



Improving the Nutrition of Our Students with AB 841

What is AB 841?

California Assembly Bill (AB) 841 is a law enacted January 1, 2018 that prohibits a school, school district or charter school from *advertising* food or beverages during the school day and prohibits the *participation* in a corporate incentive program that rewards pupils with free or discounted foods or beverages that do not comply with established nutritional standards.

When does it go into effect?

The law was enacted **January 1, 2018**.

What does that mean for schools?

The following are prohibited:

Advertisement of any food or beverage during the school day that cannot be served or sold on the school campus during the school day.

For example: A poster in the cafeteria with kids playing soccer accompanied by a sports drink logo.

Participation in a corporate incentive program that rewards pupils with free or discounted foods or beverages that do not comply with established nutritional standards.

For example: A program where children are rewarded with a free fast food kid's meal for every 5 books they read.

The restrictions do not apply to the following:

1. Advertising on broadcast, digital, or print media unless the media are produced/controlled by the local education agency or its pupils.
2. Advertising on clothing with brand images worn on school grounds.
3. Advertising contained in product packaging.

Advertising of infrequent school fundraising events, involving food or beverages that do not meet the established nutritional standards.

What if your school already has non-consumable items that are not in compliance?

Schools are not required to replace existing items but must comply with the restrictions as items are replaced or contracts are renegotiated.

HOW CAN THE SAN MATEO COUNTY HEALTH SYSTEM SUPPORT YOU?

- Provide your school with a Healthy Fundraiser guide
- Provide technical assistance in highlighting healthier alternatives that comply with nutrition standards

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