



SMART SNACKS in SCHOOL

Success in New York City!

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

High School for Public Service, New York, NY

Student population 418

OUR APPROACH

Start a school store as a way to offer students healthy snacks and generate new funding streams.

THE RESULTS

Students embraced the store and its healthier snack choices, and they actually run the store at lunch and after school. In the fall 2013 semester, the store had a profit of about \$2,000.

RECIPE FOR SUCCESS

1. Get students involved because it gives them a reason to think about what they eat and sell.
2. Ask parent groups if they want to sell healthy snacks at events for their causes.



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.

“The store is still going great! Students run the store, and we are open at lunch and after school. We bought a freezer so we can stock fruit slushes, fruit bars, and fruit cups. Last semester we had a profit of about \$2,000!”

– Eric Ferreira, parent coordinator, on opening a store with healthy choices



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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