

School Food and Beverage Marketing Assessment Tool

Adapted from California Project LEAN, March 2006

<http://www.californiaprojectlean.org/docuserfiles/Marketing%20Assessment%20Tool.pdf>

Congratulations on selecting marketing and promotion as one of your nutrition strategies to address school wellness. To answer some of the questions on the survey you will need to walk around the school campus to observe any advertising, marketing or promotion of foods or beverages. For other questions, members of your assessment team will need to ask the students or staff at the school such as the principal, vice principal, teachers, cafeteria manager, athletic director, or student club representative. Information should be collected for any food or beverage, whether you consider it healthy or unhealthy. Please make sure to capture all food or beverage advertisements or marketing, including those in languages other than English. In addition to filling out this assessment form, you may want to take pictures of the food and beverage advertising and marketing you find or take samples with you if appropriate—examples include displays of chips, candy or sodas in snack bars or school stores, advertisements on vending machines, logos on equipment or scoreboards, posters advertising food items, book covers, or napkins. These pictures and samples may become helpful to illustrate examples of marketing occurring at the school.

How to address school personnel:

“We would like to talk with you briefly today as part of a *School Wellness Grant* from the Department of Education. This tool is assessing the locations and types of food and beverage marketing and advertising found on junior/senior high school campuses. We are interested in any food or beverage marketing, regardless of whether it is for healthy or unhealthy foods. Examples of the types of advertising and marketing we are interested in include posters, vending machine advertisements, logos on equipment, and advertisements in any school media. We are also interested in other forms of marketing, such as food or beverage company taste-tests and product giveaways, sponsorship of events, and other food-related fundraising activities. We would like to

talk with you today to see if these less-obvious forms of marketing are happening at our school. The results of this assessment will be useful to health professionals and educators who are concerned about children's health and the types of food messages children are exposed to in schools. Any information you provide will be reported anonymously and will not be linked to your name."

Conducting the assessment:

Schedule interviews for the student to talk with school staff, and accompany the student on the campus walk-around and interviews. Talk with staff that can answer most of the questions, first try the principal. Other staff you may need to talk with include food service staff, athletic or activities directors, or district curriculum directors (to ask about corporate sponsored classroom materials). Follow all school protocols when on campus and when getting a student out of class (passes etc.). Assess all areas with marketing/advertising (some vending and/or food service areas are not obvious); check areas you might not expect to find marketing/advertising (i.e. the clinic or library). Allow adequate time to do the assessment and interviews (3 hours) and wear comfortable shoes. Make copies of the completed assessment forms for your files.

Iowa School Food and Beverage Marketing Assessment Tool

Person completing this form: _____

Date: ____/____/____

Student: _____ School: _____

District: _____ County: _____

What type of campus does this school have: Open Closed

Questions to answer as you walk around the school:

- 1.** *As you walk around the school, do you see posters or signs with food or beverage product pictures, names or logos anywhere in the school? (Don't include vending machine advertisements here, report them in question 2.)*

Location	Circle Yes or No		Describe the products, product names, logos, foods, <i>MyPlate</i> , or other healthy eating messages that are displayed. How many times is each shown? <i>Examples: Pepsi, 4 times; MyPlate, 8 times; Fruits and Veggies More Matters, 1 time.</i>
Hallways	Yes	No	
Cafeteria	Yes	No	
Snack bars	Yes	No	
School store	Yes	No	
Nurse's office	Yes	No	
Classrooms <i>(check 3 to 5 rooms)</i>	Yes	No	
Teachers' lounge	Yes	No	
Athletic area Gym	Yes	No	
Concession stand	Yes	No	
Locker rooms	Yes	No	
Scoreboards <input type="checkbox"/> Gym <input type="checkbox"/> Field	Yes	No	
Quads or Courtyards	Yes	No	

Iowa School Food and Beverage Marketing Assessment Tool

Location	Circle Yes or No		Describe the products, product names, logos, foods, <i>MyPlate</i> , or other healthy eating messages that are displayed. How many times is each shown? <i>Examples: Pepsi, 4 times; MyPlate, 8 times; Fruits and Veggies More Matters, 1 time.</i>
Other areas (such as offices, library, bathroom, bleachers, billboards, announcement boards, and fences): <i>describe the area</i>	Yes	No	
Other areas: <i>describe the area</i>	Yes	No	

2. Are there vending machines on the school campus? yes no

Where are the vending machines and do they display advertising?

Location	Is there advertising on the machines? Circle Yes or No		Describe the foods, products/product names, pictures, messages, or logos shown on the machines
Hallways # of machines: ____	Yes	No	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____
Cafeteria # of machines: ____	Yes	No	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____
Quad or courtyard area # of machines: ____	Yes	No	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____
Teachers' lounge # of machines: ____	Yes	No	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____
Gym/Athletic area # of machines: ____	Yes	No	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

Iowa School Food and Beverage Marketing Assessment Tool

Location	Is there advertising on the machines? Circle Yes or No		Describe the foods, products/product names, pictures, messages, or logos shown on the machines
Locker rooms # of machines: ____	Yes	No	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____
Other Areas: (describe) # of machines: ____	Yes	No	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____
Other Areas: (describe) # of machines: ____	Yes	No	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

Iowa School Food and Beverage Marketing Assessment Tool

- 3.** Do you know if the school uses any of the following equipment printed with food or beverage product names or logos? If you don't know, talk with the principal, teachers, students, school food service, or other school representative.

Type of equipment	Circle Yes or No		Describe the foods, products/product names, pictures, messages or logos shown
Cups, napkins or plates used during meal period, events, games, etc.	Yes	No	<i>Please obtain samples if possible</i>
Food or beverage coolers or display cases	Yes	No	
Recycling bins or trash cans	Yes	No	
PE or gym equipment such as balls, basketball hoops, etc.	Yes	No	
Sports bags or athletic uniforms	Yes	No	
Book covers, pencils, notebooks, or other school supplies	Yes	No	<i>Please obtain samples if possible</i>
Other: describe	Yes	No	
Other: describe	Yes	No	

Questions to ask the principal or others at the school:

If you know the answers to the next questions, write them down in the space provided. If you don't know the answer, then talk to people at your school who will know, such as the principal, vice principal, teachers, cafeteria manager, athletic director, or students.

4. Does the school show Channel One or other school-based TV programming?

yes no

If Yes, does the Channel One or other TV programming show food or beverage advertising?

yes no

5. Does the school have a radio station or PA system for announcements?

yes no

If yes, does the radio station or PA system play food or beverage advertising?

yes no

6. Does the school have a student newsletter or newspaper?

yes no

If yes, does the school have a student newsletter or newspaper include food or beverage advertising?

yes no

7. Does the school have a yearbook?

yes no

If yes, does the yearbook include food or beverage advertising?

yes no

Iowa School Food and Beverage Marketing Assessment Tool

8. Has the school participated in any of the following food and beverage company activities? These activities can be for healthy or unhealthy foods and beverages. If you don't know, ask the principal, a teacher, the cafeteria manager, or other person at your school for the answers to these questions.

Activity	Circle Yes or No		Name of food and beverage company(ies) sponsoring activity:	Describe the foods, products or other items tasted or given away.	How often?
Product taste tests	Yes	No			<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Few times semester <input type="checkbox"/> Once/twice a year <input type="checkbox"/> Other _____
Product giveaways (includes foods, beverages, and logo items)	Yes	No			<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Few times semester <input type="checkbox"/> Once/twice a year <input type="checkbox"/> Other _____
Coupon giveaways	Yes	No			<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Few times semester <input type="checkbox"/> Once/twice a year <input type="checkbox"/> Other _____
Product event days (example: Pepsi day when all students where Pepsi logo items)	Yes	No			<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Few times semester <input type="checkbox"/> Once/twice a year <input type="checkbox"/> Other _____

Iowa School Food and Beverage Marketing Assessment Tool

Activity	Circle Yes or No		Name of food and beverage company(ies) sponsoring activity:	Describe the foods, products or other items tasted or given away.	How often?
Other: (describe)	Yes	No			<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Few times semester <input type="checkbox"/> Once/twice a year <input type="checkbox"/> Other _____
Other: (describe)	Yes	No			<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Few times semester <input type="checkbox"/> Once/twice a year <input type="checkbox"/> Other _____

Iowa School Food and Beverage Marketing Assessment Tool

9. Does the school have any activities or events that food and beverage companies help pay for? Examples include dances, fairs, athletic events, debates, and concerts. If you don't know, ask the principal, a teacher, the cafeteria manager, or other person at your school for the answers to these questions.

yes no

9. a. Describe the events, the sponsor, and the amount of money or items donated by the sponsor

Activity or Event	Food or Beverage Company	Dollar amount paid by food or beverage company or description and quantity of items donated

10. Do any school groups sell foods or beverages to raise money for their activities? Examples include the drama club selling See’s candy bars, or the soccer team selling Krispy Kreme doughnuts. If you don’t know, ask the principal, a teacher, the cafeteria manager, or other person at your school for the answer.

yes no

If yes, describe the items being sold, including the brand names.

Group selling food or beverage Example: drama club	Type of food or beverage Example: doughnuts	Brand Name of product Example: Krispy Kreme

11. Do any school groups raise money by operating vending machines, school stores, or snack bars?
 yes no

11. a. What groups run the vending machines, school stores, snack bars or concession stands?

- Student government PTA Other: _____
 Athletic department Boosters Other: _____
 Sports team Cheerleading/dance squad or pep club

11. b. What types of foods and beverages do they sell? Check all that apply.

- Sweetened drinks Cookies or bars Meat Snacks
 Artificially sweetened drinks Cakes/Pastries Ice Cream
 Sports drinks French Fries Chips
 100% juice Hamburgers/Hot Dogs Candy
 Bottled water Tacos Nuts /Seed s
 Unsweetend tea Pizza Granola/Energy Bars
 Fruits/Veggies Yogurt Baked Chips/Crackers
 Other: _____ Other: _____ Other: _____

12. Does the school use any curriculum, materials, or classroom activities created by food or beverage companies or associated organizations? Examples include: Dairy Council materials, McDonald’s educational materials, American Beverage Association’s *Calories Count* or Pizza Hut *Book It* program. If you don’t know, ask the principal, a teacher, the cafeteria manager, or other person at your school for the answer.

yes no

12. b. Which food or beverage companies or organizations created or sponsored the curriculum or activities?

Food or beverage company	Type of curriculum or activity

13. Does the school participate in any food or beverage company sponsorship programs, including scholarships or adopt a classroom programs? Examples include: Coca Cola’s Scholarship Fund, Dr. Pepper Tuition Contest, McDonald’s McTeacher Night.

yes no

13. a. Which food or beverage companies off the scholarships?

Food or beverage company	Type of Scholarship	Dollar Amount

14. Does the school or school district have a policy regarding advertising or marketing? If you don’t know, ask the principal for the answer.

yes no

If yes, what Level? School District

If yes, is this a written or verbal policy

<p>Briefly describe the policy below or ask a school administrator for a copy of the advertising/marketing policy and attach.</p>

<p>Please describe any parts of the policy that specifically mention food and beverage advertising or marketing.</p>

- 15.** Please describe any other types of food or beverage advertising or promotion on the school campus that you have not already listed in this survey.



Please visit <http://www.foodmarketing.org/resources/food-marketing-in-schools/> to access fact sheets, model policies and reports on food marketing in schools