



# **School Health and Academic Achievement 7th Dinner Convening**

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## **Supporting and Promoting Healthy Eating Throughout the School Campus**

**CALIFORNIA DEPARTMENT OF EDUCATION**  
Tom Torlakson, State Superintendent of Public Instruction

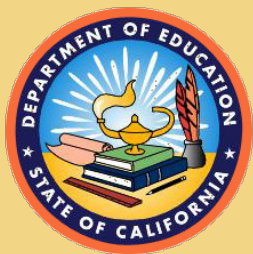
**Bakersfield  
November 16, 2017**



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State Superintendent  
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# Agenda

- **Competitive Foods Defined**
- **Who, When, and Where**
- **Addressing Wellness Concerns**
  - **Classroom parties/reward**
  - **Fundraising**
  - **Marketing/advertising**
- **Activity—Determining Compliance!**



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# Definitions





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# **Competitive Food**

**A food or beverage:**

- 1. Sold**
- 2. To Students**
- 3. On School Campus**
- 4. During the School Day**
- 5. Outside of the Federal Reimbursable Meal**



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# School Campus

**All areas of the property under the jurisdiction of the school that are accessible to students during the school day.**



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# School Day

**From midnight to 30 minutes after  
the end of the official school day.**



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# Sold

**When money is exchanged on campus during the school day.**

**When coupons or vouchers are purchased on campus during the school day.**

**When orders are taken on campus during the school day.**

**AND food is exchanged on campus during the school day.**



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# **Sold—Best Practice**

**If the item is not compliant:**

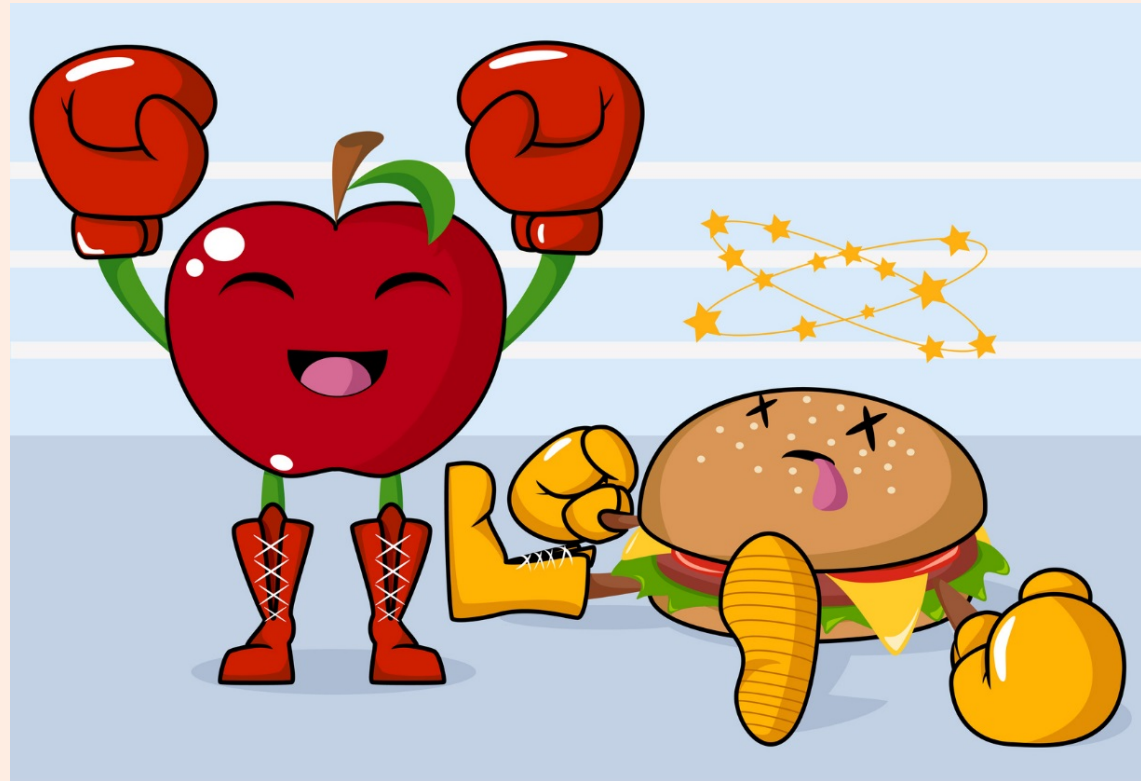
- 1. Orders should NOT be taken on school campus during the school day.**
- 2. Product should not be picked up by student on school campus during the school day.**





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# Do the Competitive Food Rules Apply?





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# Who, When, and Where



**PTO  
Ice Cream Social**

Ice cream, toppings, and sprinkles galore!  
A sweet celebration is in store!

Please join us for a  
general PTO meeting  
to approve the  
2014-2015 annual  
budget. Membership  
tables will be available!  
Ice cream social to  
follow the meeting.

**Thursday  
September 4  
6:00 - 7:00 PM  
\*Rucker Cafeteria\***



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# Classroom Parties & Rewards

- No state or federal rules on foods and beverages given away
- Must be addressed in your LSWP...but how?







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# Fundraising



**California...**

**Allows fundraisers  
during school provided  
the items meet the  
nutrition standards**





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# Fundraising

**California...**

**Strongly  
recommends  
non-food  
fundraisers!**

## **DUCT TAPE THE PRINCIPAL! FUNDRAISER**

**Come help us tape Principal Wigand to the wall!**

**\$1 per strip of duct tape!**

Help us raise money for our new computer lab.

**Thursday, May 1, 2015**

during morning recess and lunch recess.

*Mayberry Elementary PTO*



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# Marketing & Advertising

- **LSWP Final Rule**
- **Only items that meet the federal Smart Snacks in School nutrition standards**
- **On school campus**
- **During the school day**





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# Resources





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# Quick Reference Cards

**Public noncharter schools**

**Charter and private schools**

**<http://www.cde.ca.gov/ls/nu/he/compfoods.asp>**





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# Online Calculators



- **Project LEAN**
- **Alliance for a Healthier Generation**



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# Project LEAN Calculator

**Public Noncharter Schools**

**<http://www.californiaprojectlean.org>**



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# **Alliance for a Healthier Generation**

## **Smart Snacks Calculator**

**Charter and Private Schools**

**[http://foodplanner.healthiergeneration.org/  
calculator](http://foodplanner.healthiergeneration.org/calculator)**



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## ORIGINAL KETTLECORN

### Nutrition Facts

Serv. Size 2 cups (28g)  
Serv. Per Cont. 1

Calories 130  
Fat Cal. 45

\*Percent Daily Values (DV) are  
Based on a 2,000 calorie diet

Amount Per Serving	%DV*
Total Fat 5g	8%
Saturated Fat 0g	0%
Trans. Fat 0g	
Cholesterol 0mg	0%
Sodium 130mg	5%

Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 0%

Amount Per Serving	%DV*
Total Carb. 21g	7%
Dietary Fiber 2g	8%
Sugars 6g	
Protein 1g	

**INGREDIENTS:** POPCORN, SUGAR,  
CANOLA OIL, SALT.





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# 2018 LSWP Trainings

## 2018 dates/locations

- February 14 — Sacramento
- February 28 — Redding
- March 6 — Oakland
- **March 14 — Fresno**
- March 20 — Riverside
- March 21 — Downey
- April 11 — Costa Mesa



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# Wellness is Everyone's Business





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# THANK YOU!

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**<http://www.cde.ca.gov/ls/nu/he/compfoods.asp>**

**This institution is an equal opportunity provider.**