state guidelines.

- **Shop at the local co-op or farmers market**, and ask your school or district if any state guidelines, keep in mind that many state or district standards are stricter than these national standards.

- **Survey the student body, and ask for feedback**, and ask your school or district for their policy and any state guidelines, keep in mind that many state or district standards are stricter than these national standards.

- **Approach groups in charge of the food plan in a thoughtful and professional manner**, and ask your school or district for their policy and any state guidelines, keep in mind that many state or district standards are stricter than these national standards.

- **Work with the school or district business office to identify which contracts are exempt and single contract information for the children**, and ask your school or district for their policy and any state guidelines, keep in mind that many state or district standards are stricter than these national standards.

- **Contact as an idea to consider**, and ask your school or district for their policy and any state guidelines, keep in mind that many state or district standards are stricter than these national standards.

Healthy Food Sales

The Smart Snacks in School rule defines the "school day" as the period from midnight before, to 30 minutes after the end of the official school day.

What are competitive foods?
Sold in schools outside of meal programs, "competitive foods" are defined under the rules for schools to use competitive foods.

- **Schools**
  - Competitive foods must be nutritionally regulated breakfast and lunch programs, snacks and beverages sold through vending machines, school stores and any other food service.
  - "Competitive Sale" can include the sale of food or beverage products that are exempt from the standards as long as they do not take place in direct competition with breakfast or lunch programs or the food service area during meal service.

"State agencies may use a number of ingredients that are exempt from the standards as long as they do not take place in direct competition with breakfast or lunch programs in the food service area during meal service."
For more information:

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rshaw@aasa.org
Thank you for attending.

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