

## Model and Sample Policies – Marketing and Promotion

### From [Alliance for a Healthier Generation Model Wellness Policy](#):

The District is committed to providing a school environment that ensures opportunities for all students to practice healthy eating and physical activity behaviors throughout the school day while minimizing commercial distractions. The District strives to teach students how to make informed choices about nutrition, health, and physical activity. These efforts will be weakened if students are subjected to advertising on District property that contains messages inconsistent with the health information the District is imparting through nutrition education and health promotion efforts. It is the intent of the District to protect and promote student's health by permitting advertising and marketing for only those foods and beverages that are permitted to be sold on the school campus, consistent with the District's wellness policy.

Any foods and beverages marketed or promoted to students on the school campus during the school day will meet or exceed the USDA Smart Snacks in School nutrition standards [or, if stronger, "state nutrition standards"], such that only those foods that comply with or exceed those nutrition standards are permitted to be marketed or promoted to students.

Food advertising and marketing is defined as advertising and other promotions in schools. Food and beverage marketing often includes oral, written, or graphic statements made for the purpose of promoting the sale of a food or beverage product made by the producer, manufacturer, seller, or any other entity with a commercial interest in the product. This term includes, but is not limited to the following:

- Brand names, trademarks, logos or tags, except when placed on a physically present food or beverage product or its container.
- Displays, such as on vending machine exteriors.
- Corporate brand, logo, name, or trademark on school equipment, such as marquees, message boards, scoreboards, or backboards (Note: immediate replacement of these items are not required; however, districts will consider replacing or updating scoreboards or other durable equipment over time so that decisions about the replacement include compliance with the marketing policy.)
- Corporate brand, logo, name, or trademark on cups used for beverage dispensing, menu boards, coolers, trash cans, and other food service equipment; as well as on posters, book covers, pupil assignment books, or school supplies displayed, distributed, offered, or sold by the District.
- Advertisements in school publications or school mailings.
- Free product samples, taste tests, or coupons of a product, or free samples displaying advertising of a product.

### State Policy Examples:

[Maine Policy for Foods Outside School Meal Program](#) that bans brand-specific advertising of food or beverages in school buildings or on school grounds except for food and beverages meeting standards for sale or distribution on school grounds in accordance with adopted rules.

### From [Nevada State School Wellness Policy](#):

Only marketing consistent with Smart Snacks Nutrition Standards is allowed on the school campus. This includes any advertising and other promotions on the school campus during the school day (oral, written, or visual).

School districts must identify and eliminate all marketing and advertising on school property which does not currently meet the Smart Snacks Nutrition Standards as leases, agreements, or contracts are renewed or items are replaced.