Healthy Food, Healthy Revenue in Schools
Kaiser Permanente Southern California HEAL Initiative
Virtual Brown Bag Learning Series

Please make sure you have connected with the telephone using the number, access code and pin displayed in your AUDIO BOX on the right side of the screen. Also please mute your phone.

Practice Getting Started

TELEPHONE AUDIO PIN
PLEASE MUTE YOUR PHONE

PARTICIPATORY FORMAT
Raising Your Hand
Writing a Question

What is a “Virtual Brown Bag”? 

- **Purpose:** To generate discussion and peer learning between Southern California HEAL grantees and partners.

- **Expected Outcomes:** Accelerated learning, inspiration, dissemination of best practices, and enhanced likelihood of successful community transformation.

- **Schedule:** Monthly web/phone convening every fourth Thursday from Noon – 1:30 pm.
Today’s Purpose

Learning Objectives:
- Learn strategies used by schools to successfully implement stronger nutrition standards for competitive foods and fundraisers without any significant loss of revenue
- Identify the various stakeholders who need to be involved for successful implementation
- Generate ideas on healthy food and non-food fundraisers to support school needs

Today’s Agenda

- Introductions: Who’s in the Room?
- Invited “Instigators” Launch Discussion
- Active Dialogue with All Participants
- Ideas for Replication, Adaptation or Inspiration!

Who’s in the Room?

- Northern California
- Southern California
  - Nutrition Service Staff
  - Parents/Residents
  - PTA Members
  - Principals
  - School Administrators
  - Teachers
Money for...

Cross Site Strategies

<table>
<thead>
<tr>
<th>Community</th>
<th>Strategies</th>
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<tbody>
<tr>
<td>Anaheim</td>
<td>Identify champions within school administration to champion “Non-Food” Fundraisers</td>
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<tr>
<td>Lemon Grove</td>
<td>Leverage proposed healthy food procurement and vending policies (i.e., Local Government sector policy strategy) to develop complementary school district and city policies that allow only “healthy” food options to be sold through vending machines, on-site sales or concessions within the wellness hub area</td>
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<td>Riverside</td>
<td>Identify opportunities to implement healthy fundraising with Parent-Teacher Organizations</td>
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<td>Ventura</td>
<td>Institutionalize/implement the use of Healthy Foods and Beverages and non-Foods and Beverages for fundraising, for example by including healthy options in the School Wellness Hub area</td>
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<td>Hollywood</td>
<td>Institute healthy fundraising and healthy snack initiatives (healthy options) in the student store and vending machines</td>
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<td>Lancaster</td>
<td>School staff and parent groups are supported in implementing school policies related to snacks, rewards, and fundraisers</td>
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<td>Whittier</td>
<td>Increase access to healthier snack options in bands and competitive foods. Ensure implementation and maintain school wellness policy to support availability of healthy food options and healthy fundraising activities</td>
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<td>Ontario</td>
<td>KCF will pass a site-specific Health &amp; Vending policy regulating the food and beverages offered on-site</td>
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Discussion “Instigators”

Jaqueline Domac
Health Policy Consultant
Hollywood High School
Healthy School Partnership

Nancy Maxson
Health and Prevention Program Coordinator
Ventura Unified School District
West Ventura HEAL Zone
FLASHBACK: The Year 2000

- UCLA survey of 900 students in LAUSD elementary schools found that 40% were obese.
- 63 Health Books for nearly 500 Health Students at VHS.
- LAUSD had an “exclusive soda contract” with Coca-Cola.
- 22 Soda Vending Machines at Venice High School.
- Confidentiality Clauses prohibited discussing contracts.
- LAUSD School Board Members allegedly “unaware” of lack of student choice for beverages.

Changing the Climate
Presented our own policy to the LAUSD School Board
Passed 8/27/2002

FAST FORWARD: 2013 HHS
- Hollywood High School HEAL – going above and beyond
- Involving all key players in transition via committees
- Evaluation of all beverages and snacks sold in student store
- Encouraging Healthy Items at Food Sales Events
- Upcoming walk-a-thon (tips available)
- Healthy Athletes Zone
- Wellness Policy

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Group Discussion

What are the concerns or challenges?

What are strategies for successful implementation?

Who are the key stakeholders?

What are the strategies for successful implementation?

- Pilot new ideas
- Taste testing with youth
- Communication, Communication, Communication
- Strong leadership
- Changes in policy
- Engaging students and listening to their feedback
- Improving the regular school meal program at the same time
- Redesigning cafeterias to make them more appealing places to eat
- Schools encouraged staff to lead by example
- Conducting nutrition education in conjunction with changes

Who are the key stakeholders?

Students, Parents, Teachers and School Staff and Administrators
- PTA/PTO
- Principal
- Food/Nutrition Services
- Coaches
- School Clubs and Advisors
- Art, Music and Athletic Departments
- Booster Clubs
What are example healthy food and non food items?

- Any type of -thon
- Sell the plants from school garden
- Non Food Fundraising
- Auction
- Recycling
- School related promotional items
- School supplies
- Grocery store
- Costumed labeled water bottle
- Direct donation by parents

Resources

Controlling Junk Food and the Bottom Line: Case Studies of Schools Successfully Implementing Strong Nutrition Standards for Competitive Foods and Beverages
Illinois Public Health Institute
A new study presents case studies of schools that improved nutrition standards for their competitive food and beverages without significant negative financial impact.
Website: [http://iphionline.org/2013/03/controlling‐junk‐food/](http://iphionline.org/2013/03/controlling‐junk‐food/)

Sweet Deals: School Fundraising Can be Healthy and Profitable
Center for Science in the Public Interest
Case studies of schools that improved the nutritional quality of foods and beverages sold in schools without losing revenue.

A+ Fundraisers for High Schools
NYC Health, Healthy High Schools Initiative
In this guide, you will find many ideas and resources to help your school, student or parent group launch a healthy food or nonfood fundraiser that can benefit your organization.

Alliance Alternative Fundraising Ideas
Alliance for a Healthier Generation
This document provides ideas for fundraisers that engage the community and students in meaningful ways that support the health and well-being of students.

Model Local PTA Resolution
Healthy Fundraising
Replication, Adaptation or Inspiration!

Thank You for Participating!
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