

STANDARDS FOR THE SALE AND DISTRIBUTION OF FOOD AND BEVERAGES IN RED DEER PUBLIC SCHOOLS

November 2007

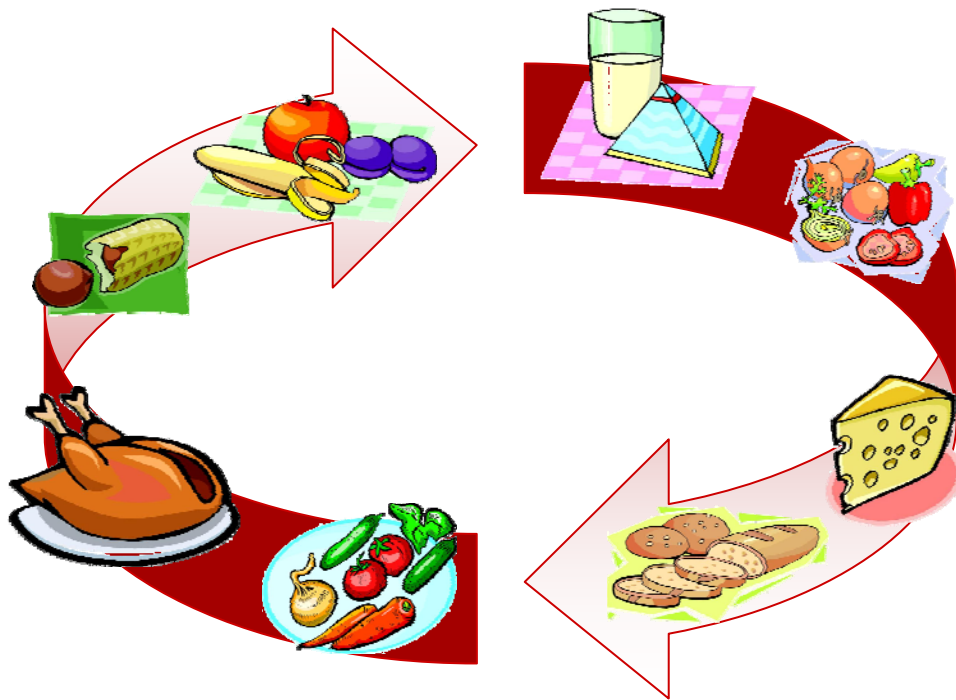


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Overview

Red Deer Public Schools desires to be at the forefront in creating healthy eating environments. The steady replacement of junk food with healthy food and beverage choices in school vending machines, cafeterias, and school stores has already had a noticeable impact on making our schools healthier places for children. Several District schools have been recognized locally, provincially, and nationally for their leadership in implementing healthy eating initiatives and in promoting healthy eating habits among their students.

Standards for the Sale and Distribution of Food and Beverages in Red Deer Public Schools strengthens the District's commitment to providing a healthy eating environment for students. *Standards* contains strict nutrition criteria for the consumption of calories, fat, salt, and sugar that will assist and encourage our students to make healthy food and beverage choices throughout their lives.

Background

At the District Town Hall Meeting held in February 2007, a representative group of parents, students, teachers, support staff, administrators, community members and trustees recommended that the District address society's growing concern with regard to student health and nutrition by developing a healthy foods strategy. The Board subsequently adopted the recommendation as a key priority within its District Education Plan 2007/08 – 2009/10. *Standards for the Sale and Distribution of Food and Beverages in Red Deer Public Schools* represents an important step in the completion of that strategy. Further, *Standards* is designed to be in alignment with and supportive of a proposed Board policy that will be introduced in the Fall of 2007.

Standards was informed substantially by a major study (2005) of school food sales and policies in the neighbouring province of British Columbia. This study found that the foods and beverages sold in schools tended to be high in calories and low in nutrients. The study also found that things were improving. At the time, more than 50 percent of BC schools taking part in the study had already implemented one or more nutrition-related policy, and more than 80 percent of reporting school jurisdictions had a jurisdiction-wide nutrition policy in place, under development, or planned.

A subsequent publication, entitled *Guidelines for Food and Beverage Sales in BC Schools* (September 2007) contributed significantly to the preparation of this document. *Standards* is also aligned with the recently revised *Canada's Food Guide (2007)*, which recommends much lower fat, salt, and sugar consumption for persons over the age of two.

Standards recognizes four key facts:

- Students, on an average school day, consume about one-third of their calories at school, and a significant amount of that is purchased on site;
- Good nutrition is important for healthy growth and development in childhood and can reduce the risk of health problems in later years;
- Healthy children learn better; and
- Schools can directly influence students' health.

Further, *Standards* responds to new understandings and national standards by:

- Removing artificially sweetened items from elementary and middle schools due to an increase in the number of products containing these ingredients and a broadly expressed desire to minimize children’s consumption of these products outside of parental supervision;
- Redefining vegetable and fruit juices and other beverages to reflect the growing number of choices available; and
- Aligning with new evidence as outlined in *Canada’s Food Guide (2007)*, limiting fat and sodium content in most food groupings to deal with a number of fatty and salty snacks.

Nutrition Criteria

Standards provides detailed criteria to clarify where specific food items fit. Potato chips, for example, could fit in any of the four categories, depending on their nutritional value:

- *Choose Most* potato chips have less than 5 grams of fat and less than 150 mg of sodium per serving. This is consistent with recommendations in *Canada’s Food Guide* that emphasizes limiting added sodium and fat;
- *Choose Sometimes* potato chips also have less than 5 grams of fat, but the sodium content is between 150-300 mg of sodium;
- *Choose Least* potato chips are higher in fat (5–14.9 grams) or in sodium (300-450 mg); and
- *Not Recommended* potato chips are those with 15 grams or more of fat, or more than 450 mg of sodium, or more than .02 grams of trans fats.

Appendix A provides further information and resources to help users understand how to read ingredient lists and nutrition labels. While foods meeting both the *Choose Least* and *Not Recommended* criteria cannot be sold in schools effective September 2010, they have not been collapsed into one *Not Recommended* category for the purpose of assisting schools and parents in making healthier choices in situations where food and beverages are provided to students but not “sold” to students.

Although the criteria were developed to guide decisions about food and beverages sold to students, the criteria may also be used to guide decisions about food and beverages used at school ceremonies and celebrations. For example, *Choose Least* items would be better choices than *Not Recommended* items when food and beverages are provided at such events.

Goal

The goal of *Standards* is to improve the choices offered within the school setting so that it is easy for students to make healthy choices on a routine basis. The food environment influences our purchasing and consumption habits. In short, *Standards* provides schools, and food/beverage providers within schools, with standards for decision-making.

Implementation

By September 2010, all schools will be required to ensure that, of the food and beverage items sold in schools:

- At least 50 % are in the *Choose Most* category;
- Up to 50 % (maximum) are in the *Choose Sometimes* category; and
- *Choose Least* and *Not Recommended* items are no longer sold to students.

Under *Standards*, a school menu board that has ten items listed must list a minimum of five products from the *Choose Most* category, and a maximum of five *Choose Sometimes* products. Products from the *Choose Least* and *Not Recommended* group would not be listed on the menu board and would not be sold to students.

Under *Standards*, two vending machines with ten slots each could have a maximum of ten slots providing *Choose Sometimes* and a minimum of ten slots with *Choose Most* products.

- “At least 50 %” refers to the number of offerings, not the total sales.

Standards applies to all food and beverages offered for sale in vending machines, school stores and cafeterias, or in conjunction with fundraising activities and sporting events. It also includes items distributed through school snack programs, hot lunch programs, food rewards, and other similar initiatives. Organizers of school-sponsored special events, celebrations, and ceremonies such as class parties, meet-the-teacher events, graduation banquets, and other similar events are encouraged to use *Standards* in the planning and implementation of these events.

Schools are encouraged to work with students, teachers, parents, and others to develop strategies for implementing *Standards*. Schools may find the following four-step approach effective in promoting healthy eating environments:

1. Develop partnerships with key stakeholders, including students, teachers, parents, public health professionals, caterers, and vendors to determine the best ways to promote healthier choices in the school environment.
2. Develop communication and education plans that will assist with the implementation of these standards and of school-based nutrition practices.
3. Develop transition plans to guide the change process and give all affected parties time to adapt.
4. Develop and implement marketing mechanisms to further encourage healthy choices. Marketing mechanisms may include such things as making healthier choices more plentiful, more visible and less expensive, compared to their less healthy counterparts.

Appendix B provides a more detailed overview of this approach to implementation.

**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Grains</p> <p>Grains must be the first or second ingredient (not counting water).</p> <p>Grain ingredients may include:</p> <ul style="list-style-type: none"> - flours made from wheat, rye, rice, potato, soy, millet, etc. - rice, pasta, corn, amaranth, quinoa, etc. 	<p>Some seasoned breads, commercial pancakes, biscuits, etc.</p> <p>Very high fat/sugary/salty baked goods like some crackers, muffins, cakes, cookies, squares, doughnuts, pastries, danishes, and croissants</p> <p>Some sugary cereals</p> <p>Most seasoned noodle or rice mixes</p> <p>Most saltier grain and corn snacks, baked or fried (cereal mix, wheat chips, tortilla chips, popcorn, cheesies, etc)</p>	<p>Most loaves, muffins, cakes, cookies, squares, doughnuts, pastries, danishes, and croissants</p> <p>Some higher fat crackers</p> <p>Some sugary cereals</p> <p>Some instant noodle or rice mixes (not enriched or containing fats)</p> <p>Most pasta salads</p> <p>Most bags of grain and corn snacks, especially if deep-fried (cereal mix, wheat chips, tortilla chips, popcorn, cheesies, etc)</p>	<p>Many enriched breads, buns, bagels, tortillas, English muffins, pancakes, etc</p> <p>Some small baked lower fat items such as loaves, muffins, or crackers</p> <p>Most pastas (including those with added egg, spinach or tomato)</p> <p>Most cereals</p> <p>Some pasta salads with very little dressing</p> <p>Other rice, rice noodles, and wraps</p> <p>Very few lower fat grain and corn snacks (cereal mix, wheat chips, tortilla chips, popcorn, etc)</p>	<p>Many whole grain breads, buns, bagels, tortillas, English muffins, pancakes, etc</p> <p>Some small baked lower fat items with whole grains, fibre, fruit or nuts, such as loaves, muffins, or crackers</p> <p>Some whole grain cereals, cereals with fibre, fruit, or nuts</p> <p>Most whole grain pastas</p> <p>Brown/wild rice</p> <p>Very few whole grain and corn snacks (cereal mix, wheat chips, tortilla chips, popcorn, etc)</p>
<p>Nutrition Criteria</p>	<p>ANY of the following:</p> <p>Calories: more than 400</p> <p>Fat: 15 g or more</p> <p>Saturated fat: more than 5 g</p> <p>Trans fat: 0.2 g or more</p> <p>Sodium: more than 450 mg</p> <p>Sugars: more than 28 g</p> <p>Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following:</p> <p>Calories: 300-400</p> <p>Fat: 7-14.9 g</p> <p>Saturated fat: 3-5 g</p> <p>Sugars: 16.1 - 28 g</p> <p>Iron: 5% DV (0.7 mg) or less</p> <p>Sugars: are first ingredient</p> <p>Artificial Sweeteners are present (elementary and middle schools only)</p> <p>Caffeine: 15.1 - 25 mg</p>	<p>ANY item that passes the Not Recommended and Choose Least, but does not pass the Choose Most criteria</p> <p>May contain artificial sweeteners (high schools only)</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria AND has ALL of the following:</p> <p>Fibre: 2 g or more</p> <p>Sugars: may have 12-16 g sugars IF fruit is the first or second ingredient</p> <p>Iron: 10% DV (1.4 mg) or more</p> <p>Does not contain artificial sweeteners</p>

Foods high in starches and sugars (natural or added) can leave particles clinging to teeth and put dental health at risk. Grain choices of particular concern include some cereals, granola bars, crackers, cookies and chips (corn, wheat, rice, etc). It is suggested that "clingy" foods should only be eaten at mealtimes, and grain choices that clear quickly from the mouth should be eaten at snack time.

Allergy Awareness: *Standards* is not intended to address food allergy concerns in schools.

**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Vegetables & Fruit</p> <p>A vegetable or fruit or fruit puree must be the first or second ingredient, not counting water.</p> <p><i>(Juice and concentrated fruit juice does not count as a fruit ingredient for this food grouping – see “Vegetable & Fruit Juices”)</i></p>	<p>Pickles (see Condiments & Add Ins Food Grouping)</p> <p>Most fries: if moderately salted, or if fried in fat containing trans fat</p> <p>Most candy and chocolate or “yogurt” coated fruit</p> <p>Most fruit gummies (<i>note that concentrated fruit juice is considered an added sugar when it is not preceded by water in the ingredient list</i>)</p> <p>Most potato/vegetable chips, especially saltier flavours</p> <p>Some fruit chips (baked or fried)</p>	<p>Some canned vegetables, including regular sauerkraut</p> <p>Some fries: some small portions of deep fried potatoes, may be lightly salted</p> <p>Coated/breaded and deep fried vegetables</p> <p>Most jarred salsa (sodium)</p> <p>Some fruit gummies with pureed fruit as first ingredient</p> <p>Most fried fruit chips</p>	<p>Most fresh/frozen/dried vegetables and fruit, raw, cooked, moderately seasoned/dressed</p> <p>Most canned vegetables in broth</p> <p>Fruit canned in light syrup</p> <p>Fries: some baked frozen fries (without trans fats), may be very lightly salted</p> <p>Vegetables, breaded and baked</p> <p>Some lower sodium jarred salsa</p> <p>Some sweetened baked fruit slices</p> <p>Some fruit gummies with pureed fruit as first ingredient</p> <p>Some potato/vegetable chips, very lightly salted, baked</p>	<p>Most fresh/frozen/dried vegetables and fruit, raw, cooked, very lightly seasoned/dressed</p> <p>Canned vegetables or fruits (in water, juice)</p> <p>Some frozen fruit bars made with pureed fruit</p> <p>Some baked fruit slices</p>
<p>Nutrition Criteria</p>	<p>ANY of the following:</p> <p>Fat: 15 g or more</p> <p>Trans fat: 0.2 g or more</p> <p>Sodium: more than 450 mg</p> <p>Sugars: are first ingredient</p> <p>Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following:</p> <p>Calories: more than 250</p> <p>Fat: 5-14.9 g</p> <p>Sodium: between 300-450 mg</p> <p>Sugars: both the second and third ingredients are sugars</p> <p>Caffeine: 15.1 - 25 mg</p> <p>Artificial Sweeteners are present (elementary and middle schools only)</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria, but does not pass the Choose Most criteria</p> <p>May contain artificial sweeteners (high schools only)</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria AND has ALL of the following:</p> <p>Sodium: less than 150 mg</p> <p>Sugars: are not the second ingredient</p> <p>Does not contain artificial sweeteners.</p>

Foods high in starches and sugars (natural or added) can leave particles clinging to teeth and put dental health at risk. Vegetable/fruit choices of particular concern include fruit leathers, dried fruit, and chips (potato or other). It is suggested that these clingy foods be eaten only at mealtimes, and that foods that clear quickly from the mouth, such as fresh/canned/frozen vegetables or fruit (raw or cooked), be eaten at snack time.

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**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Vegetable & Fruit Juices</p> <p>A vegetable or fruit juice or puree must be the first ingredient (not counting water):</p> <ul style="list-style-type: none"> - may be diluted with water or carbonated water - may have added food ingredients, eg Fruit pulp, fruit puree - may not be fortified with vitamins other than Vitamin C, or with minerals other than calcium - some non-medicinal ingredients and herbs may not be acceptable. Check with a <i>DTHR Registered Dietitian (341-2100) regarding safety in children.</i> 	<p>Most “drinks”, “blends”, “cocktails”, “splashes” and “beverages” (if sweetened with added sugars)</p> <p>Most fruit smoothies made with any Not Recommended ingredients</p> <p>Slushy drinks and frozen treats with added sugars (see “Candies, Chocolates, etc” food grouping)</p> <p>Juice drinks with added caffeine, guarana or yerba</p>	<p>Some nectars or juice blends</p> <p>Most regular tomato juice</p> <p>Most regular vegetable juice</p> <p>Most fruit smoothies made with any Choose Least ingredients</p> <p>Slushy drinks and frozen treats made with concentrated juice</p> <p>Artificially sweetened juice drinks (elementary/middle schools)</p>	<p>100% juice, may be from concentrate (fruit, vegetable, or combination)</p> <p>Some lower sodium tomato and vegetable juices</p> <p>Diluted or sparkly juice drinks, no added sugars (only high schools may have artificial sweeteners)</p> <p>Most fruit smoothies made with any Choose Sometimes ingredients</p> <p>Slushy drinks and frozen treats made with Choose Sometimes items (<i>note that concentrated fruit juice is considered an added sugar when it is not preceded by water in the ingredient list</i>)</p>	None
<p>Nutrition Criteria</p>	<p>ANY of the following:</p> <p>Juice content: less than 50% AND has added sugars</p> <p>Size: more than 600 mL</p> <p>Trans fat: 0.2 g or more</p> <p>Sodium: more than 450 mg</p> <p>Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following:</p> <p>Size: 361-600 mL</p> <p>Juice content: 50% or more AND has added sugars</p> <p>Concentrated fruit juice is first ingredient for slushies</p> <p>Fat: more than 5 g</p> <p>Caffeine: 15.1-25 mg</p> <p>Artificial Sweeteners are present (elementary and middle schools only) AND</p> <p>ANY item that passes the Not Recommended criteria, but does not pass the Choose Sometimes criteria</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria AND has:</p> <p>Sodium: less than 200 mg</p> <p>No added sugars</p> <p>Caffeine: 15 mg or less</p> <p>Size: 250 mL or less for elementary schools only</p> <p>May contain artificial sweeteners (high schools only)</p>	None

It is recommended that plain water be chosen more often than juice. 100% juice and other fruit drinks contain sugars and acids (natural or added) that dissolve tooth enamel when sipped frequently. To avoid prolonged exposure to these sugars and acids, it is suggested that only plain water be allowed in classrooms except at designated eating times.

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**Standards for the Sale and Distribution of Food and Beverages
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Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Milk-based Foods</p> <p>Milk must be the first ingredient Cream is NOT considered a milk ingredient</p>	<p>Most cream cheese and light cream cheeses and spreads Some candy flavoured ice creams and frozen yogurt Frozen “yogurt” not based on milk ingredients (see “Candies, Chocolates, etc” food grouping) Most regular sized sundaes Most frozen novelties</p>	<p>Some higher fat cheeses Most processed cheese slices and spreads Some puddings/custards, etc. Some ice milks, ice creams, and frozen novelties Most cottage cheese</p>	<p>Some processed cheese slices Most flavoured yogurts Yogurt with artificial sweeteners (high schools only) Many puddings/custards Pudding/custards/ice milk bars with artificial sweeteners (high schools only) Small portions of some ice milks and frozen yogurts – simply flavoured</p>	<p>Most regular and light cheeses, cheese strings (unprocessed) Plain yogurt Some flavoured yogurts Some puddings/custards</p>
<p>Nutrition Criteria</p>	<p>ANY of the following: Calories: more than 400 Fat: more than 20 g Trans fat: 0.4 g or more, per 8 g of protein Sodium: more than 450 mg Sugars: are the first ingredient Calcium: less than 4% DV (44 mg) Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following: Calories: 250 - 400 Fat: 15 - 20 g Sugars: 36 g or more per 175 mL Calcium: 5% DV or less for every 100 mg sodium Caffeine: 15.1 - 25 mg Artificial Sweeteners are present (elementary and middle schools only)</p>	<p>AND any item that passes the Not Recommended, and Choose Least criteria, but does not pass the Choose Most criteria May contain artificial sweeteners (high schools only)</p>	<p>ANY item that passes the Not Recommended, Choose Least, and Choose Sometimes criteria, AND has ALL of the following: Sodium: less than 300 mg Sugars: 20g or less per 175 mL Does not contain artificial sweeteners</p>

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Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Milk & Alternatives-based Beverages</p> <p>Milk must be the first ingredient</p> <p>Cream is NOT considered a milk ingredient. However, <i>fortified</i> soy drinks contain protein and calcium and may be assessed in this food grouping.</p> <p>See "Other Beverages" for other <i>fortified</i> drinks (eg rice, potato based) and <i>non-fortified</i> soy drinks.</p>	<p>Most eggnogs</p> <p>Regular tea/coffee lattés</p> <p>Some blended sweetened coffee drinks</p> <p>Most hot chocolate mixes made with water (see also "Other Beverages")</p>	<p>Most candy flavoured milks</p> <p>Some decaf blended sweetened coffee drinks</p> <p>Smoothies made with Choose Least ingredients</p>	<p>Most basic flavoured milks and fortified soy drinks</p> <p>Yogurt drinks</p> <p>Some decaf flavoured tea/coffee lattés (eg Chai, caramel)</p> <p>Smoothies made with Choose Sometimes ingredients</p> <p>Some eggnogs if lower in sugar</p> <p>Most hot chocolates made with milk</p> <p>Most artificially sweetened milk drinks (high schools only)</p>	<p>Plain, unflavoured milk and fortified soy drinks</p> <p>Many milks modified with fatty acids</p> <p>Decaf unsweetened tea/coffee lattés</p> <p>Smoothies made with Choose Most ingredients</p> <p>Some hot chocolates made with milk and very little added sugar</p>
<p>Nutrition Criteria</p>	<p>ANY of the following:</p> <p>Size: more than 600 mL</p> <p>Calories: more than 600</p> <p>Fat: more than 15 g per 250 mL</p> <p>Trans fat: more than 0.4 g per 250 mL</p> <p>Sodium: more than 450 mg</p> <p>Sugars: are the first ingredient</p> <p>Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following:</p> <p>Size: 361-600 mL</p> <p>First ingredient is not a milk ingredient</p> <p>Calories: 400 - 600</p> <p>Fat: 10 - 15 g per 250 mL</p> <p>Sugars: more than 36 g per 250 mL</p> <p>Artificial Sweeteners are present (elementary and middle schools only)</p> <p>Caffeine: 15.1 - 25 mg</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria, but does not pass the Choose Most criteria</p> <p>May contain artificial sweeteners (high schools only)</p>	<p>ANY item that passes the Not Recommended, Choose Least, and Choose Sometimes criteria, AND has ALL of the following:</p> <p>Sodium: less than 200 mg</p> <p>Sugars: 20 g or less per 250 mL (if fortified soy drink, 8 g or less per 250 mL)</p> <p>Size: 250 mL or less in elementary schools</p> <p>Does not contain artificial sweeteners</p>

To avoid prolonged exposure to the added sugars found in sweetened milk beverages, it is suggested that only plain water be allowed in classrooms except at designated eating times.

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**Standards for the Sale and Distribution of Food and Beverages
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Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Meat & Alternatives</p> <p>A meat or meat alternative must be the first or second ingredient (excluding nuts and seeds*).</p> <p>Meat and meat alternatives include: beef, pork, poultry, fish, game meats, eggs, soybeans, legumes, tofu.</p> <p><i>* See the "Nuts & Seeds (Mixes or Bars)" category for guidelines on these items.</i></p>	<p>Many products deep fried in hydrogenated or partially hydrogenated oils or in vegetable shortening Some wieners with more filler than meat</p> <p>Some heavily seasoned chicken or tuna salads</p> <p>Most jerky</p>	<p>Many cold cuts and deli meats (deli chicken, deli beef, pepperoni, bologna, salami, etc) if high in salt</p> <p>Some seasoned chicken or tuna salads Some breaded and fried chicken/fish/meat</p> <p>Most regular wieners, sausages, smokies, bratwurst</p> <p>Fattier pepperoni/chicken sticks</p> <p>Some jerky</p>	<p>Some marinated poultry</p> <p>Some fish canned in oil</p> <p>Marbled or fatty meats</p> <p>Some deli meats if not too salty</p> <p>Some chicken or tuna salads, lightly seasoned</p> <p>Some breaded and baked chicken/fish/meat</p> <p>Some lean wieners, sausages</p> <p>Lean pepperoni/chicken sticks</p> <p>Some jerky, lightly seasoned</p> <p>Some egg or legume salads, lightly seasoned</p> <p>Some dessert tofus</p> <p>Some refried beans</p>	<p>Chicken, turkey</p> <p>Fish, seafood, fresh or canned in water/broth</p> <p>Lean meat (beef, bison, pork, lamb)</p> <p>Lean game meats and birds (venison, moose, duck, etc)</p> <p>Some chicken salads if lower salt</p> <p>Eggs and some egg salads</p> <p>Some lean wieners if lower salt</p> <p>Jerky (plain)</p> <p>Tofu</p> <p>Most legume salads if lower salt</p> <p>Dal</p> <p>Falafel</p> <p>Some refried beans</p>
<p>Nutrition Criteria</p>	<p>ANY of the following:</p> <p>Calories: more than 400</p> <p>Fat: more than 20 g</p> <p>Saturated fat: more than 10 g</p> <p>Trans fat: 0.4 g or more, per 8 g of protein</p> <p>Sodium: more than 600 mg</p> <p>Iron: less than 1% DV (0.14 mg)</p> <p>Artificial Sweeteners are present (elementary and middle schools only)</p> <p>Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following:</p> <p>Fat: more than 16 g per 60 g portion</p> <p>Saturated fat: 8 - 10 g</p> <p>Sodium: 451-600 mg</p> <p>Protein: 5 g or less</p> <p>Artificial Sweeteners are present (high schools only)</p> <p>Caffeine: 15.1-25 mg</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria but does not pass the Choose Most criteria</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria AND has ALL of the following:</p> <p>Fat: less than 12 g per 60 g portion</p> <p>Saturated fat: less than 5 g</p> <p>Sodium: less than 375 mg</p> <p>Sugars: no more than 1 g per gram of protein</p> <p>Iron: 3% DV or more (.42 mg)</p>

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**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Nuts & Seeds (Mixes or Bars)</p> <p>Peanuts, nuts or seeds must be the first or second ingredient</p>	<p>Most chocolate or “yogurt” covered nuts</p>	<p>Some salty or sugary nut/seed bars and mixes (eg sesame snap bars)</p>	<p>Nuts/seed bars and mixes with nuts/seeds or fruit as the first ingredient; may contain candy, “yogurt”, or chocolate if sugars are not the second and third ingredients</p>	<p>Nut/seed bars and mixes with nuts/seeds or fruit as first ingredient, and no candies or chocolate</p> <p>Peanut butter and other nut/seed butters, eg tahini</p>
<p>Nutrition Criteria</p>	<p>ANY of the following:</p> <p>Calories: more than 400</p> <p>Trans fat: 0.2 g or more</p> <p>Sodium: more than 450 mg</p> <p>Sugars: are the first ingredient AND item has more than 250 calories</p> <p>Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following:</p> <p>Calories: 300 – 400</p> <p>Sodium: 300 – 450 mg</p> <p>Sugars: are the first ingredient AND item has 250 or fewer calories</p> <p>Sugars: are more than 10 g AND fruit is not the first or second ingredient (<i>count all nuts/seeds listed consecutively as a single ingredient</i>)</p> <p>Artificial Sweeteners are present (elementary and middle schools only)</p> <p>Caffeine: 15.1-25 mg</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria but does not pass the Choose Most criteria</p> <p>May contain artificial sweeteners (high schools only)</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria AND has ALL of the following:</p> <p>Sodium: less than 200 mg</p> <p>Sugars: are neither the first nor second ingredient</p> <p>Sugars: are not both the second and third ingredient</p> <p>Does not contain artificial sweeteners</p>
<p>Nut and seed mixes or bars containing dried fruit, sugars, crackers or other sugars/starches (natural or added) can leave particles clinging to teeth and put dental health at risk. It is suggested that “clingy” foods should only be eaten at mealtimes and foods that clear quickly from the mouth should be eaten at snack time.</p>				

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**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
Mixed Entrée Foods	<p>Some pizzas, eg with double cheese</p> <p>Some pastry based pizza pockets</p> <p>Some meat pot pies</p> <p><i>Note: Some trans fats occur naturally in meats like beef, lamb, goat, deer, moose, elk, and buffalo</i></p>	<p>Most sandwiches made with deli or processed meats</p> <p>Some pizzas, eg meat lovers</p> <p>Some pastry based pizza pockets</p> <p>Most meat pot pies</p> <p>Most stir fries if made with salty sauces</p> <p>Some sausage/vegetable rolls</p> <p>Some pasta with a cream based sauce</p> <p>Most frozen entrees unless lower in sodium</p>	<p>Most sandwiches, short (eg 10 cm) submarine sandwiches, and burgers made with lean roasted meats (turkey, chicken, beef), but few vegetables</p> <p>Some cheese or meat pizzas</p> <p>Pizza bagels</p> <p>Baked pizza pockets, pizza pretzels</p> <p>Some meat pot pies</p> <p>Most stews served without a grain food</p> <p>Some stir fries</p> <p>Most sushi</p> <p>Pilaf (rice and meat)</p> <p>Some pasta with a milk based sauce</p> <p>Some curries, moderately salted</p> <p>Hard tacos with meat or bean filing</p>	<p>Most sandwiches, short (eg 10 cm) submarine sandwiches, and burgers made with lean meats (turkey, chicken, beef) and plenty of vegetables and whole grain breads/buns</p> <p>Some pizzas with vegetables</p> <p>Some stews, chillies, curries, lower sodium, if served with a grain food</p> <p>Some meat/tofu and vegetable stir fries served on rice, if sauce is lower in sodium</p> <p>Pilaf (with vegetables)</p> <p>Most pasta with vegetable based sauce (may have meat)</p> <p>Burritos (bean or meat)</p> <p>Soft tacos filled with Choose Most ingredients</p> <p>Falafel in pita with tomatoes and tzatziki</p> <p>Some low sodium frozen entrees</p>
Nutrition Criteria <i>schools should ask caterers and suppliers for items that meet the Choose Most and Sometimes criteria.</i>	<p>ANY of the following:</p> <p>Calories: more than 1,000</p> <p>Fat: more than 25 g</p> <p>Saturated fat: 12 g or more</p> <p>Trans fat: 0.4 g or more, per 8 g of protein</p> <p>Sodium: more than 1,200 mg</p> <p>Iron: less than 5% DV (0.7 mg)</p> <p>Artificial Sweeteners are present (elementary and middle schools only)</p> <p>Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following:</p> <p>Calories: 700 - 1,000</p> <p>Fat: 16.1 - 25 g</p> <p>Saturated fat: 8 - 11.9 g</p> <p>Sodium: 1,000 - 1,200 mg</p> <p>Sugars: more than 24 g</p> <p>Artificial Sweeteners are present (high schools only)</p> <p>Caffeine: 15.1 - 25 mg</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria, but does not pass the Choose Most criteria</p>	<p>ANY item that passes the Not Recommended, and Choose Least criteria AND has ALL of the following:</p> <p>Ingredients: contains at least one-third of a food guide serving from at least three food guide food groups (a vegetable/fruit must be one of these)</p> <p>Sodium: less than 750 mg</p> <p>Fibre: 3 g or more</p> <p>Iron: 10% DV (1.4 mg) or more</p>

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**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
Soups Includes dry, canned, and fresh	Some instant soups, plain or seasoned Regular canned soups, broth or milk based	Some instant soups, plain or seasoned Many canned soups, broth or milk based	Some soups without meat, or beans/lentils Some low-sodium canned or instant soups	Some soups made with meat or beans/lentils Some low-sodium canned or instant soups made with meat or beans/lentils
Nutrition Criteria	ANY of the following: Fat: 15 g or more Trans fat: 0.4 g or more per 8 g of protein Sodium: more than 750 mg Iron: less than 2% DV (0.28 mg) Artificial Sweeteners are present (elementary and middle schools only)	ANY item that passes the Not Recommended criteria AND has ANY of the following: Fat: 10 – 14.9 g Sodium: 600 - 750 mg Artificial Sweeteners are present (high schools only)	ANY item that passes the Not Recommended and Choose Least criteria, but does not pass the Choose Most criteria	ANY item that passes the Not Recommended, and Choose Least criteria AND first ingredient must be a food guide food (not counting water) Sodium: less than 450 mg Iron: 5% DV or more (0.7 mg)

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**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
Candies, Chocolates, etc.	Most regular packages	Most very small packages of candies/chocolates Very small portions of dessert gelatins	Sugar-free gum or mints or cough drops (high schools only) Diabetic candies (high schools only)	None
Nutrition Criteria	ANY of the following: Calories: 100 or more Sugars: more than 12 g Sodium: more than 175 mg Caffeine: more than 25 mg	ANY item that passes the Not Recommended criteria AND has ANY of the following: Calories: 50-99 Sodium: 50-175 mg Sugars: 5 – 12 g Artificial Sweeteners are present (elementary and middle schools only) Caffeine: 15.1 – 25 mg	ANY item that passes the Not Recommended and Choose Least criteria May contain artificial sweeteners (high schools only)	No Criteria

Candies, chocolates, etc, that are high in sugars and starches (natural or added) can leave food particles clinging to teeth that can put dental health at risk. It is suggested that “clingy” foods should only be eaten at mealtimes and foods that clear quickly from the mouth should be eaten at snack time.

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**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Energy Bars Includes meal replacement bars, sports bars, and snack bars.</p> <p>If a bar has fruit or vegetables as the first or second ingredient, it may score better in the Vegetable and Fruit grouping. If a bar has nuts, nut butter or seeds as the first or second ingredient, it may score better in the Nuts and Seeds food grouping.</p>	<p>Super-sized bars Low protein bars</p>	<p>Bars with sugars as first ingredient Many bars with added fats Many "low-carb" bars</p>	<p>Most bars made with a whole grain and/or fruit base</p>	<p>Some bars made with a whole grain and/or fruit base</p>
<p>Nutrition Criteria</p>	<p>ANY of the following: Calories: more than 300 Trans fat: 0.2 g or more Sodium: more than 450 mg Protein: less than 4 g Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following: Calories: 250 - 300 Fat: more than 5 g of fat Sodium: 300 - 450 mg Protein: 4 - 5.9 g Sugars: are first ingredient Sugars: 16 g or more AND fruit is not the first ingredient Artificial Sweeteners are present (elementary and middle schools only) Caffeine: 15.1 - 25 mg</p>	<p>ANY item that passes the Choose Least and Not Recommended, but does not pass the Choose Most criteria May contain artificial sweeteners (high schools only)</p>	<p>ANY item that passes the Not Recommended, and Choose Least criteria AND Fibre: 2 g or more Sodium: less than 200 mg Does not contain artificial sweeteners</p>

Energy bars high in sugars and starches (natural or added) can leave food particles clinging to teeth that can put dental health at risk. It is suggested that "clinging" foods should only be eaten at mealtimes and foods that clear quickly from the mouth should be eaten at snack time.

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**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Other Beverages* (Non-Juice/ Non-Milk based)</p> <ul style="list-style-type: none"> - May not be fortified with vitamins other than Vitamin C, or with minerals other than calcium, or with ingredients such as creatine, taurine, etc. - Some herbs may be acceptable. Check with <i>DTHR Nutrition Department</i> (341-2409) for safety in children. - May not be fortified with vitamins other than Vitamin C, or with minerals other than calcium. - Some non-medicinal ingredients and herbs may not be acceptable. Check with a <i>DTHR Registered Dietician</i> (341-2100) regarding safety in children. 	<p>Most drinks with sugars as the first ingredient (not counting water) – eg iced teas, fruit “aides”, pops</p> <p>Most sport drinks*</p> <p>Most unfortified flavoured rice, soy or potato drinks</p> <p>Most hot chocolate mixes made with water</p> <p>All regular coffee/tea drinks</p> <p>Most mixed decaf coffee drinks with sugar and cream</p>	<p>Some fortified flavoured (and most unfortified plain) rice drinks</p>	<p>Most fortified flavoured potato drinks and some fortified rice drinks</p> <p>Some unfortified soy drinks</p> <p>Water (flavoured or not) minimally sweetened</p> <p>Water (flavoured or not) with artificial sweeteners (high schools only)</p> <p>Diet decaf soft drinks and diet non-carbonated drinks (high schools only)</p> <p>Most unfortified plain soy or potato drinks</p>	<p>Water, plain</p> <p>Sparkling/carbonated water or water with added flavours (no added sugar and/or no artificial sweeteners)</p> <p>Soda water</p> <p>Fruit/mint flavoured unsweetened teas</p> <p>Decaf tea or coffee</p> <p>Most fortified plain potato drinks (see “Milk Beverages” for <i>fortified</i> soy drinks)</p>
<p>Nutrition Criteria</p>	<p>ANY of the following: Size: more than 600 mL Calories: more than 300 Fat: more than 15 g per 250 mL Trans fat: 0.2 g or more Sodium: more than 450 mg Sugars: more than 16 g per 250 mL Sugars: 8 – 16 g per 250 mL AND there is less than 5% calcium (55 mg) per 250 mL Caffeine: more than 25 mg</p>	<p>ANY item that passes the Not Recommended criteria AND has ANY of the following: Fat: 10-15 g fat per 250 mL Sodium: 200-450 mg Sugars: 8-16 g per 250 mL AND calcium is 5-20% (55-220 mg) per 250 mL Sugars: between 2-8 g per 250 mL AND calcium is less than 5% (55 mg) per 250 mL Artificial Sweeteners are present (elementary and middle schools only) Caffeine: 15.1 - 25 mg</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria but does not pass the Choose Most criteria May contain artificial sweeteners (high schools only)</p>	<p>ANY item that passes the Not Recommended and Choose Least criteria AND: Sodium: 50 mg or less Sugars: no added sugars if there is less than 20% DV calcium per 250 mL Sugars: may have less than 8 g per 250 mL IF there is at least 20% DV calcium (220 mg) per 250 mL Does not contain artificial sweeteners</p>

* Sport/electrolyte drinks containing added sugars are not recommended for routine sale in schools. However, it is suggested that middle/ high schools can make these drinks available for students actively participating in endurance or performance sports

“Other Beverages” may provide excess liquid calories, caffeine, artificial sweeteners, or acids and often displace healthier food/beverage choices in students’ diets. It is suggested that portion sizes of “Other Beverages” (except plain water) be limited to: 250 mL or less for elementary schools and 360 mL or less for middle/high schools. It is also suggested that plain water be chosen more often than “other beverages”. Whether they contain sugars or not, almost all “Other Beverages” contain acids (natural or added) that may dissolve tooth enamel when sipped frequently. To avoid prolonged exposure, it is recommended that only plain water be allowed in classrooms except at designated eating times.

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**Standards for the Sale and Distribution of Food and Beverages
in Red Deer Public Schools**

Food Grouping Criteria	Not Recommended	Choose Least	Choose Sometimes	Choose Most
<p>Condiments & Add-Ins Portions have been estimated to limit the amount of salt, fat, and/or sugar to approximately:</p> <ul style="list-style-type: none"> - 100 - 200 mg sodium; - 5-10 g total fat; and/or - 4-8 g added sugars (or artificial sweetener equivalent) 	<p>Condiments or add-ins containing trans fat (from partially hydrogenated oils or vegetable shortening) AND more than 0.2 g trans fat per serving</p>			<p>Condiments and add-ins can be used to enhance the flavour of Choose Most and Choose Sometimes items.</p> <p>Condiments and add-ins should be served on the side whenever possible.</p> <p>If condiments or add-ins are served <i>in</i> a food or beverage, then that item needs to be assessed <i>as served</i> in the appropriate food grouping (eg A sandwich with mayo would be assessed as the sandwich plus the mayo in the "Mixed Entrée" food grouping).</p> <p>Encourage students to limit their choices to one to two portions:</p> <p>Herbs and salt-free seasonings, garlic, pepper: no limit Soy sauce: 2 - 3 mL Hot sauce: 5 - 10 mL Table salt: ¼ - ½ mL (do not serve potassium based salt substitutes in schools) Soft margarine, butter: 5 - 10 mL Cream cheese or processed cheese spread (regular/light): 5-15 mL Sour cream: 15 - 30 mL Cream: 5 - 15 mL Whipped Cream (from cream): 15 - 30 mL Low fat spreads, dips, dressings: 5 - 15 mL Regular spreads, dips, dressings: 5 - 10 mL Oil for sautéing or dressing: 5 - 10 mL Ketchup, mustard, pickles, relishes, olives: 10 - 15 mL Horseradish: 10 - 45 mL Jarred salsa, sauerkraut: 10 - 30 mL (fresh salsa can fit into the Vegetables and Fruit food grouping) Salad toppers (eg Bacon bits): 5 - 10 mL Croutons: 25 - 50 mL Sugars/honey: 5 - 10 mL Flavoured syrups (eg For lattes): 1 pump (10 mL) Artificial sweeteners: 1 packet (high schools only)</p>

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1. Understanding Ingredient Labels

Every product has an ingredient list. For small bulk items, it might be on the carton rather than the individual package. Ingredients are listed in descending order -- as you read through the list, the amounts by weight get smaller and smaller. Usually the first three to five ingredients (not including water) tell you the most about the product; however, artificial sweeteners and caffeine don't weigh very much so they are usually near the end of the ingredient list.

Milk Ingredients: Milk needs to be the first ingredient for the Milk-based foods and Milk-based beverages categories.

Look for these words:

- Milk (whole/2%/1%/skim, non fat)
- Evaporated Milk
- Skim Milk Powder
- Milk Ingredients', Milk Solids (may be modified)

Trans fats are strictly limited in Standards. If there is no Nutrition Facts Label, these words in the ingredient list give you an idea of how much trans fat might be in the product:

- Shortening
- Margarine (not all have trans fat)
- Partially hydrogenated oil

Artificial sweeteners: Artificial sweeteners are safe for children and adolescents to consume in small quantities. *Standards* allow artificial sweeteners in the *Choose Sometimes* category and as a condiment in high schools, but not in elementary and middle schools. Look for these names in the ingredient list:

- Splenda (Sucralose)
- Nutrasweet (aspartame, Sweet 'n Low, Sugar Twin)
- Acesulfame Potassium (Ace-K)
- Cyclamate (Sugar Twin, Sucaryl)
- Sugar alcohols (maltitol, sorbitol, xylitol, etc, also polydextrose, hydrogenated starch hydrolysates, isomalt)

(Note: Some foods are sweetened with stevia. Stevia is an herb that is not approved by Health Canada.)

Sugars can be from many sources and in many forms. Look for these words on the ingredient list for added sugars:

- "Ose" words: sucrose, fructose, dextrose, maltose, etc
- Syrups: cane syrup, rice syrup, corn syrup, maple syrup, etc
- Concentrated fruit juice (used to sweeten many products other than 100% fruit juice, but adds very few nutrients to the products)
- Honey, molasses

Salt can be from these sources, but check the Nutrition Facts Label for total sodium:

- Salt, Sea Salt
- Sodium
- Sodium chloride
- Soy sauce
- MSG (monosodium glutamate)
- Baking soda, baking powder

Caffeine is listed as an ingredient only if it is added to something. Coffee drinks would not list caffeine as an ingredient, but cola drinks would. Cocoa contains caffeine but is unlikely to exceed the caffeine restrictions in Standards. If the following ingredients are present, caffeine levels are likely to exceed the restrictions in Standards:

- Caffeine
- Coffee (not coffee flavouring)
- Tea (black or green or white)
- Maté, Yerba, Yerba Maté
- Guarana

For more help in reading ingredient lists and determining caffeine content, contact the *DTHR* Registered Dietitian (341-2100)

2. Understanding Nutrition Facts Panels

The Nutrition Facts Panel is used to classify a food or beverage as “Choose Most,” “Choose Least,” “Choose Sometimes,” or “Not Recommended.” For small bulk items the panel might be on the carton rather than the individual package.

Compare this amount to the size of the package being sold. Is it the same or is it smaller, bigger?

In the Guidelines, the amount of a nutrient allowed is always based on the total package size you are selling (unless otherwise specified). In this example, if the package was 250 mL, it would contain twice what the Nutrition Facts Label shows, eg 36 g of carbohydrate.

Sodium mg/portion sold is restricted for many of the food groupings.

Nutrition Facts	
Per 125 mL (87 g)*	
Amount	%Daily Value**
Calories 80	
Fat 0.5 g	1%
Saturated 0 g	0%
+ Trans 0 g	
Cholesterol 0 mg	
Sodium 0 mg	0%
Carbohydrate 18 g	6%
Fibre 2 g	8%
Sugars 2 g	
Protein 3 g	
Vitamin A 2%	Vitamin C 10%
Calcium 0%	Iron 2%

This is the TOTAL amount of fat.

This is where you can find the amount of trans fat in a product. Some meats and milk products have low amounts of naturally occurring trans fats.

Naturally occurring sugars (like those from fruit or milk) are shown together with added sugars.

% Daily Value:

The % refers to the proportion of the total recommended daily amount for someone with the highest needs.

For more help in interpreting Nutrition Facts panels or items without a Nutrition Facts Panel, contact a *DTHR Registered Dietitian* (341-2100)

For more information on reading nutrition fact labels and ingredient lists:

www.hc-sc.gc.ca/fn-an/label-etiquet/index.e.html

and/or

www.healthyeatingisinstore.ca

Strategy for Change

The *Standards for the Sale and Distribution of Food and Beverages in Red Deer Public Schools* are one tool for enhancing the capacity of schools to promote healthier learning environments. To maximize their impact, you may want to use them as part of a broader strategy for change. Many schools have had good results from following the four steps outlined below.

Step 1: Develop Partnerships

Key stakeholder groups, including students, teachers, parents, public health professionals, caterers, and vendors, meet to determine the approaches best suited to the needs of the school and its students. Schools that have formal groups focused on nutrition are more likely to offer more healthy choices and are more likely to implement policies encouraging healthy eating at school.

Partners share information on:

- The impact of nutrition on student health and learning;
- The influence of the school environment on food selection;
- What makes an item a healthy choice; and
- Marketing strategies to affect healthy choices.

School food and nutrition resources can be found on these websites:

- Eat Well, Play Well www.dietitians.ca/child
- Making It Happen: Healthy Eating At School
www.knowledgenetwork.ca/makingithappen

For additional nutrition resources, contact the DTHR Registered Dietitian (341-2100)

Step 2: Develop Communication and Education Plan

Student and parent involvement is very important in implementing school nutrition policies, if they are to be effective. Policies are also more effective when communicated clearly to staff, students, and parents. Communication and education can take place through:

- Student, staff, and family handbooks and/or newsletters;
- Staff orientation and meetings;
- Student orientation;
- Announcements at school events;
- Community meetings; and,
- School health teams.

Step 3: Develop Transition Plans for Full Implementation

Healthy food policies provide direction that translates into practice over time. Transition plans give schools a map to follow to help students, parents and other key stakeholders learn about, adapt to, and in time embrace the healthy changes. Transition plans also provide time to work with vendors on product, pricing, and promotion changes. Some schools may also need a transition phase to honour or adapt existing contracts.

It is recommended that schools require food/beverage suppliers to assess what categories their products fit into. Schools should ask vendors for an inventory list classified by category (*Choose Most, Choose Sometimes, Choose Least, Not Recommended*) and whenever possible have a Registered Dietitian review the vendor's list.

Healthy beverage choices can be offered without delay, since there is a wide variety readily available. Healthy snacks for vending machines are available but not as plentiful, so a little more time may be needed for manufacturers to provide different options.

Student and parent involvement is very important in developing strong transition plans to achieve sustained change.

Step 4: Develop and Implement Marketing Mechanisms

When promoting healthier food and beverage choices to students, schools can consider these marketing mechanisms:

Variety

Providing a variety of healthy food and beverage choices encourages consumption of healthier food products.

Stocking

Healthier food choices should be more plentiful and more visible than less healthy choices. Vendors and caterers are a good source of information and can assist schools in finding healthier products. Vending machines can make healthier beverage options more visible by placing these at eye level. Cafeterias can also display healthier food more prominently.

Marketing

In high schools, there are many examples of business teachers and student councils undertaking marketing campaigns to promote healthier food/beverage products in school stores, vending machines, and cafeterias. In elementary schools, newsletters have been effective in communicating healthy eating campaigns to parents.

Pricing

Price is the most important factor in helping students make healthier choices. Where healthier items cost less, students are more likely to choose them over their more expensive, less nutritious counterparts. It has been found that schools tend to under-use this strategy (School Food Sales and Policies Provincial Report, British Columbia, 2005).

A decreased profit margin on healthier products can be compensated by raising the prices of less healthy products during the transition to full implementation of the Standards. Schools that have used this strategy have not reported an overall loss of revenue.