



SMART SNACKS in SCHOOL

Success in Gainesville, Georgia!

When USDA's updated nutrition standards go into effect at the start of the 2014–15 school year, more schools across America will be offering healthier snacks and drinks in vending machines, stores, and à la carte lines. These changes are long overdue and strongly supported by parents, educational leaders, and health advocates—including the more than 200,000 who spoke out in favor of USDA's updated standards.

Many schools participating in the Alliance for a Healthier Generation's Healthy Schools Program have already replaced unhealthy snacks and drinks with more nutritious choices—and found that students will buy and eat healthier foods. The Alliance developed nutrition guidelines for school snacks and drinks in 2006, which helped inform USDA's updated standards.

Our Smart Snacks Success

Hall County School District, Gainesville, GA

Student population 21,730

OUR APPROACH

Offer healthier snacks and beverages by swapping sports drinks for water in vending machines, replacing unhealthy ice cream products with healthier versions in the cafeteria à la carte lines, and overhauling what school stores sell.

THE RESULTS

All district elementary schools now sell only water and schools are serving healthier snacks in school stores and à la carte lines. Students are buying healthier items and overall revenue remains consistent.

RECIPE FOR SUCCESS

1. Find healthy items you can sell for a higher profit margin.
2. Don't present a problem without a solution.
3. Listen to people's concerns, then ask for a chance to prove them wrong.



Smart snacks can help boost health, achievement, and the bottom line. Switching to healthier snacks can actually increase food service revenues.



Selling junk foods and sugary drinks at school is **NOT smart**. It contributes to our nation's obesity epidemic and undermines the progress we've made to improve school meals.

"450 bottles of water sold out by 10 a.m. The healthier pretzels? Sold out. Students will buy what is there!"

– Jacob Weirs, district wellness coordinator, on changing options in school stores



The Alliance for a Healthier Generation, founded by the American Heart Association and the Clinton Foundation, is a national nonprofit working to reduce the prevalence of childhood obesity. The Alliance launched the Healthy Schools Program in February 2006 to help improve access to healthy eating and physical activity before, during and after school. The program now works with more than 20,000 schools across the nation, reaching more than 12 million students, as well as teachers and other school staff.

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