

SMART SNACKS in SCHOOL

Success in Cincinnati, Ohio!

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

Cincinnati Public Schools, Cincinnati, OH

Student population 34,680

OUR APPROACH

Meet the state's nutrition guidelines for snacks by reducing the number of vending machines and ensuring that new vendors provide compliant inventory and timers. Ask potential vendors for additional support for wellness initiatives. Set reimbursable meals at same price point as à la carte items and snacks to encourage participation in meals program.

THE RESULTS

New vendor offers only compliant snacks and provides an extra \$5,000 per year that has helped pay for salad bars and other wellness supports. Machines are only turned on after 4:30 pm. The district's overall revenue margin has increased, because the district receives a percentage of the vending revenue, not the profits. Participation in the reimbursable school meal program has increased by 7,000 meals, which offsets any lost revenue from vending.



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



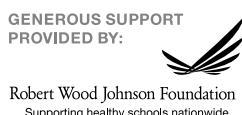
Selling junk foods and sugary drinks at school is **NOT smart**. It contributes to our nation's obesity epidemic and undermines the progress we've made to improve school meals.

“Some principals were worried about losing the revenue, but then they realized that our margin of revenue had increased. I haven't heard any complaints since!”

– Jessica Shelly, food service director, on removing unhealthy foods from vending machines



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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