



# SMART SNACKS in SCHOOL

Success in Lexington, Kentucky!

**W**hen 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

Southern Middle School, Lexington, KY

Student population 697

### OUR APPROACH

Overhaul the school snack shop by partnering with a local nutrition coalition to help fund the purchasing of healthy snacks. Offer sample products to students, collect feedback, and prioritize student preference.

### THE RESULTS

All products for sale at the snack shop meet federal nutrition guidelines and students are embracing the changes. Revenue has been minimally affected and is likely to continue growing. The school's cross country coach even reports students are more energized at practice.

### RECIPE FOR SUCCESS

1. Get student buy-in. Let them sample items and share feedback.
2. Learn by trial and error. If items don't work, keep bringing in new ones.
3. Keep the items inexpensive. Students want to buy, but are price-sensitive.



**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.

**“Change is hard, but it is worth it, and we are moving forward. Kids will buy whatever is available—we've just made sure the available items are healthy choices.”**

– Angela Stark, physical education and health teacher, on transforming the school's snack shop



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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Contact: Angela Stark, PE teacher, [angela.stark@fayette.kyschools.us](mailto:angela.stark@fayette.kyschools.us), 859-381-3582