



FOOD AND BEVERAGE MARKETING ON CALIFORNIA HIGH SCHOOL CAMPUSES SURVEY

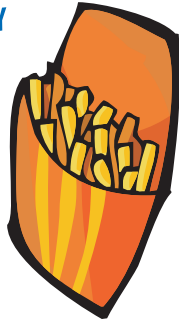
FREQUENTLY ASKED QUESTIONS

Q: WHAT WERE THE SURVEY'S MAJOR FINDINGS?

A: The survey found that food and beverage companies have a pervasive presence on high school campuses, and the majority of their school marketing materials and advertisements promote unhealthy foods and beverages. Forty-five percent of the schools surveyed reported a district policy that addressed marketing, but none of these policies explicitly limited or banned marketing of unhealthy foods and beverages.

Q: WHY IS THE MARKETING OF UNHEALTHY FOODS AND BEVERAGES ON SCHOOL CAMPUSES A PROBLEM?

A: Kids are repeatedly exposed to unhealthy products and logos on vending machines, signage and posters on school campuses every day. There is evidence that these types of food and beverage marketing influence consumption habits. With obesity rates skyrocketing, schools should not be helping food and beverage companies target and influence young consumers with unhealthy products. The school environment should be fully devoted to teaching healthful, lifelong dietary patterns.



Q: WHAT DOES THE SURVEY COUNT AS HEALTHY AND UNHEALTHY FOODS AND BEVERAGES?

A: For purposes of this study, we counted foods low in saturated fat, trans fat, sugar and sodium, and high in nutrients; such as, fruits, vegetables, whole-grains, low-fat dairy and water as "encouraged products" or foods children should eat more of. Foods high in saturated fat, trans fat, sugar and sodium, and low in nutrients; such as, soda, chips, candy, cookies, sports drinks and sweetened beverages were classified as "discouraged products" or foods children should eat less of.

Q: WHY WAS THE SURVEY CONDUCTED?

A: The purpose of the survey was to assess the prevalence of unhealthy food and beverage marketing on high school campuses and determine the need for local school board policies to eliminate these marketing practices.

Q: HOW DOES STUDENTS' LACK OF PHYSICAL ACTIVITY PLAY INTO THIS ISSUE?

A: Increasing physical activity is only part of the solution. The obesity problem has become an epidemic among children because they are consuming excessive calories and exceeding recommended intakes of fat and sugar – the same ingredients found in the unhealthy foods and beverages marketers are pushing on school campuses, according to survey results.

Q: THE STUDY DESCRIBES MARKETING IN HIGH SCHOOLS. IS THE SITUATION THE SAME IN ELEMENTARY AND MIDDLE SCHOOLS?

A: While the survey didn't look at K-8 campuses, we do know there are still vending machines, logos on equipment and support of events/activities at elementary and middle schools, which is why we're recommending policies that eliminate the marketing and promotion of unhealthy foods and beverage at all schools.

Q: WHAT DOES THE PUBLIC HEALTH INSTITUTE THINK SHOULD BE DONE ABOUT MARKETING OF UNHEALTHY FOOD AND BEVERAGES AT SCHOOL?

A: Every school district has a critical opportunity to put kids' health first by adopting policies that eliminate all marketing and promotion of unhealthy foods and beverages on campus. Recent federal law requires every school district in the country to establish wellness policies by July 2006. We believe these wellness policies should include a ban on all marketing of unhealthy foods and beverages at school and include promotions that encourage students to consume fruits, vegetables, water and low-fat and not-fat milk.