



DeKalb Preparatory Academy
DeKalb County School District

Policy Code | Federal Reference
7 CFR 210

Food and Beverage Marketing Policy

Introduction

The DeKalb Preparatory Academy School Board recognizes that children should be provided with a school environment that promotes physical activity and healthy eating practices throughout the school day while minimizing commercial distractions. The DeKalb Preparatory Academy will provide students with consistent nutrition messages on making informed choices regarding nutrition and physical activity. It is our intent to promote and protect student health. Thus, advertising and marketing of food and beverages sold on the school campus must be consistent with the wellness policy.

Model Policy Language

The DeKalb Preparatory Academy will prohibit any food and beverage marketing to students on school premises during the school day that does not meet or exceed the USDA Smart Snacks in School nutrition standards. All schools will prohibit participating in any corporate-sponsored or incentive program that rewards students with free and/or discounted foods or beverages that do not meet the Smart Snacks standards. Food and beverages sold on school premises should meet the state or USDA Smart Snacks in School nutrition standards. All schools will prohibit the marketing to students on the school campus during the school day of any corporate food or restaurant brand with the exception that the food product manufactured, sold, or distributed under the corporate brand name meets the USDA Smart Snacks in School nutrition standards or District nutrition standards.

Exceptions to the Marketing Requirements

Restrictions for food and beverage marketing do not apply if the marketing occurs in:

- Media produced outside of the school and which is used as an educational tool (e.g., ads in magazines used in art class);
- Product packaging (e.g., when the corporate brand name or logo is placed on a physically present food or beverage product or its container).

USDA Food and Beverage Marketing requirements

The USDA requires wellness policies to limit unhealthy food and beverage marketing on campus. In addition, all school districts that participate in the National School Lunch or Breakfast Program (NSLP/NSBP) must revise their wellness policies to ensure that on-campus foods and beverages meet the USDA Smart Snacks in School nutrition standards.

Adopted from: [School Health Model Policies | Georgia Department of Public Health](#)

Adopted on:
Revised on: 1/18/2022

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Institute of Medicine Nutrition Standards for Foods in Schools

- Snacks, foods, and beverages meet dietary fat criteria per portion as packaged: no more than 35% of total calories from fat, less than 10% of total calories from saturated fat, and zero trans-fat.
- Snacks, foods, and beverages provide no more than 35% of calories from total sugars per portion as packaged. Exceptions to the standard are: (a) 100% fruits and fruit juices in all forms without added sugars, (b) 100% vegetables and vegetable juices without added sugars and (c) unflavored nonfat and low-fat milk and yogurt. Flavored nonfat and low-fat milk can contain no more than 22 grams of total sugars per 8-ounce portion, and flavored nonfat and low-fat yogurt can contain no more than 30 grams of total sugars per 8-ounce serving.

Institute of Medicine Nutrition Standards for Foods in Schools (continued)

- Snack items are 200 calories or less per portion as packaged, and à la carte entrée items do not exceed calorie limits on comparable National School Lunch Program (NSLP) items.
- Snack items meet a sodium content limit of 200 mg or less per portion as packaged or 480 mg or less per entrée portion as served à la carte.

À la carte

À la carte is defined as food and beverages that are separately priced from the meals served during school hours.

School Grounds and Campus

School grounds and campus means and includes land, school facilities and school vehicles used for the provision of academic, extracurricular programs and administration by the district. School grounds include playgrounds and recreational places. School grounds include that portion of land, school facilities and other facilities owned by municipalities, private entities or other individuals during those times when the school district has exclusive use of a portion of such land, school facilities, or other facilities for the provision of extracurricular programs.

Procedures for Implementation

The administration will develop a plan for communicating the policy that will include information in student and employee handbooks, and announcements at school-sponsored or school-related events. Other methods will be identified for notifying students, employees and parents/guardians about this policy. An enforcement plan, which identifies food and beverage marketing expectations for students, staff and volunteers to create a healthy environment for all students, will be created and communicated to all students, staff and parents.