

Marketing's Impact on Program Effectiveness and Healthy Food Choices in Schools

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Presentation objectives

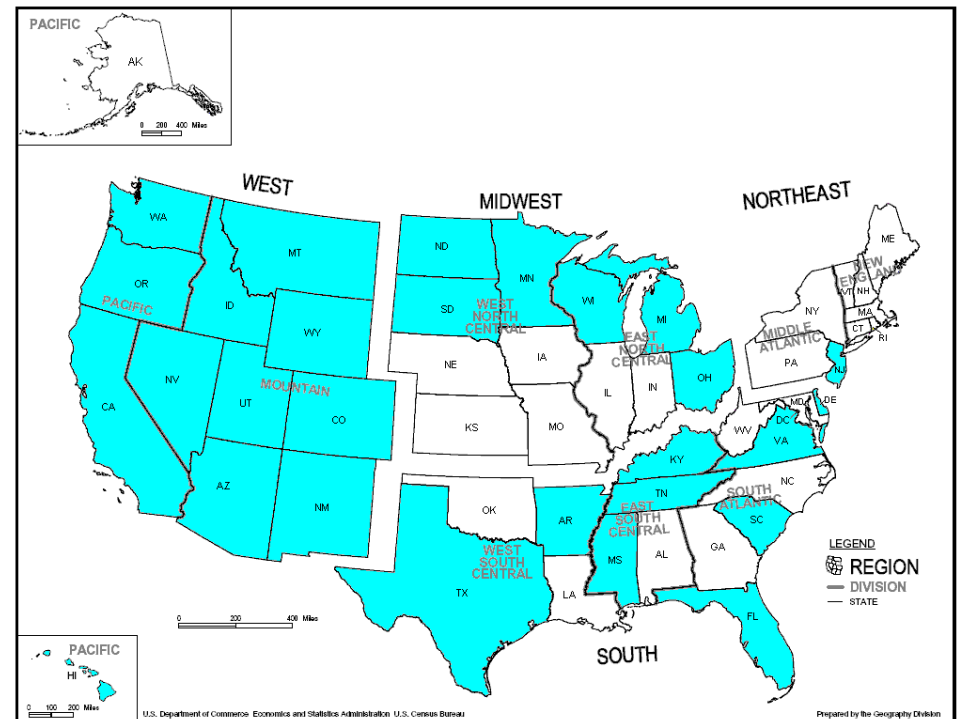
- Identify the 4 healthy food access areas that rural schools are lagging in
- Identify 3 promising practices for schools
- Discuss 3 actions for decision makers

Students attending rural schools are more likely...

- To attend small schools
- Live in poverty
- Be food insecure
- Unprepared for school

National study

- Study with 28 U.S. states representing 6,732 schools (2008)
- Principals described school nutrition policies and practices



What are the main findings?

- Junk foods and drinks were equally available across all schools, regardless of location
- Rural schools were *less likely* to:
 - ban junk food, fast food advertising at school
 - promote healthy foods
 - serve fruits or vegetables
 - have smaller portions sizes

Why is this important?

- Food access
 - Sugary drinks, fruits and vegetables
- Junk food marketing
 - Linked to obesity
- Promotional strategies
 - Nutrition info, taste preferences, cost sensitive
- Portion sizes
 - Serving sizes have increased over time

Promising Practices

- School Breakfast Program (SBP)
- Ban junk food marketing/promote healthy foods in schools
- Cooperative buying partnerships

Why prioritize school breakfast?

- Broad stakeholder reach
 - Academic performance, healthy diet/weight, hunger
 - School Board Association, School Nutrition Association, Academy of Pediatrics, etc.
- Academic benefits, especially for rural, low income of *school breakfast*
- *School breakfast* eaters have better diets and weigh about 4 pounds less than noneaters

Project BREAK! study results

Goal: increase access to school breakfast in rural schools

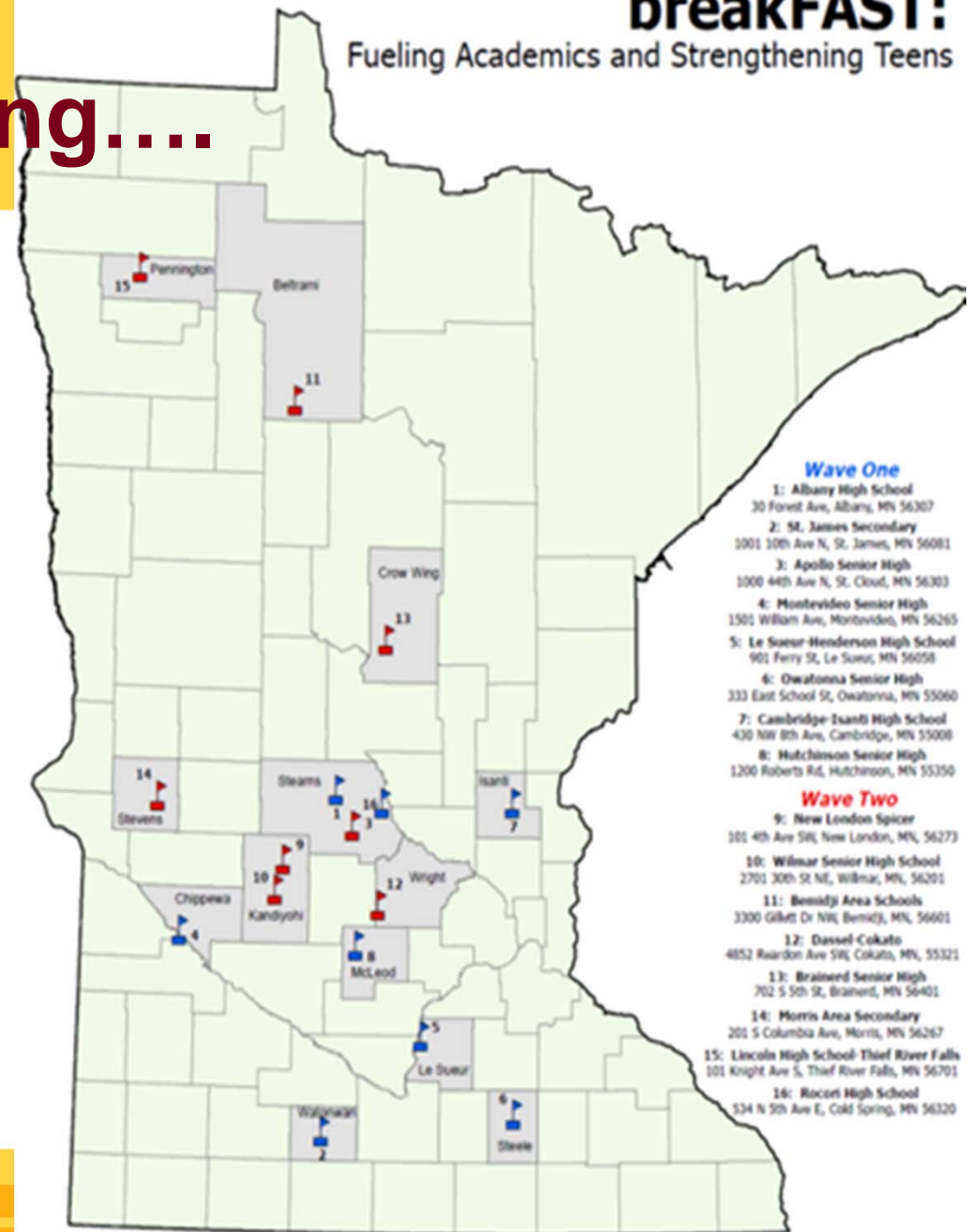
- Increase in SBP participation among low income students, girls, students of color
- Increase in whole grains and milk
- Decrease in breakfast skipping
- Maintain healthy weights

Currently evaluating....

- Grades
- Absences
- Tardiness
- Disciplinary events
- Health office visits



breakFAST:
Fueling Academics and Strengthening Teens



Map by: Minnesota Population Center



breakFAST
fueling academics & strengthening teens



Opportunities for decision makers

- Support School Breakfast Programs
- Connect schools to local agriculture to offset food costs and increase healthy food access
- Identify creative ways to connect parents and community businesses to schools

Support School Breakfast Programs

- Establish state reimbursements
- Enroll more eligible families
- Review bus schedules, start times
- Create pipeline programs (elementary, middle/jr., high schools)

All school districts are required to arrange bus schedules so that buses arrive in sufficient time for schools to serve breakfast prior to the instructional day.

[KY.REV.STAT.ANN. § 158.070]

Support local agriculture

- Food Policy Councils
 - Examine local food systems and provide recommendations to improve access
- Farm to School Programs
 - Connect kids to food; supports local farmers
- Collective purchasing of food for federal school nutrition programs
 - Smaller and rural schools have the most to gain

Legal and policy tools available at the [Public Health Law Center.org](http://PublicHealthLawCenter.org)

Connecting schools, families and businesses

A strength of rural schools...

- 41% of town/rural schools report both family and community involvement in school nutrition policy development
 - 32% of city schools
 - 34% of suburb schools

Family & community involvement

- Having family and/or community help in developing school nutrition policies:
 - Fewer junk food items in schools
 - More fruits/vegetables
 - Smaller portion sizes
 - Pricing strategies
 - Collect parent, student suggestions
 - Provide nutrition information

But not for policies to....

- Ban distributing junk food merchandise
- Ban junk food advertising in school buildings, grounds, bus, publications

Parent outreach/engagement strategies

- School siting decisions can be leveraged to promote greater school and community connectivity
- Shared use of school property
- Afterschool and out –of-school time

Legal and policy tools available at the [Public Health Law Center.org](http://PublicHealthLawCenter.org)

Summary: Food access in schools

- Food access challenges of costs, resources, infrastructure, etc. transcend geography
 - *Most problematic in rural schools*
- National evidence base exists on how to improve food access in school settings
 - *Unique rural challenges*
- Solutions will likely impact multiple settings
 - Child care, after school programs, worksites

Thank you & questions

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