

# Capturing the impact of food and beverage standards in California schools



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**BANPAC MEETING  
MARCH 2009**

# CA competitive food legislation: SB 12 and SB 965



- **SB 12**
  - Established limits on fat and sugar content and portion size on all foods sold a la carte, in vending machines or school stores, or as part of a school fundraiser. Schools must meet standards by July 1, 2007.
- **SB 965**
  - Defined school beverage standards for high schools, eliminating the sale of soda and other sweetened beverages on high school campuses in California. Half of the beverages sold on high school campuses must meet these standards by July 1, 2007. All beverages sold on high school campuses must meet these standards by July 1, 2009.

# SB12 Core Standards



- **Elementary schools (K-6)**
  - Nuts, nut butters, seeds, fruits, veggies, eggs, and cheese are all allowed
  - Dairy and whole grain products that meet 35/10/35 and are not more than 175 calories are allowed
- **Middle & High schools (7-12)**
  - Entrees must have less than 36 percent of calories from fat, and be no more than 400 calories total
  - Snacks must meet 35/10/35, and be no more than 250 calories total

# SB 965 Standards



- Elementary schools (K-6)
  - 100% juice
  - Milk,  $\leq 2\%$
  - $\geq 50\%$  juice, no added sweeteners
  - Water
- Middle & High schools (7-12)
  - Same as elementary standards, but also allows electrolyte replacement beverages
    - ✦ (e.g. Gatorade, Powerade, etc.)

# TCE Healthy Eating Active Communities: School food & beverage environmental assessment



- Data were collected from a sample of schools in all 6 HEAC sites:
  - 6 Elementary schools
  - 6 Middle schools
    - ✦ including a grades 5-8 school
  - 6 High schools
  - 1 K-12 school
- Data collected Spring 2005 and 2008
- Inventoried competitive foods sold

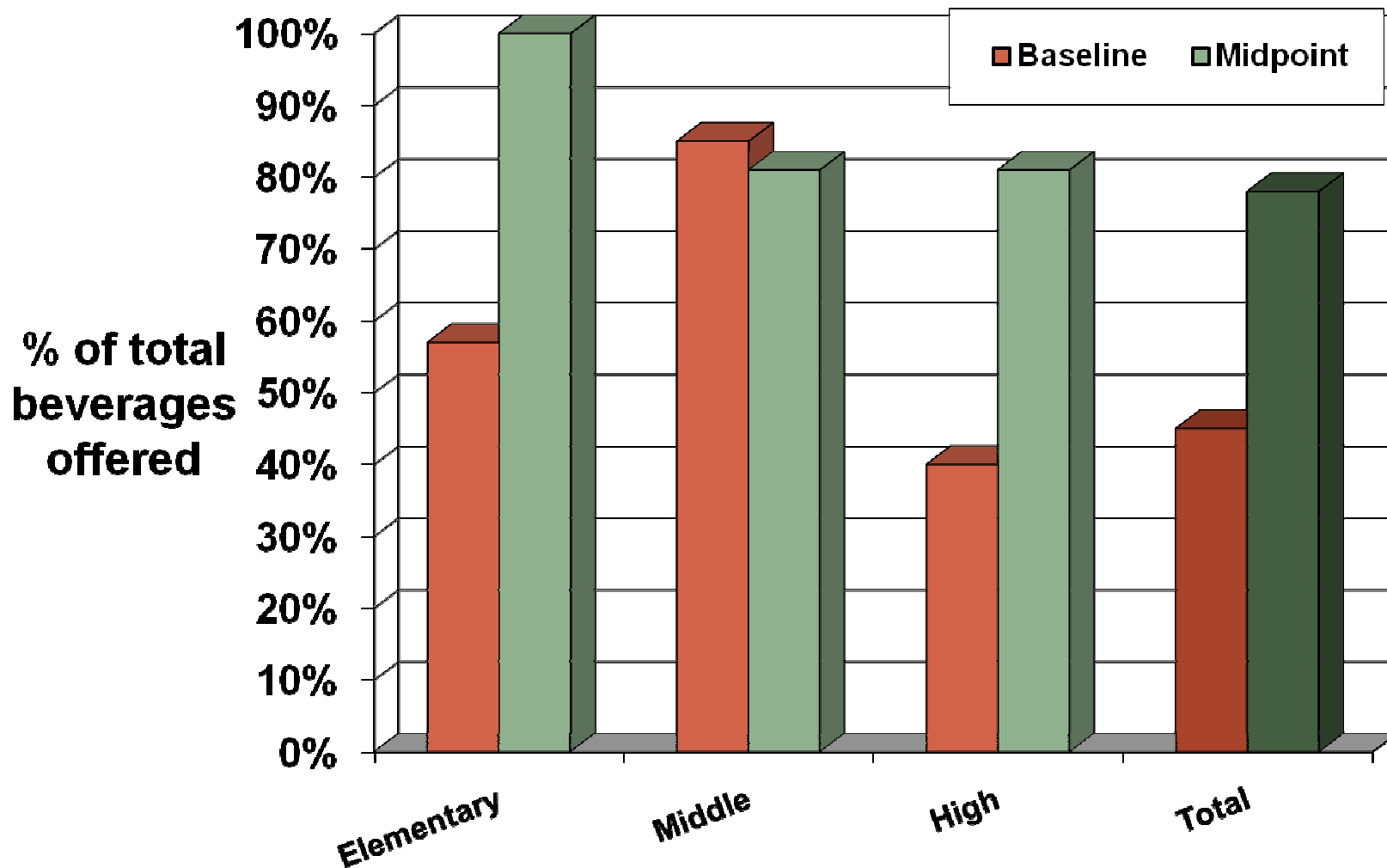
# BEVERAGES



# Number of HEAC schools selling competitive beverages, by venue at midpoint

	<b>Elm (n=6)</b>	<b>Middle (n=6)</b>	<b>High (n=6)</b>	<b>K-12 (n=1)</b>	<b>Total (n=19)</b>
School selling competitive beverages	83%	100%	83%	100%	89%
Vending	4	4	5	1	14
School food service	2	4	4	1	11
School store	1	2	3	0	6

# Adherence of beverages by school level – Baseline to Midpoint



# Top 10 Beverages Offered – Baseline to Midpoint

Baseline	Midpoint
Gatorade – fruit punch	Gatorade – fruit punch
Dasani water	Aquafina water
Gatorade – lemon lime	Gatorade – cool blue
Gatorade – orange	Gatorade – lemon lime
<b>Pepsi</b>	Gatorade ice – strawberry
Aquafina water	Powerade – fruit punch
<b>Coke</b>	Dasani water
<b>Sprite</b>	Gatorade ice – lime
Gatorade – cool blue	Powerade – mountain blast
<b>Mountain Dew</b>	Gatorade frost – riptide rush

**Red = Non-Adherent Beverages**

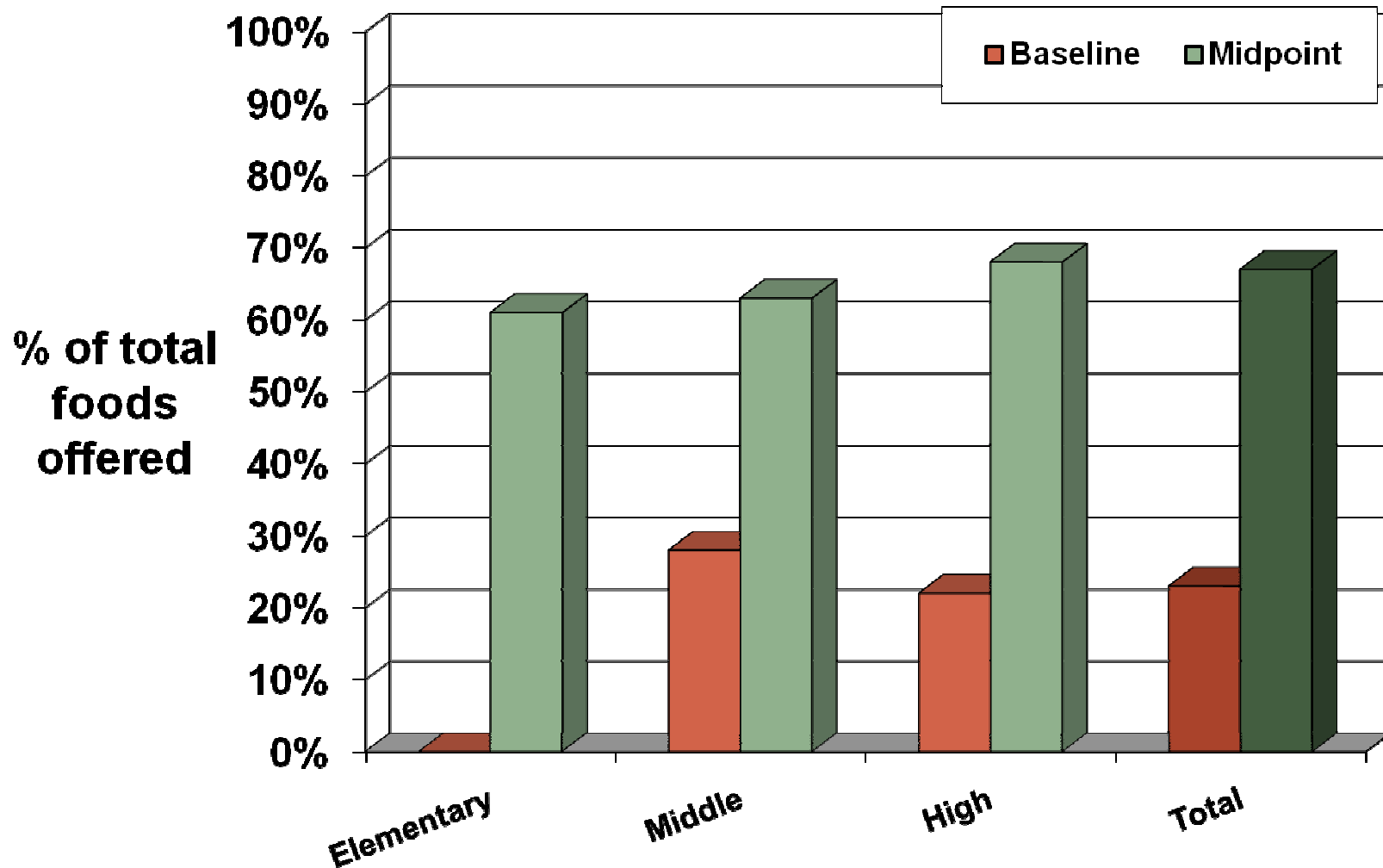
# FOODS



# Number of HEAC schools selling competitive foods, by venue at midpoint

	<b>Elm (n=6)</b>	<b>Middle (n=6)</b>	<b>High (n=6)</b>	<b>K-12 (n=1)</b>	<b>Total (n=19)</b>
<b>School selling competitive foods</b>	<b>33%</b>	<b>86%</b>	<b>100%</b>	<b>100%</b>	<b>68%</b>
<b>Vending</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>7</b>
<b>School food service</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>11</b>
<b>School store</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>5</b>

# Adherence of foods by school level – Baseline to Midpoint



# Top 10 Foods Sold– Baseline to Midpoint

Baseline	Midpoint
Cheetos - Flamin' Hot, Crunchy	Baked! Cheetos – Flamin' Hot, Crunchy
Doritos - Nacho Cheesier	Kellogg's Rice Krispies Treats – Original
Funyuns	Nature Valley Oats n Honey Granola Bar
Cheetos – Cheese, Crunchy	Baked! Lay's – Cheddar & Sour Cream
Nature Valley Oats n Honey Granola Bar	Baked! Lay's – Barbeque
Kellogg's Pop Tarts – Frosted Strawberry	Reduced Fat Doritos – Cool Ranch
Doritos – Salsa Verde	Baked! Lay's – Sour Cream & Onion
Ruffles – Cheddar & Sour Cream	Corn Nuts – Ranch
Doritos – Cooler Ranch	Reduced Fat Sunshine Cheez-its
Snickers	Corn Nuts - Barbeque

Red = Non-Adherent Foods

# RWJF California High School Study

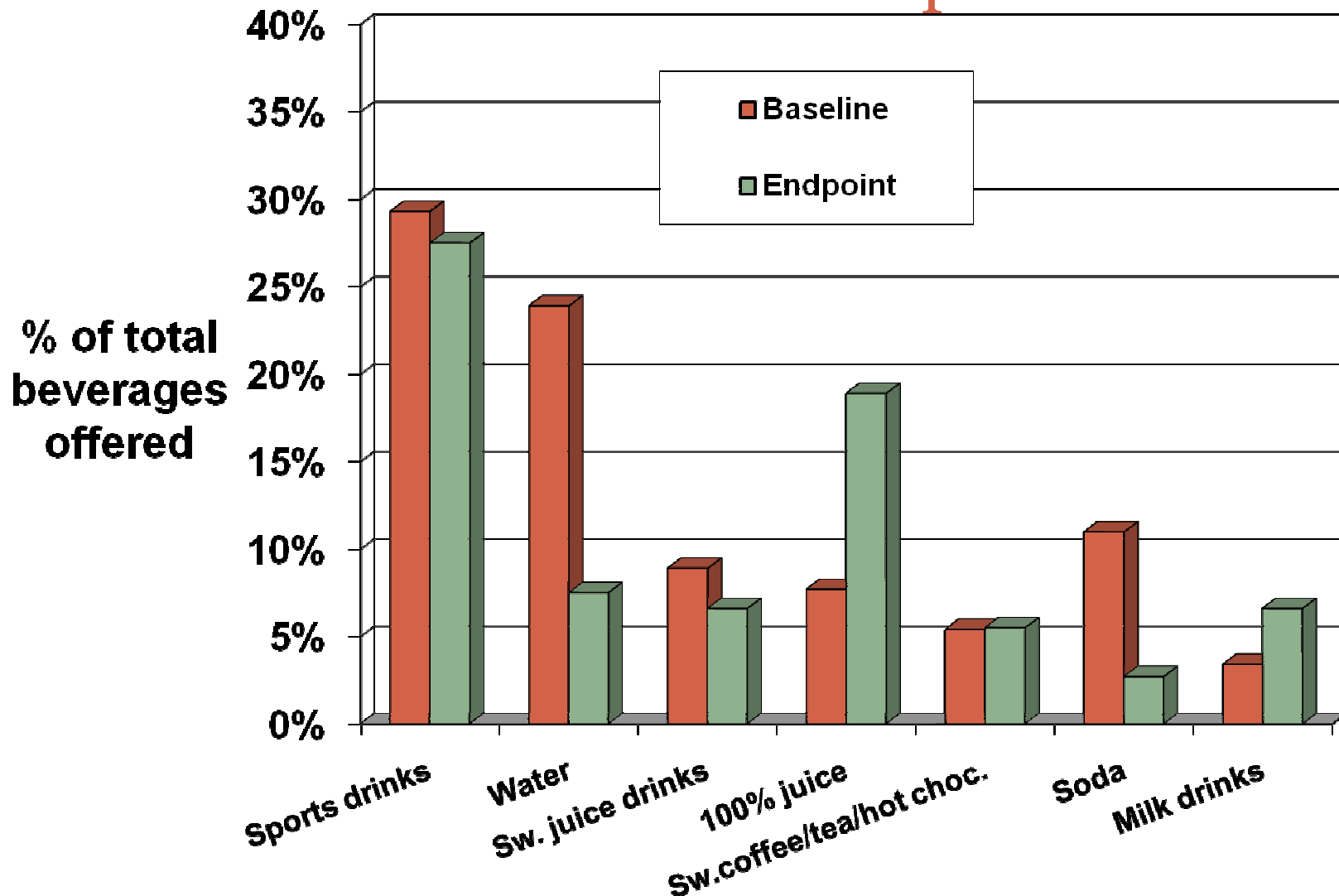


- Measured impact of SB 12 and 965 on the:
  - School competitive food environment
  - Food service and school group financial operations
- Examined relationship between the school meal program, compliance with standards and the financial outcomes
- 57 randomly selected CA high schools
- Tools:
  - Environmental Assessment
  - Nutrition services questionnaire
  - Meal program observations
  - Meal program participation rates and revenues
  - Revenues from sales of competitive foods and beverages
  - California Healthy Kids Survey questions

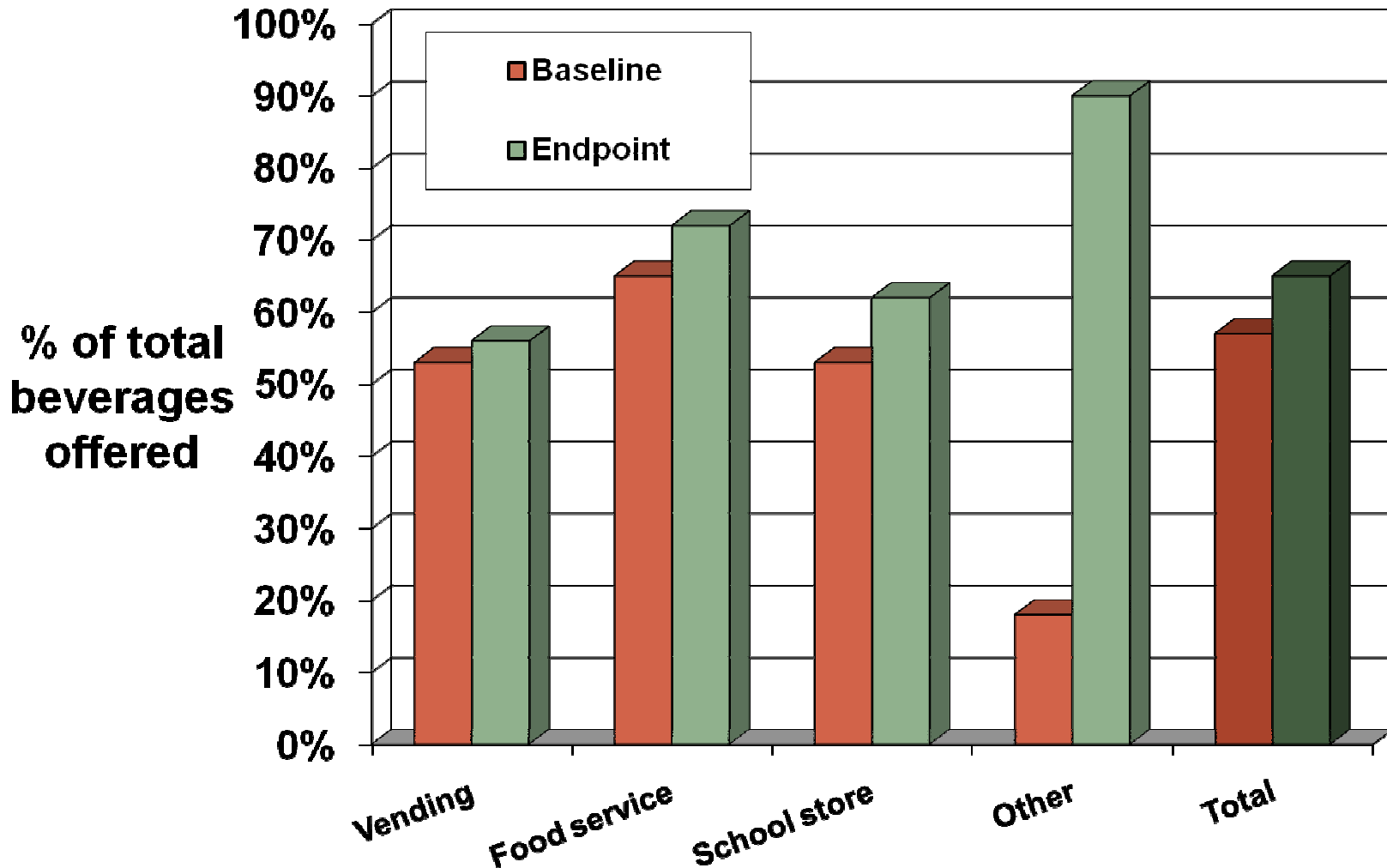
# BEVERAGES



# Most common beverages for sale – Baseline to Endpoint



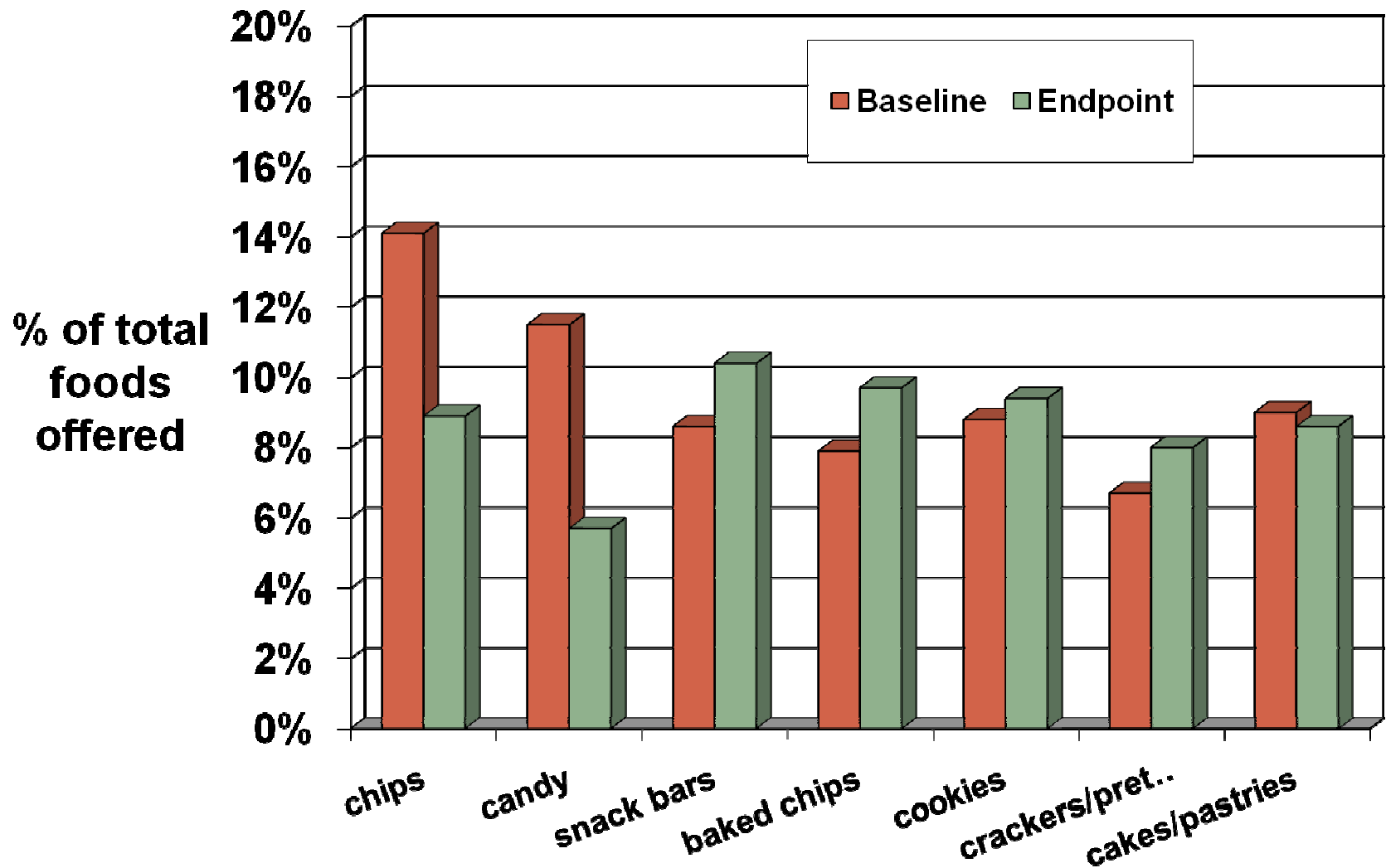
# Adherence of beverages by venue type – Baseline to Endpoint



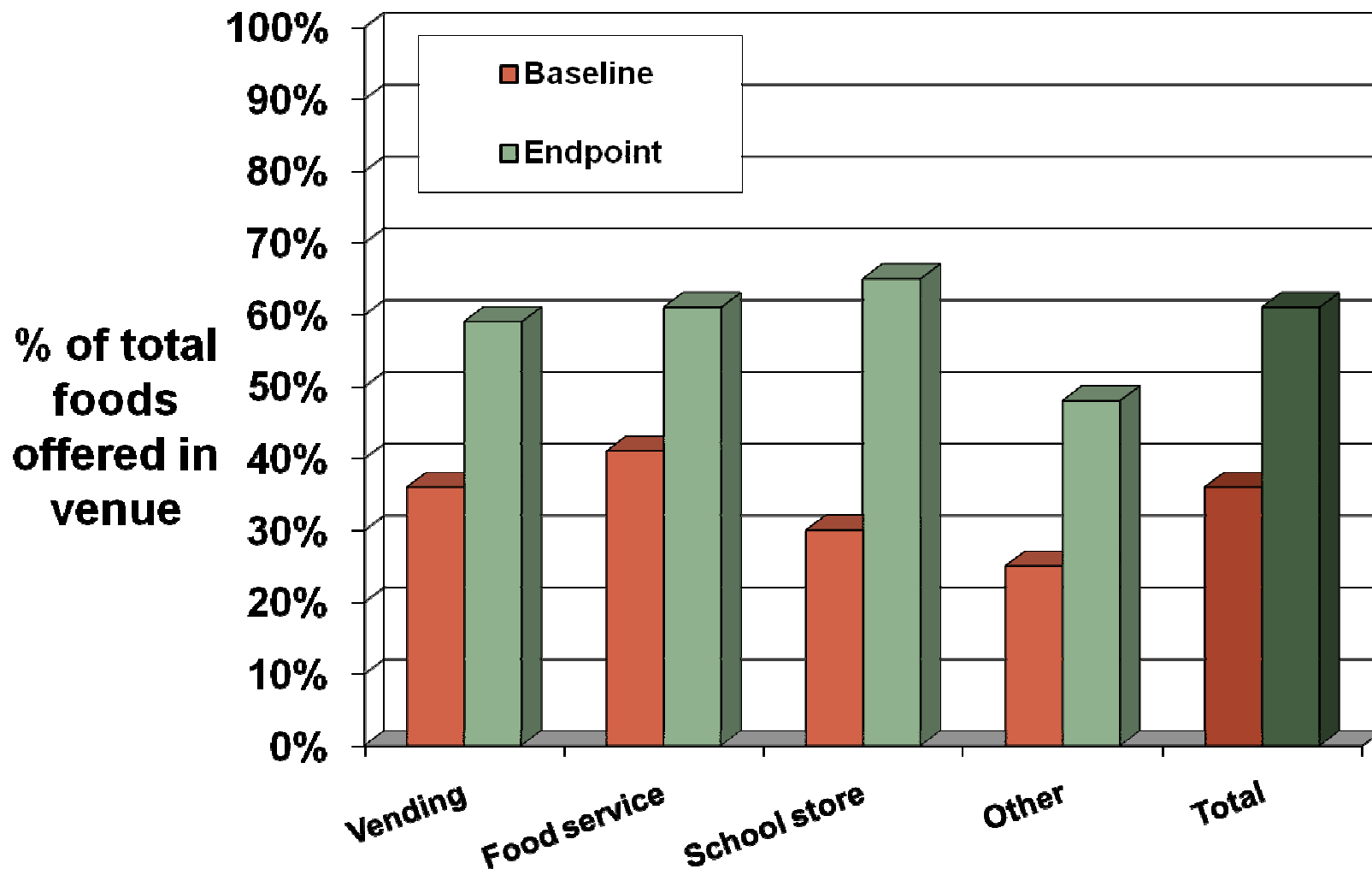
# FOODS



# Most common foods for sale – Baseline to Endpoint



# Adherence of foods by venue type – Baseline to Endpoint



# Conclusions



- Adherence to food and beverage standards increased at all school levels
- Higher adherence to beverage standards
- More work needed to increase adherence to food standards
- Work to assure that foods and beverages are truly healthy, not merely adherent

# Contact Information



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