

Schools and School Districts That Have Improved School Foods and Beverages and Not Lost Revenue

California

Aptos Middle School PTSA

San Francisco

Contact: Linal Ishibashi, Principal

Phone: 415-469-4520

Aptos Middle School, known as the city's most diverse middle school, recently made the decision to provide healthier school foods and beverages. Parents and staff proposed a pilot project to San Francisco's superintendent, Arlene Ackerman, who readily agreed. The move was undertaken after it was noticed that a number of children were making lunch entirely out of soda and chips. Some of the new healthier options offered at lunch include: fresh deli sandwiches, sushi, pasta, salads, homemade soups, and fajitas. Gone are Slim Jims, nachos, pre-packaged burritos, taco pockets, mega-cheeseburgers, French fries, hot wings, and oversized pizza, along with soda and chips. Teachers have commented on the improvement in students' behavior and academic performance. Meanwhile, the school food service was pleased to report that shortly after the changes were made, revenues increased and they were more than \$6,000 in the black at the end of the year. The Physical Education Department similarly reported that replacing soda with healthier choices in the locker room vending machines has resulted in an increase in revenue.

Folsom Cordova Unified School District

Sacramento County

Contact: Al Schieder, Food Service Director

Phone: 916-355-1180

Email: aschied@fcusd.k12.ca.us

Before Al Schieder stepped in as the new food service director, district schools relied on high-fat and sugar-laden fast foods, frozen snacks items, and vending machines to feed students, the food services department was operating in the red, and few kids who were eligible for the free and reduced cost lunch participated. Now, the district no longer offers junk food, soda, and a la carte sales in the cafeteria. They not only improved the nutritional quality of foods, they are operating in the black, and have increased participation by students in the USDA school meal programs. They did all this by adopting a new philosophy that not only focuses on children's health and improved food service, but also tries to be more inclusive. Gone are the days when low-income students felt embarrassed and stigmatized by having to line up for their free and reduced cost meals while other students could choose burgers, French fries, and pizza. Now, a variety of

meals are served that meet the USDA nutrition standards, including: salads, lower fat pizza, sandwiches, pasta, wraps, rice and noodle bowls, and sushi. And students pay by punching in their student ID numbers, so no one has to know if or how much a student is paying for his or her lunch.

Monroe High School

Los Angeles

Contact: Lisa Jones, Grants Coordinator

Phone (c): 818-481-7734

Phone (w): 818-892-4311

Email: lrath1@lausd.k12.ca.us

The wide array of healthful food and beverage selections now available at Monroe High School did not happen overnight. More than two years ago, the school had difficulty working within its existing beverage contract to eliminate sodas and other sugary beverages. The following year, with a new vendor, they stocked beverage vending machines with water, 100% juices, and sports drinks and eliminated low-nutrition foods with help from a grant sponsored by the California Departments of Education and Food and Agriculture. A marketing specialist was brought in to aid in the transition. Student nutrition advocates, the "Food Crew," taste tested new products that meet the SB 19 nutrition standards to identify options that taste great. They successfully worked to have a salad bar added to the cafeteria. Their switch to healthier options initially resulted in a dip in sales; however, once the students became involved with marketing healthier foods, sales returned to and surpassed previous levels. Teachers report that students are more focused in class and behavior has significantly improved, with a 74% reduction in violent suspensions and a 24% reduction in all suspensions since before the change in school foods and beverages.

Venice High School

Los Angeles

Contact: Jacqueline Domac, Chair, Health Department

Email: info@nojunkfood.org

Website: www.nojunkfood.org

A California state grant helped Venice High School eliminate unhealthy snack and beverage sales on campus. After one year, snack sales in the student store were up by over \$1,000 per month compared to the same time the previous year. Two years after the changes, snack sales per month had roughly doubled (\$6,100 in May 2002 compared with \$12,000 in March 2004). The initiative was spearheaded several years ago by a group of students concerned about their school's food selections. With the help of health teacher Jackie Domac, the students became nutrition advocates and began working on strengthening the school's food policy. The school vending machines now offer a variety of waters, 100% juices and soy milk, as well as a variety of healthy snacks including granola

and cereal bars. The students also raise significant funds with fundraisers that do not undermine children's health, such as a celebrity basketball game, car washes, and holiday gift wrapping. The positive response among students to the changes may be, in part, attributed to the school taking the students' food preferences into consideration and including them in the process.

Vista High School

San Diego County

Contact: Enid Hohn

Email: ehohn@vusd.k12.ca.us

Website: <http://www.vusd.k12.ca.us/cns/healthyvending.htm>

In the past, Vista High School depended on the sale of low-nutrition snacks sold in privately-owned vending machines to support many of its programs. Now the school sells healthier foods and makes double the money from their own vending machines. The change was spearheaded by Enid Hohn, the director of child nutrition services for Vista Schools. Faced with the need to raise additional money, while at the same time knowing she would have to do it by selling more junk food to students, Hohn proposed that the district buy its own machines and stock them with healthier items. Despite reservations on the part of the superintendent, Hohn was told to go ahead. Student taste tests were conducted to determine what would sell. The result: items such as granola bars, Oriental snack mix, Caesar salads, and tuna are sold in the vending machines. Soda is still available, but costs more than juice, milk, or water. The machines gross \$25,000 a month and average \$6,000 a month in profit.

Kentucky

Fayette County Public Schools

Fayette County

Contact: Roger Kirk, PTA vice president

Phone: 859-227-9112

Email: rkirk@levelfield4.com

The school district renegotiated its vending contract to shift the proportion of healthy options from 21% to 72% of the beverage vending options. Beverages designated as "healthy" include water, 100% juice, and sports drinks. Nutritional criteria were set for healthy snacks, and the percentage of snacks meeting these criteria was increased from 1% to 40% in the new contract. Healthier beverages and snacks will be priced lower than other beverages and snacks. Since the changes took effect, first quarter revenues were up \$4,000 from the same time the previous year. Elementary schools in the district have been and will continue to be free of vending machines.

Maine

Old Orchard Beach Schools

Old Orchard Beach

Contact: Jacki Tselikis, RN, School Health Coordinator

Phone: 207-934-4461, ext. 18

Email: jackiet@hs.k12.me.us

State tobacco settlement funds helped make it possible for Old Orchard Beach Schools to develop their Nutrition Team, consisting of members from food service, physical education, administration, and a school nurse. The team implemented Tulane University's CATCH nutrition education curriculum and wrote school vending policies that led to the removal of sodas and junk foods, and replaced them with water, 100% fruit juices, and healthier snack options. The vending machine signage was changed to advertise water instead of soda pop. The vendors were very cooperative in making the changes, and vending revenues have remained the same. Students have also taken an active role by writing their own nutrition policies, such as policies regarding foods served for classroom parties.

School Union 106

Robbinston, Calais, Alexander, Baring Plantation, Crawford

Contact: Heather Erickson, School Health Coordinator

Phone: 207-454-7787

Email: erickson@nbnet.nb.ca

Profits from the vending machines at Union 106 schools pay for Student Council programs. Because of this, the Student Council played a major role in changing the vending practices. The change began when the Assistant Project Director for St. Croix Valley Healthy Communities and the School Health Coordinator made a presentation to the Council at a meeting. They offered the Council healthy snacks and drinks and gave the students examples of schools across the country that have been successful at changing vending. The Student Council was very resistant to the change; at one point the faculty director of the Council approached the School Board asking to keep the machines on all day, filled with junk food. The Wellness Team and the School Health Advisory Council met with the Student Council again, armed with healthy snacks and 100% juice, to plead their case once more, agreeing to organize and conduct fundraisers for the council should there be a decline in revenues. The principal offered to add a request in the next budget for the Student Council and offered to leave the vending machines on all day if they were filled with healthy drinks and snacks. The School Health Coordinator had the press attend the next Student Council meeting, where the Council agreed to remove soda from the vending machines. The story was front page news the next day. All schools in Union 106 have

removed soda and low-nutrition snacks from their machines, and the high school student council has reported an increase in revenue from some machines, and some machines have had no change in revenue.

Massachusetts

Shrewsbury School District

Shrewsbury

Contact: Beth Nichols

Phone: 508-841-8819

Email: bnichols@shrewsbury.k12.ma.us

The Shrewsbury school foodservice is serving up healthier options to students as it takes steps to phase out junk foods. The cafeterias are making improvements such as replacing fried items with healthier fresh food offerings. The la carte selections no longer include fatty chips, but instead yogurt, bagels, fresh fruit, 100% juices, and milk are offered. The snack bar in the High School, which still sells candy and low-nutrition snacks, is now closed during lunch periods. As a result, sales in the cafeteria increased by \$400 per week.

Minnesota

North Community High School

Minneapolis

Contact: Bryan Bass, Assistant Principal

Phone: 612-668-1726

Email: bebass98@yahoo.com

Faced with alarming statistics about childhood overweight and obesity rates, Assistant Principal Bryan Bass of North Community High School re-evaluated the school's beverage vending practices. With the support of the administrative team, he contacted the district's Coca-Cola representative, who was willing to work with the school to provide healthier choices. As a result, the school increased the number of vending machines from four to 16, stocked 13 machines with water or 100% juice, two with sports drinks, and one with soda (which has limited hours of sale). They also instituted competitive pricing, selling water for \$0.75, sports drinks and 100% juices for \$1.00, and soda and fruit drinks for \$1.25. The water machines were strategically placed in high traffic-areas and students were allowed to drink water in the classroom. Today, soda sales are down, but vending profits have increased by almost \$4,000 a year and the total number of cases of beverages sold has more than doubled from the previous school year, with water being the best seller.

Mississippi

McComb School District

McComb

Contact: Vivian Magee

Phone: 601-684-4661

In an effort to encourage students and staff to make healthier choices, the McComb School District has been working to implement new nutrition policies. In the elementary classrooms, junk foods can no longer be used to reward student performance. The district also has stopped using low-nutrition foods as fundraisers; instead, students now sell items such as candles, coupon books, and wrapping paper. The new vending policy prohibits all vending to elementary students, and allows for the sale of water, 100% juices, low-fat milk, and low-sugar sports drinks. Coca-Cola logos that had previously been on school vending machines have been replaced by pictures of water and 100% juices. Although the students have never had access to snack vending machines, the faculty snack machine has replaced its junk foods with healthier options. The high school reports that there has been no loss in revenue and that students will purchase what is provided in the machines.

Montana

Whitefish Middle School

Whitefish

Contact: Kim Anderson, Principal

Phone: 406-862-8650, ext. 302

Email: andersonk@wfps.k12.mt.us

Whitefish Middle School switched from pop and candy to 100% fruit juice, water, and healthy snacks. It happened through the collaboration of the Montana Behavioral Initiative (MBI) (a program to develop better more positive interaction between schools and communities), students, and Team Nutrition (a USDA program to encourage students to make healthier food choices). According to Anderson, before the switch, student behavior immediately after lunch used to result in disciplinary action of six to eight kids a day. Since the switch, there are only one to two disciplinary actions per week. As for revenue, Principal Anderson said that there has been a decline in the gross but not in the net. The school has recently purchased its own cold vending machine to sell bagels, low-fat milk, and yogurt.

Pennsylvania

Sayre Middle School and South Philadelphia High School

Philadelphia

Sayre Middle School and South Philadelphia High School in Philadelphia changed their vending machines' beverage contents to remove sports drinks (sodas were already banned) and include only 100% juice, 25% juice, and water. Average monthly revenue from the machines did not decrease (see table).

Vending Machine Revenues in Philadelphia Schools (average sales per month)

	Prior to change in beverages	After change in beverages
Sayre Middle School	\$304	\$333
South Philadelphia High School	\$653	\$667

For more information, contact Dr. Margo Wootan or Joy Johanson of the Center for Science in the Public Interest at 202-777-8351.