# Investigating How to Align Schools' Marketing Policies with Federal Standards for Competitive Foods

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#### **Partners**

Portland (Maine) Schools

 Liam O'Brien, PhD, Associate Professor of Mathematics and Statistics, Colby College

 Berkeley Media Studies Group (BMSG)-Laura Nixon, MPH and Pamela Mejia, MS, MPH

ChangeLab Solutions-Sabrina Adler, JD

### **Study Aims**

1. Assess school marketing compliance with (likely) new federal standards (based on Smart Snacks sales standards) in 3 Portland schools pre and post a marketing improvement intervention

#### 2. Provide TA to schools

- a) engage in marketing improvement process
- b) assess resources required
- 3. (Explore avenues for student digital marketing exposure)

# Background: Youth Directed Food Marketing Expenditures

Nearly 2 billion dollars/year

 90% for unhealthy foods high in sugar, fat, sodium

## **School Marketing**

 48 companies spent \$149 million on in-school youth directed marketing in 2012 (8% of total marketing to youth)



- 93% for carbonated beverages, juice and other beverages
- Estimate does not include
  - local quick service franchises (selling products and advertising in schools)
  - Sponsored educational materials
  - Digital marketing while in school or on school issued devices

Harris JL, Fox T. Food and Beverage Marketing in Schools: Putting Student Health at the Head Of the Class. Pediatr. 2014 Mar;168(3):206-8. doi: 10.1001/jamapediatrics.2013.5003

### Why we should care

- ✓ Conflicts with values and purpose of education
- ✓ Reinforces marketing outside of school which threatens:
  - Health (much school advertising for unhealthy foods)
  - Increases health disparities (marketing disparities)
  - Self-esteem (consumer culture, insecurity)
  - Values (market values versus civic values)
  - Body image (body ideals-insecurity)
  - Learning processes (discourages critical thinking, behavior problems)
  - Personal development (focus on material goods vs. creative pursuits/healthy relationships)
- ✓ School commercialism=Low revenue (.002-.03% of school budget)

# Previous study 2010-Most Frequent Products Posters & Signs and Vending

Coca-Cola\*; Pepsi-Cola\*\*

(Coca Cola and Pepsi Cola comprise 45% of all marketing found)

Product	Frequency	Percent of All Marketing
Dasani*	210	10%
Coke*	183	9%
Gatorade**	169	8%
Aquafina**	144	7%
Vitamin Water*	106	5%
Snapple	72	3%
Body by Milk	67	3%
Pepsi**	62	3%
Odwalla*	56	3%
Green Mountain Coffee	48	2%

Approximately 17% of all marketing observed was not-compliant

Polacsek M, O'Rourke K, O'Brien L, Blum JW, Donahue S. Examining compliance with a statewide law banning junk food and beverage marketing in Maine schools. Public Health Rep. 2012 Mar-Apr;127(2):216-23.

#### **Previous study-More Resources Needed**

 80% (n=16) schools said they want more resources to help implement law

70% (n=14) want more information about Chapter
 156 including what is banned

– 55% (n=11) want TA on implementation

#### **Methods**

Randomly selected 3 schools in Portland,
 Maine: 1 elementary, 1 middle, 1 high

 2 RAs used the Food and Beverage Marketing Survey (FBMS) to assess school F&B marketing environments Pre (Spring and Fall 2014) and Post (Spring 2015) intervention

Craypo L, Stone Francisco S, Boyle M, Samuels S. Food and beverage marketing on California high school campuses survey: findings and recommendations. Oakland (CA): Public Health Institute; 2006. Also available from: URL: http://www.phi.org/news\_LEAN/marketing\_report.pdf [cited 2011 Aug 9].

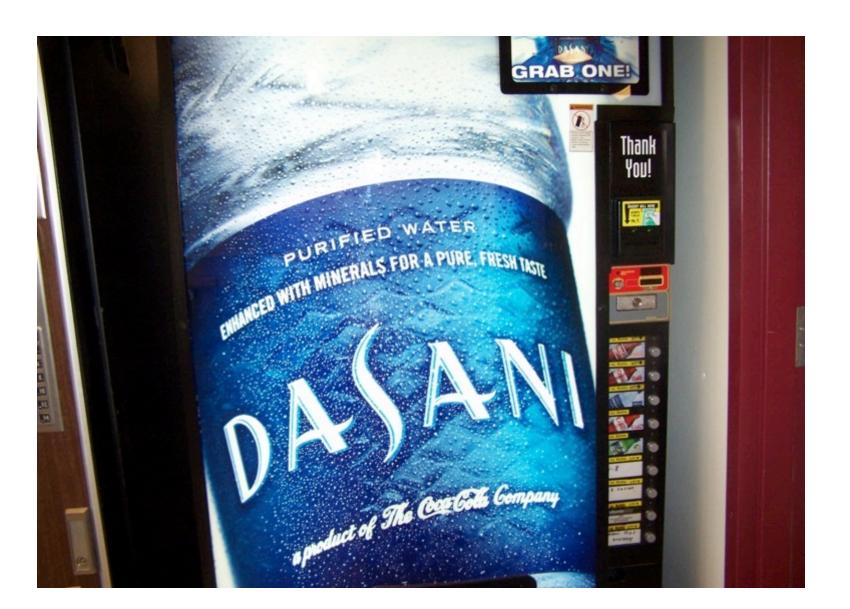
#### **Methods**

- Permission was obtained from superintendent and school principals
- Schools were paid to participate (\$1,000 for elementary and middle; \$1500 for high school)
- A pilot high school in the district was chosen (paid \$300) where RA's were trained to use FBMS prior to data collection

### **Baseline Marketing Results**

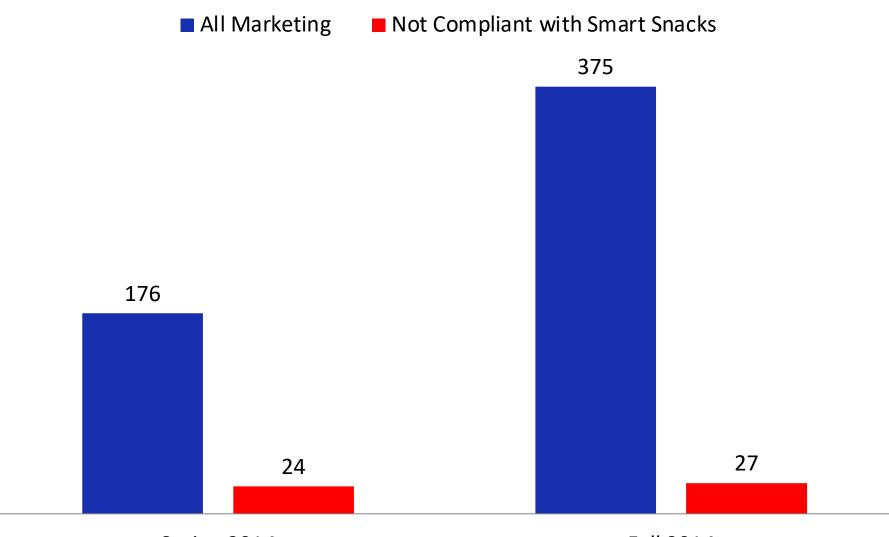
FBMS Marketing Observations





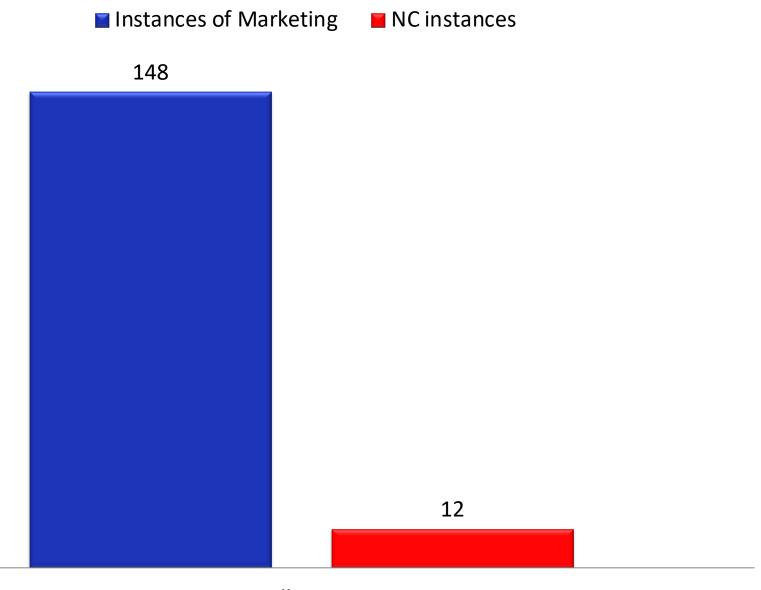


# Instances of in-School Marketing Spring and Fall 2014



Spring 2014 Fall 2014

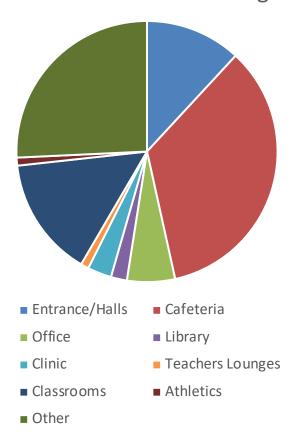
#### **Marketing: High School**



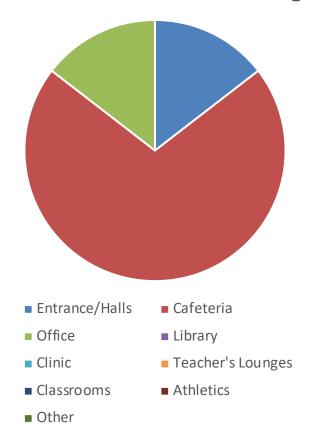
Fall 2014

# **Location of Marketing: HS**

Percent of All Marketing

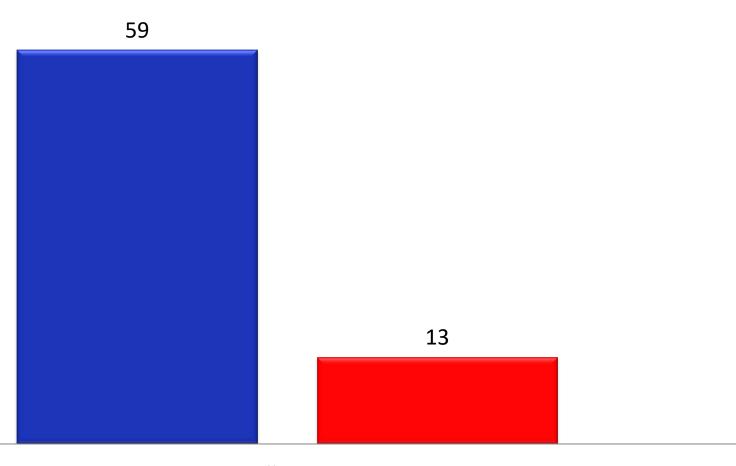


Percent of NC F&B Marketing



#### Marketing: Middle School

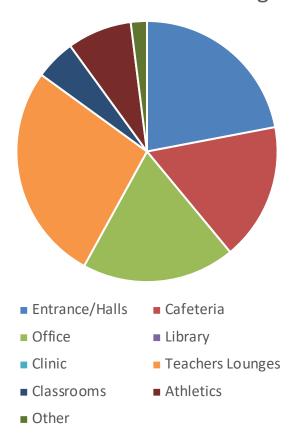
■ Instances of Marketing
■ NC instances



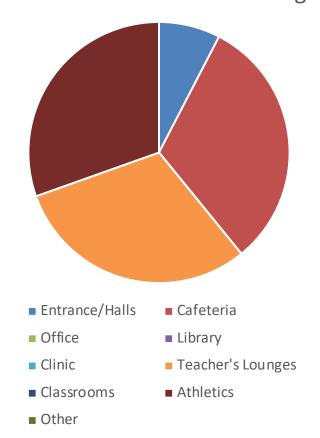
Fall 2014

### **Location of Marketing: MS**

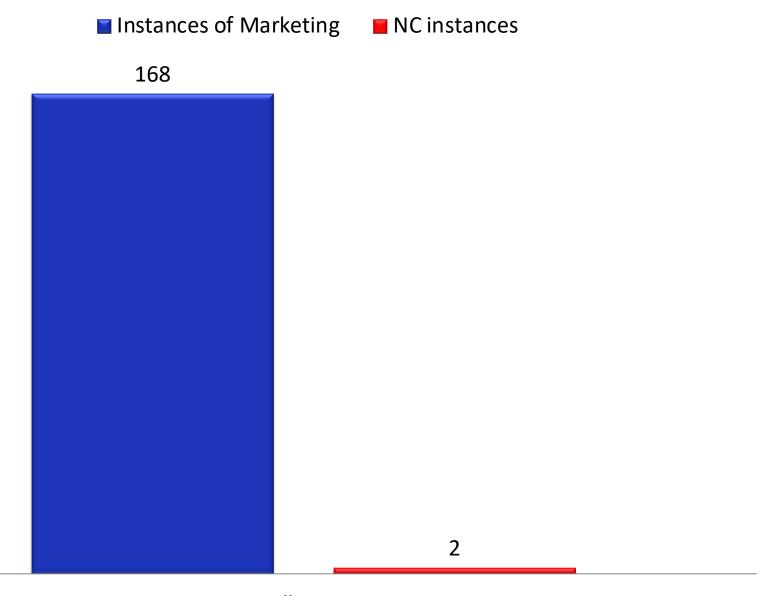
Percent of All Marketing



Percent of NC F&B Marketing



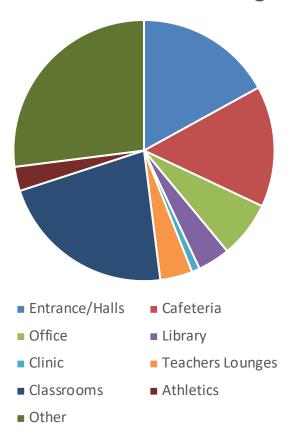
#### **Marketing: Elementary School**



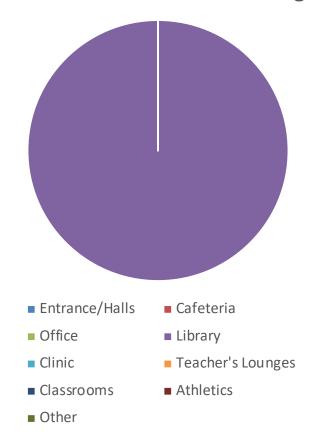
Fall 2014

### **Location of Marketing: ES**



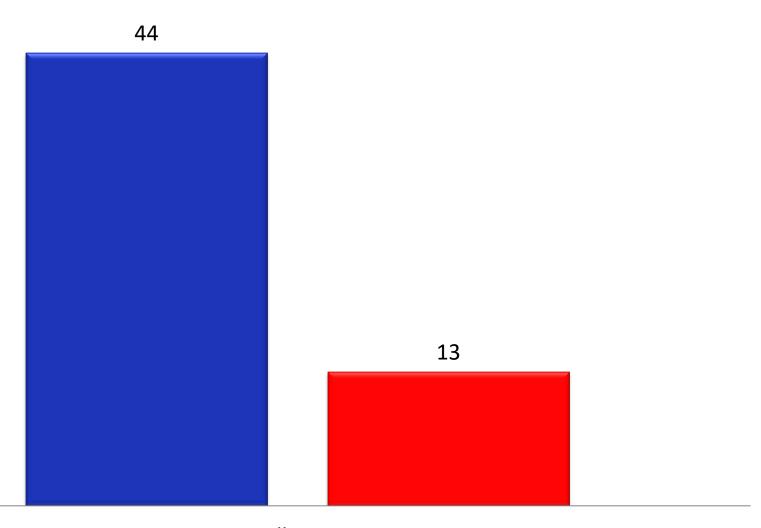


#### Percent of NC F&B Marketing



### **Marketing on Vending**

■ Instances of Marketing
■ NC instances



Fall 2014

# 10 Most frequent Products Marketed in-School, 2014

#### **All Products**

5210 (N=37)

Blount Seafood (N=36)

Snapple (N=28)

Poland Spring (N=16)

Frito Lay (N=12)

Chobani Yogurt (N=10)

Ardmore Farms (N=9)

Oranges (N=9)

Cheerios (N=8)

Chiquita Bananas (N=8)

#### **Not Compliant Products**

Snapple (N=28)

Arnold Palmer (N=6)

Coke (N=6)

Black Mountain Wine (N=3)

Pepsi (N=3)

Arizona Iced Tea (N=2)

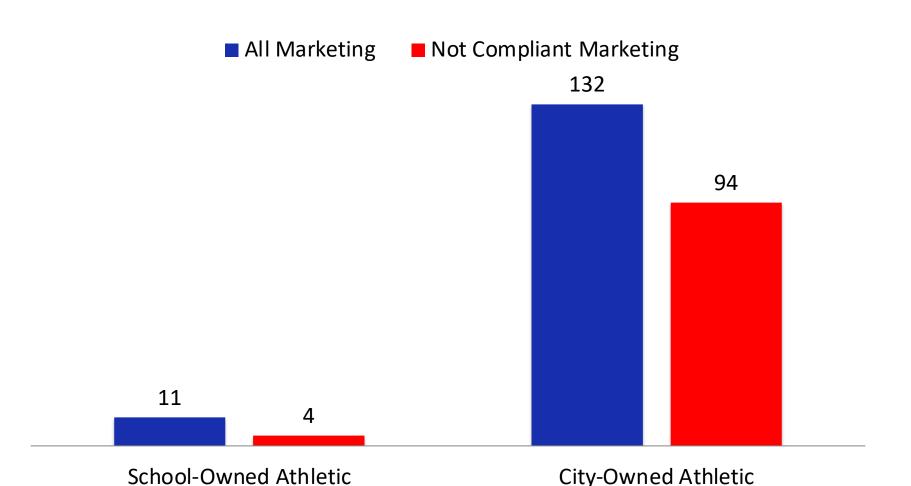
Donuts (1)

Mountain Dew (1)

# Portland High School Athletic Facilities: City-Owned venues

- 1. Hadlock Field
  - baseball
- 2. Portland Expo
  - basketball
- Portland Ice Arena
  - ice hockey
- 4. Fitzpatrick Stadium
  - soccer, lacrosse, football, track

# Instances of Marketing in School vs. City Owned Athletic facilities





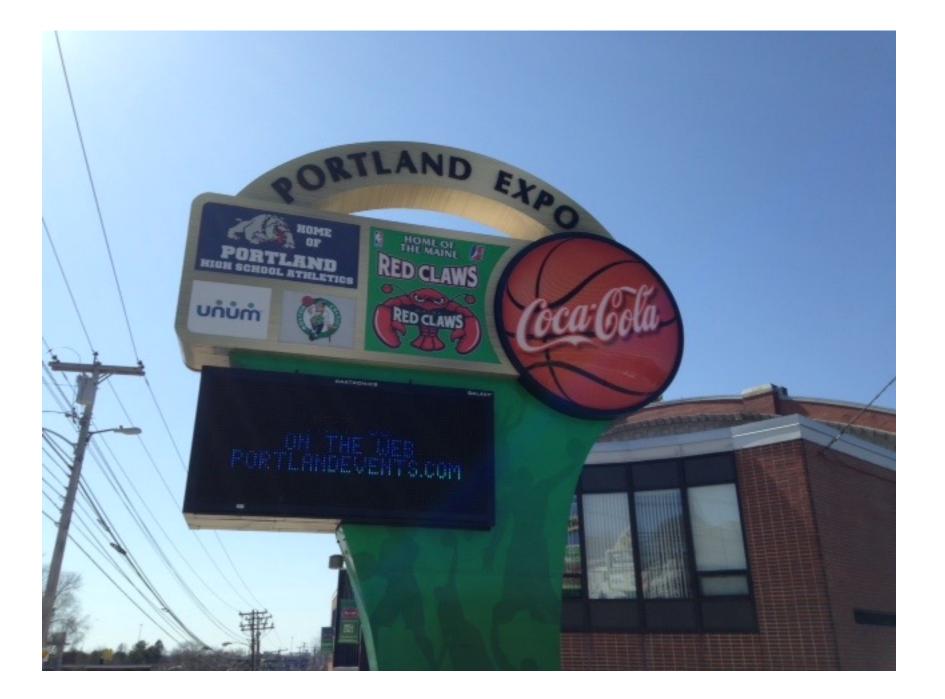




#### **Hadlock Field**

56 Instances

• 43 Not Compliant (77%)







# **Portland Expo**

• 48 Instances

• 38 Not Compliant (80%)





#### Ice Arena



#### Ice Arena

• 26 Instances

• 11 Not Compliant (42%)



# Fitzpatrick Stadium

2 Instances

2 Not-Compliant (100%)

# 10 Most frequent Products Marketed in city-owned venues, Fall 2014

#### **All Products**

Coke (N=49)

Aquafina (N=18)

Pepsi (N=14)

Dunkin Donuts (N=12)

Dasani (N=8)

Shipyard (N=8)

Bud (N=6)

Subway (N=6)

Red Hook (N=5)

Geary's (N=5)

#### **Not Compliant Products**

Coke (N=49)

Pepsi (N=14)

Shipyard (N=8)

Bud (N=6)

Red Hook (N=5)

Geary's (N=5)

Allagash (N=4)

Baxter (N=4)

Harpoon (N=4)

Powerade (N=4)

### **School Improvement Process**

- Paid for SHC time (.35FTE)
- SHC met with Principal
- SHC worked with wellness committees or "restarted" them
- Created improvement plan for each school
- Documented each change and cost required

# **Example: School Improvement Plans-MS**

Noncompliant Marketing	Location (details)	Removal Options	New Photo of COMPLIANT Marketing/Changes	Resources	Actions Completed and Lessons Learned
Snapple (3 ads on one machine)  Snapple (4 ads on one machine)  Snapple Vending Machine	Teacher's Lounge Entrance/ hallway Hall on second floor	Contact National Distributors about switching out Snapple ads and replacing them with compliant marketing	Shapple	Wellness Committee  And National Distributors  Wellness Committee, Principal, National Distributors	Attended regular Wellness Committee meetings to discuss vending machine and the noncompliant panels. The members supported my efforts to work with National Distributors to replace the panels. However, the School Nurse expressed concerns and felt that students should be able to make their own choices about beverages and that it was not necessary to remove all the sugar-sweetened beverages and sodas.  I met with Jason Seavey to discuss the noncompliant marketing and I asked him to replace the panels at LMMS and PHS so they would be compliant. Jason said YES and he redesigned the panels and replaced them in May, 2015. See photo of compliant marketing. It now says "100% Juiced" which is compliant.  Jason was very supportive and easy to work with. He made the changes quickly and replaced them as soon as the panels were ready.

### **School Improvement- Elementary**

Storage boxes (from food pantry)





## **School Improvement--Middle School**







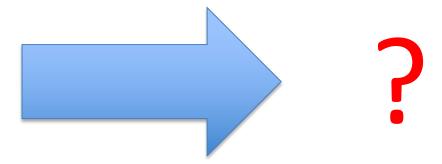




#### **School Improvement-Middle School**







## School Improvement—High School





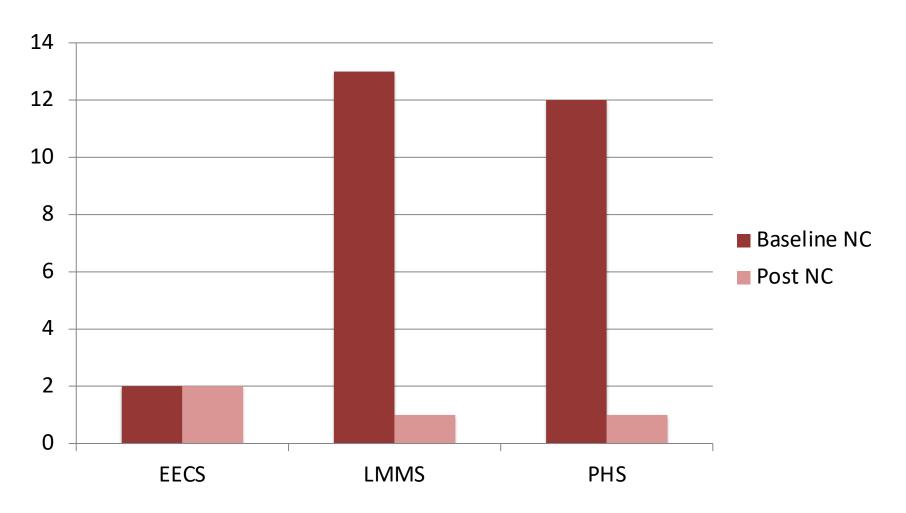








#### **Marketing Changes: Instances Baseline to Post**



EECS post instances were from likely food pantry storage boxes (Kellogg's Corn Flakes and Animal Crackers); LMMS also likely pantry storage box (Gummy Worms) PHS basement athletic area poster G-Series Gatorade

#### **Resources Needed**

- SHC was by far biggest cost
- Storage boxes in EM purchased for \$280
- Distributor (National Beverage) replaced non compliant vending panels for free-rep was easy to work with
- Coca Cola signs in LM gym near score board replaced by sticky decals of Falcon (school team) for around \$120
- PHS recycling sign replaced by club at no cost

## **Key Challenges/Lessons**

- Contacting school personnel
- Athletic director "owns" gym—relationship is key
- Industry partnerships can be helpful
- Find what will motivate change (school "pride")
- Food pantry storage boxes made their way into classrooms
- Much marketing not "school commercialism"
- City owned venues = major gap

#### In Sum....Implications

- Marketing removal can be effective and inexpensive
- Will require periodic follow-up
- Requires coordinated effort (SHC)
- Inclusive approach
- Involve students
- Use "social marketing" approach
- Athletics is KEY
- Non-school owned property where students spend time?

#### **Questions?**

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