

School Food and Beverage Marketing

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School Food and Beverage Marketing Assessment Tool

Commissioned by:
The Public Health Institute
California Project LEAN



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ASSESSMENT TOOL

School Food and Beverage Marketing Assessment Tool

This tool assesses food and beverage advertising on school campuses. To answer some of the questions, you will need to walk around the school campus to observe any advertising, marketing or promotion of foods or beverages. For other questions, you will need to ask the students or staff at the school such as the principal, vice principal, teachers, cafeteria manager, athletic director, or student club representative. Information should be collected for any food or beverage, whether you consider it healthy or unhealthy. Please make sure to capture all food or beverage advertisements or marketing, including those in languages other than English.

In addition to filling out this assessment form, you may want to use a digital camera to take pictures of the food and beverage advertising and marketing you find or take samples with you if appropriate—examples include displays of chips, candy or sodas in snack bars or school stores, advertisements on vending machines, logos on equipment or scoreboards, posters advertising food items, book covers, or napkins. These pictures and samples may become helpful to illustrate examples of marketing occurring at the school. Use the highest resolution setting on your camera to ensure print-quality photographs.

Introduction to School Personnel:

We would like to talk with you briefly today as part of (insert name of program/ collaboration). This tool is assessing the locations and types of food and beverage marketing and advertising found on high school campuses. We are interested in any food or beverage marketing, regardless of whether it is for healthy or unhealthy foods. Examples of the types of advertising and marketing we are interested in include posters, vending machine advertisements, logos on equipment, and advertisements in any school media. We are also interested in other forms of marketing, such as food or beverage company taste-tests and product giveaways, sponsorship of events, and other food-related fundraising activities. We would like to talk with you today to see if these less-obvious forms of marketing are happening at your school.

The results of this assessment will describe the types of food and beverage marketing found on school campuses in the district; this information will be useful to health professionals and educators who are concerned about children's health and the types of food messages children are exposed to in schools. Any information you provide will be reported anonymously and will not be linked to your name.

Recruiting students to participate:

- Recruit one student to participate in the assessment at each school.
- Take advantage of contacts you have in the schools/districts to link you to a teacher who can help recruit students. Work with a Marketing or Business teacher who may have students interested in advertising.
- Choose a student who is in grades 10 to 12 and has a high degree of familiarity with the campus.
- Prepare a thank-you “gift” or reward for the student and/or teacher; teachers are always grateful for classroom or educational materials. You may want to provide teachers with the assessment materials and offer to follow-up with results.

Conducting the assessment:

- Schedule interviews for the student to talk with school staff, and accompany the student on the campus walk-around and interviews. Talk with staff that can answer most of the questions, first try the principal. Other staff you may need to talk with include food service staff, athletic or activities directors, or district curriculum directors (to ask about corporate sponsored classroom materials). Follow all school protocols when on campus and when getting a student out of class (passes etc.).
- Assess all areas with marketing/advertising (some vending and/or food service areas are not obvious); check areas you might not expect to find marketing/advertising (i.e. the clinic or library).
- Allow adequate time to do the assessment and interviews (3 hours) and wear comfortable shoes.
- Make copies of the completed assessment forms for your files.

Person completing this form: _____ Date: ___/___/___

Student: _____ School: _____

District: _____ County: _____

What type of campus does this school have: ¹ Open ² Closed

Questions to answer as you walk around the school:

I As you walk around the school, do you see posters or signs with food or beverage product pictures, names or logos anywhere in the school? (Don't include vending machine advertisements here, report them in question 2.)

Location	Circle Yes or No		Describe the products, product names, logos, foods, food pyramids, or other healthy eating messages that are displayed. How many times is each shown? Examples: Pepsi, 4 times; Food Pyramid, 8 times; "Eat 5 A Day", 1 time.
	Yes ¹	No ²	
Hallways	Yes ¹	No ²	
Cafeteria	Yes ¹	No ²	
Snack bars	Yes ¹	No ²	
School store	Yes ¹	No ²	
Clinic or Nurse's area	Yes ¹	No ²	
Classrooms (check 3 to 5 rooms)	Yes ¹	No ²	
Teachers' lounge	Yes ¹	No ²	
Athletic area concession stand	Yes ¹	No ²	
Gym	Yes ¹	No ²	
Locker rooms	Yes ¹	No ²	
Scoreboards <input type="checkbox"/> ¹ Gym <input type="checkbox"/> ² Field	Yes ¹	No ²	
Quads or courtyards	Yes ¹	No ²	

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Location	Circle Yes or No		Describe the products, product names, logos, foods, food pyramids, or other healthy eating messages that are displayed. How many times is each shown? <i>Examples: Pepsi, 4 times; Food Pyramid, 8 times; "Eat 5 A Day", 1 time.</i>
Other areas (such as offices, library, bathroom, bleachers, billboards, announcement boards, and fences): describe the area	Yes ¹	No ²	
Other areas: describe the area	Yes ¹	No ²	

2 Are there vending machines on the school campus?

_____ Yes¹
 _____ No² (skip to question #3)

2.a. Where are the vending machines and do they display advertising?

Location	Is there advertising on the machines? Circle Yes or No		Describe the foods, products/product names, pictures, messages, or logos shown on the machines.
	Yes ¹	No ²	
Hallways ¹ # of machines: _____			1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____
Cafeteria ² # of machines: _____			1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____
Quad or courtyard area ³ # of machines: _____			1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____
Teachers lounge ⁴ # of machines: _____			1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

Location	Is there advertising on the machines? Circle Yes or No		Describe the foods, products/product names, pictures, messages, or logos shown on the machines.
	Yes ¹	No ²	
Gym/Athletic area ⁵ # of machines: _____			1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____
Locker rooms ⁶ # of machines: _____			1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____
Other Areas: ⁷ (describe) _____ _____ # of machines: _____			1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____
Other Areas: ⁸ (describe) _____ _____ # of machines: _____			1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

3 Do you know if the school uses any of the following equipment printed with food or beverage product names or logos? If you don't know, talk with the principal, teachers, students, or other school representative.

Type of equipment	Circle Yes or No		Describe the foods, products/product names, pictures, messages, or logos shown.
Cups, napkins or plates used during meal period, events, games, etc.	Yes ¹	No ²	<i>Please obtain samples if possible</i>
Food or beverage coolers or display cases	Yes ¹	No ²	
Recycling bins or trash cans	Yes ¹	No ²	
PE or gym equipment such as balls, basketball hoops, etc.	Yes ¹	No ²	
Sports bags or athletic uniforms	Yes ¹	No ²	
Book covers, pencils, notebooks, or other school supplies	Yes ¹	No ²	<i>Please obtain samples if possible</i>
Other: describe _____ _____	Yes ¹	No ²	
Other: describe _____ _____	Yes ¹	No ²	

Questions to ask the principal or others at the school:

If you know the answers to the next questions, write them down in the space provided. If you don't know the answer, then talk to people at your school who will know, such as the principal, vice principal, teachers, cafeteria manager, athletic director, or students.

4 Does the school show Channel One or other school-based TV programming?

Yes¹
 No² (skip to question #5)

4.a. Does the Channel One or other TV programming show food or beverage advertising?

Yes¹
 No² (skip to question #5)

5 Does the school have a radio station or PA system for announcements?

Yes¹
 No² (skip to question #6)

5.a. Does the radio station or PA system play food or beverage advertising?

Yes¹
 No² (skip to question #6)

6 Does the school have a student newsletter or newspaper?

Yes¹
 No² (skip to question #7)

6.a. Does the student newsletter or student newspaper include food or beverage advertising?

Yes¹
 No² (skip to question #7)

7 Does the school have a yearbook?

Yes¹
 No² (skip to question #8)

7.a. Does the yearbook include food or beverage advertising?

Yes¹
 No² (skip to question #8)



Has the school participated in any of the following food and beverage company activities? These activities can be for healthy or unhealthy foods and beverages. If you don't know, ask the principal, a teacher, the cafeteria manager, or other person at your school for the answers to these questions.

Activity	Circle Yes or No		Name of food and beverage company (ies) sponsoring activity:	Describe the foods, products or other items tasted or given away.	How often?
Product taste tests	Yes ¹	No ²	Is your school an official product test site? ____ Yes ¹ ____ No ²		___ Daily ___ Weekly ___ Monthly ___ Few times a semester ___ Once or twice a year ___ Other
Product giveaways (includes foods, beverages, and logo items)	Yes ¹	No ²			___ Daily ___ Weekly ___ Monthly ___ Few times a semester ___ Once or twice a year ___ Other
Coupon giveaways	Yes ¹	No ²			___ Daily ___ Weekly ___ Monthly ___ Few times a semester ___ Once or twice a year ___ Other
Product event days (example: Pepsi day when all students where Pepsi logo items)	Yes ¹	No ²			___ Daily ___ Weekly ___ Monthly ___ Few times a semester ___ Once or twice a year ___ Other

Activity	Circle Yes or No		Name of food and beverage company (ies) sponsoring activity:	Describe the foods, products or other items tasted or given away.	How often?
Other: (decribe) _____ _____	Yes ¹	No ²			___ Daily ___ Weekly ___ Monthly ___ Few times a semester ___ Once or twice a year ___ Other
Other: (decribe) _____ _____	Yes ¹	No ²			___ Daily ___ Weekly ___ Monthly ___ Few times a semester ___ Once or twice a year ___ Other

9 Does the school have any activities or events that food and beverage companies help pay for? Examples include dances, fairs, athletic events, debates, and concerts. If you don't know, as the principal, a teacher, the cafeteria manager, or other person at your school for the answers to these questions.

Yes¹
 No² (skip to question #10)

9.a. Describe the events, the sponsor, and the amount of money or items donated by the sponsor.

Activity or Event	Food or Beverage Company	Dollar amount paid by food or beverage company or description and quantity of items donated

10 Do any school groups sell foods or beverages to raise money for their activities? Examples include the drama club selling See's candy bars, or the soccer team selling Krispy Kreme doughnuts. If you don't know, ask the principal, a teacher, the cafeteria manager, or other person at your school for the answer.

Yes¹
 No² (skip to question #11)

If yes, describe the items being sold, including the brand names.

Group selling food or beverage <i>Example: drama club</i>	Type of food or beverage <i>Example: doughnuts</i>	Brand Name of product <i>Example: Krispy Kreme</i>

11 Do any school groups raise money by operating vending machines, school stores, or snack bars?

Yes¹
 No² (skip to question #12)

11.a. What groups run the vending machines, school stores, or snack bars? Check all that apply.

- | | | |
|---|--|--|
| <input type="checkbox"/> ¹ Associated student body | <input type="checkbox"/> ⁴ PTA | <input type="checkbox"/> ⁷ Other: _____ |
| <input type="checkbox"/> ² Student government | <input type="checkbox"/> ⁵ Boosters | <input type="checkbox"/> ⁸ Other: _____ |
| <input type="checkbox"/> ³ Athletic department | <input type="checkbox"/> ⁶ Sports teams | |

11.b. What types of foods do they sell? Check all that apply.

- | | | |
|---|--|---|
| <input type="checkbox"/> ¹ Sweetened drinks | <input type="checkbox"/> ⁶ Cookies | <input type="checkbox"/> ¹¹ Ice Cream/Frozen Dessert |
| <input type="checkbox"/> ² Water or Juice | <input type="checkbox"/> ⁷ Pizza | <input type="checkbox"/> ¹² French fries |
| <input type="checkbox"/> ³ Chips | <input type="checkbox"/> ⁸ Candy | <input type="checkbox"/> ¹³ Meat snacks |
| <input type="checkbox"/> ⁴ Cake/Pastries | <input type="checkbox"/> ⁹ Seeds/Nuts | <input type="checkbox"/> ⁹⁸ Other: _____ |
| <input type="checkbox"/> ⁵ Granola/energy bars | <input type="checkbox"/> ¹⁰ Fruit/Veggies | <input type="checkbox"/> ⁹⁸ Other: _____ |

12 Does the school use any curriculum, materials, or classroom activities created by food or beverage companies or associated organizations? Examples include: Dairy Council materials, McDonald's educational materials, PepsiCo's "Get Kids in Action" website, or Pizza Hut Book It program. If you don't know, ask the principal, a teacher, the cafeteria manager, or other person at your school for the answer.

Yes¹
 No² (skip to question #13)

12.a. Which food or beverage companies or organizations created or sponsored the curriculum or activities?

Food or beverage company	Type of curriculum or activity

13 Does the school participate in any food or beverage company sponsorship programs, including scholarships or adopt a classroom programs? Examples include: Coca Cola’s Hispanic Scholarship Fund, Wendy’s Classic Achiever High School Scholarship Program, and McDonald’s McTeacher Night.

Yes¹
 No² (skip to question #14)

13.a. Which food or beverage companies offer the scholarships?

Food or beverage company	Type of Scholarship	Dollar Amount

14 Does the school or school district have a policy regarding advertising or marketing? If you don’t know, ask the principal for the answer.

Yes¹ -----> What Level?: School¹ District²
 No² (skip to question #15)

If yes, is this a ¹ written or ² verbal policy?

Briefly describe the policy below or ask a school administrator for a copy of the advertising/marketing policy and attach.

Please describe any parts of the policy that specifically mention food and beverage advertising or marketing.
