



School Health and Academic Achievement

7th Dinner Convening

**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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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

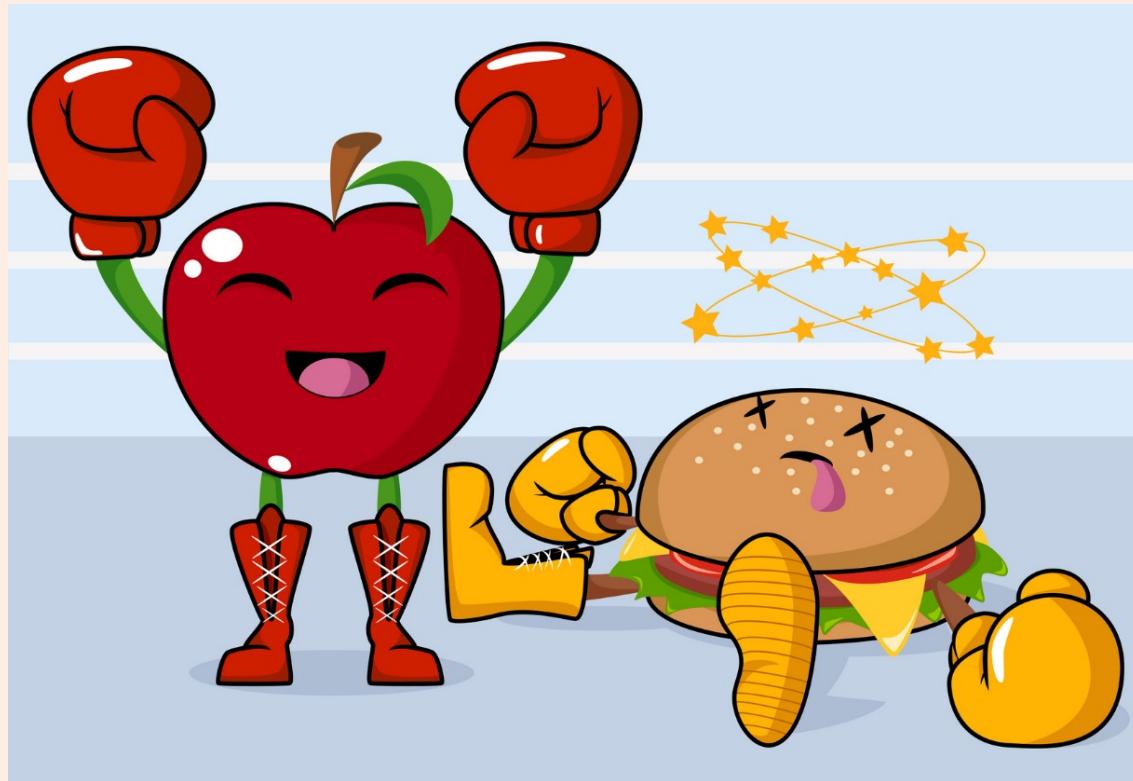
If the item is not compliant:

- 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





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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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California...

**Strongly
recommends
non-food
fundraisers!**

Fundraising

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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