

School Wellness Policy Attributes
“Marketing”

| District Name | BP/AR | Page # | Sentence |
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| 1. Alpine Union | BP 5030 | g | <ul style="list-style-type: none"> • <u>Food Marketing in Schools</u>. School-based marketing will be consistent with nutrition education and health promotion. As such, schools will, from one half hour before to one half hour after school, limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually (above). School based marketing of brands promoting predominantly low-nutrition foods and beverages is prohibited. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is encouraged. • Examples of marketing techniques include the following: logos and brand names on/in vending machines, books or curricula, textbook covers, school supplies, scoreboards, school structures, and sports equipment; educational incentive programs that provide food as a reward; programs that provide schools with supplies when families buy low-nutrition food products; in-school television, such as Channel One; free samples or coupons; and food sales through fundraising activities. Marketing activities that promote healthful behaviors (and are therefore allowable) include: vending machine covers promoting water; pricing structures that promote healthy options in a la carte lines or vending machines; sales of fruit for fundraisers; and coupons for discount gym memberships. |

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| 2. Bonsall Union | BP 5030 | 3 | To reinforce the district's nutrition education program, the Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, free giveaways, or other means. |
| | | 2 | <p><i>Previous Policy:</i></p> <ul style="list-style-type: none"> • <i>Ensure that foods and beverages that do not meet nutrition standards are not promoted in any way (e.g., through signage, vending machine fronts, school supplies), and are sold to students only in accordance with Education Code requirements.</i> • <i>Monitor and approve any advertising and marketing to which students may be subject to during the school day.</i> |

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| 3. Borrego Springs Unified | BP 5030 | | To reinforce the district's nutrition education program, the Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, free give-aways, or other means. |
| | | | <p><i>Previous policy:</i></p> <p><i>The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</i></p> |
| 4. Cajon Valley Union | BP 5030 | 1 | <ul style="list-style-type: none"> • Limiting marketing and advertising of non-nutritious food and beverages on campus. |
| | | b | <ul style="list-style-type: none"> • The Board limits and discourages the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, school supplies, advertisements in school publications, coupon or incentive programs, or other means. |

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| <p>5. Carlsbad Unified</p> | <p>BP 5030</p> | <p>To reinforce the district’s nutrition education program, the Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</p> <p><i>Previous policy:</i></p> <ul style="list-style-type: none"> • <i>The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</i> • <i>Schools are encouraged to utilize media such as newsletters, signs, school newspapers, websites, radio and television and other campaigns to disseminate positive messages about health and nutrition that will reinforce the District’s goals for health and nutrition education.</i> <p><i>Marketing</i></p> <ul style="list-style-type: none"> • <i>School-based marketing will be consistent with nutrition education and health promotion. As such, schools will limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals, or for foods and beverages sold individually. School based marketing of brands promoting low-nutrition foods and beverages is prohibited. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is advised.</i> |
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| 6. Chula Vista | BP | 11 | <p>The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means. Food Marketing in Schools</p> <ul style="list-style-type: none"> • School-based marketing will be consistent with nutrition education and health promotion items identified above. As such, schools will limit food and beverage marketing to the promotion of those consistent with California Nutrition Standards and guidelines set forth by the District. • The promotion of healthy foods including fruit, vegetables, whole grains, and low-fat and fat-free dairy products is encouraged. • School staff is strongly discouraged from displaying specifically in the classroom any food/beverage items (e.g., coffee, soda, and/or energy drink containers; bags of chips; candy) that do not support the District's health messaging and wellness policies. |
| 7. Dehesa | BP | 2 | <p>The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</p> |

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| 9. Escondido Union | BP | 2 | <ul style="list-style-type: none"> • The board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means. |
| | BP | 3 | <ul style="list-style-type: none"> • The board believes that foods and beverages available to students at district schools should support the health curriculum and promote optimal health. Nutrition standards adopted by the district for all foods and beverages served, sold, or given away to students during the school day, including foods and beverages provided through the district’s food service program, student stores, vending machines, fund-raisers, or other venues, shall meet or exceed Senate Bill 12 guidelines. |
| | BP (a) | 12 | <ul style="list-style-type: none"> • Marketing (signage, school supplies, coupons, or incentive programs) of non-nutritious foods is prohibited. • Soda and candy may not be served, sold, or given away at any time during the school day. |
| 10. Escondido Union High | AR | 5 | <p><u>Food Marketing in Schools</u> School-based marketing will be consistent with nutrition education and health promotion. As such, schools will limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually (above). School-based marketing of brands promoting predominantly low-nutrition foods and beverages is discouraged. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is encouraged.</p> |
| 11. Fallbrook Union High | BP 5030 | | <p>The Board prohibits the marketing and advertising of non-nutritious foods and beverages</p> |

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| | | | <p>through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, free give-aways, or other means.</p> <p><i>Previous Policy:</i> <i>The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</i></p> |
| 12. Jamul-Dulzura Union | BP 5030 | 5 | <p>The district shall:</p> <ul style="list-style-type: none"> • Ensure that foods and beverages that do not meet nutrition standards are not promoted in any way (e.g., through signage, vending machine fronts, school supplies), and are sold to students only in accordance with Education Code requirements. • Offer and promote healthy food and beverage products at all school-sponsored events. |
| 13. Julian Union | BP 5030 | 8 | <p>The board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</p> |
| 14. Julian Union High | BP 5030 | 8 | <p>The board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</p> <p><i>Previous Policy:</i> <i>Ensure that foods and beverages that do not meet nutrition standards are not promoted in any way (e.g., through signage, vending machine fronts, school supplies), and are sold to students only in accordance with Educational Code requirements.</i></p> |

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| 15. La Mesa Spring Valley | AR | G & H | <ul style="list-style-type: none"> ● Food Marketing in Schools School-based marketing will be consistent with nutrition education and health promotion. As such, schools will limit food and beverage marketing to the promotion of foods and beverages that meet the nutrition standards for meals or for foods and beverages sold individually (above). ● School-based marketing of brands promoting predominantly low-nutrition foods and beverages is prohibited. The promotion of healthy foods, including fruits, vegetables, whole grains, and low-fat dairy products is encouraged. |
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| 16. Lakeside Union | BP | 3-4 | <ul style="list-style-type: none"> ● The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, free give-aways, or other means |
| 17. Lemon Grove | BP 5030 | 4 | <ul style="list-style-type: none"> ● The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or fundraising events. ● School staff is strongly discouraged from displaying specifically in the classroom any food/beverage items (e.g., coffee, soda, and/or energy drink containers; bags of chips; candy) that do not support the district's health messaging and wellness policies. <p><i>Previous Policy: The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</i></p> |

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| 18. Mt. Empire Unified | BP 5030 | 3 | The Board will work to eliminate the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means. (cf. 1325 - Advertising and Promotion) |
| 19. National | BP 5030 | 3 | The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means. |

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| 20. Oceanside Unified | BP 5030 | 3 | The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means. |
| 21. Poway Unified | BP | 7 | <ul style="list-style-type: none"> • <i>Consistent Health Messages</i> - Students should receive positive, motivating messages, both verbal and nonverbal, about healthy eating and physical activity throughout the school environment. All school personnel should help reinforce these positive messages. Foods and beverages sold or served at school should not contradict healthy eating messages. School staff should not use practices that contradict messages to promote and enjoy physical activity, for example, withholding recess or using physical activity as punishment (e.g., running laps, doing pushups). • <i>Marketing Foods and Beverages in Schools</i> - School-based marketing should be consistent with nutrition education and health promotion. Schools should limit food and beverage marketing to the promotion of foods and beverages that meet the District nutrition standards contained in this policy. Schools should promote healthy food choices and should not allow advertising that promotes less nutritious food and beverage choices. |

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| <p>22. San Marcos</p> | | <p>4</p> | <ul style="list-style-type: none"> • On campus marketing consists of those items targeted directly to students; such as banners, posters, announcements, vending machines and classroom literature. • The marketing of foods not listed on the “Student Food and Beverage Snack List” (Exhibit “B”) is not allowed on campus with the exception of the one allowable yearly fundraiser. <ul style="list-style-type: none"> • Schools are encouraged to utilize media such as newsletters, signs, school newspapers, websites, radio and television and other campaigns to disseminate positive messages about nutrition that will reinforce the District’s goals for nutrition education. <p>School administrators are responsible for monitoring and enforcing any marketing to which students may be subject to during the school day.</p> <p><i>Previous Policy:</i> <i>On Campus Marketing –</i></p> <ul style="list-style-type: none"> • <i>Marketing that consists of those items targeted directly to students; such as banners, posters, announcements, vending machines and classroom literature.</i> • <i>Marketing of nutritious foods is encouraged. The marketing of foods not listed on the “Student Food and Beverage Snack List” (Exhibit B) is not allowed on campus with the exception of the one allowable yearly fundraiser.</i> • <i>Schools are encouraged to utilize media such as newsletters, signs, school newspapers, websites, radio and television and other campaigns to disseminate positive messages about nutrition that will reinforce the District’s goals for nutrition education.</i> • <i>School administrators are responsible for monitoring and enforcing any advertising and marketing to which students may be subject to during the school day.</i> |
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| <p>23. San Pasqual Unified</p> | | <p>7</p> <p>9</p> | <p><u>Beverages and Vending:</u></p> <ul style="list-style-type: none"> • The marketing and advertising of nutritious foods and beverages through vending machines for both students and staff will comply with district and state nutrition guidelines. <p>Marketing Foods and Beverages in Schools – School-based marketing should be consistent with nutrition education and health promotion. Schools should limit food and beverage marketing to the promotion of foods and beverages that meet the District nutrition standards contained in this policy. Schools should promote healthy food choices and will not allow advertising that promotes less nutritious food and beverage choices.</p> <p><i>Previous Policy:</i> <u>Vending:</u></p> <ul style="list-style-type: none"> • <i>Board encourages the marketing and advertising of nutritious foods and beverages through vending machine for both students and staff.</i> |
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| <p>24. San Ysidro</p> | <p>BP 5030</p> | <p>4</p> | <ul style="list-style-type: none"> ● The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards/signboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means ● School-based marketing will be consistent with nutrition education and health promotion items identified above. As such, schools will limit food and beverage marketing to the promotion of those consistent with California Nutrition Standards and guidelines set forth by the District. ● The promotion of healthy foods including fruit, vegetables, whole grains, and low-fat and fat-free dairy products is encouraged. ● School staff is strongly discouraged from displaying specifically in the classroom any food/beverage items (e.g., coffee, soda, energy drink containers; bags of chips; candy) that do not support the District’s health messaging and wellness policies. <p><i>Previous Policy:</i></p> <ul style="list-style-type: none"> ● <i>The Governing Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</i> ● <i>Ensure that foods and beverages that do not meet nutrition standards are not promoted in any way (e.g., through signage, vending machine fronts, school supplies), and are sold to students only in accordance with education code requirements.</i> |
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| <p>25. Solana Beach</p> | <p>BP 5030</p> | | <p>To reinforce the district’s nutrition education program, the Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, free give-aways, or other means.</p> |
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| 26. South Bay Union | BP 5030 | 4 | <p>To reinforce the district’s nutrition education program, the Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, free give-aways, or other means.</p> <p><i>Previous policy: The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</i></p> |
| 27. Spencer Valley | BP | 2 | <p>To reinforce the district’s nutrition education program, the Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, free give-aways, or other means.</p> |
| 28. Vallecitos Elementary | BP 5030 | 2 | <p>The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</p> |
| 29. Valley Center-Pauma Unified | BP 5030 | 2 | <p>The Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</p> |
| 30. Vista Unified | BP 5030 | 2 | <p>The Board shall not promote the marketing and advertising of non-compliant SB 12 and SB 965 foods and beverages through signage, logos and scoreboards and encourages the marketing and advertising of healthy options.</p> |
| 31. Warner Unified | BP 5030 | 2 | <p>To reinforce the district’s nutrition education program, the Board prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, free give-aways, or other means.</p> |

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| | | | <p><i>Previous policy: The Board limits and discourages the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, school supplies, advertisements in school publications, coupon or incentive programs, or other means.</i></p> |
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