



Kansas **CAN**


Smart Snacks and Healthy Fundraising

Kansas State Department of Education
Child Nutrition & Wellness

Kansas leads the world in the success of each student.


The School Nutrition Environment

- The health of today's school environment continues to improve. Students across the country are now offered healthier school meals with more fruits, vegetables and whole grains through the National School Lunch Program and the School Breakfast Program.
- The Smart Snacks in School standards published by USDA builds upon those healthy advancements by ensuring that all other snack foods and beverages available for sale to students in school are tasty and nutritious.




Impact on Students

- The changes are intended to:
 - Improve the health of the Nation's children
 - Increase consumption of healthful foods during the school day
 - Create an environment that reinforces the development of healthy eating habits





Healthy, Hunger-Free Kids Act

- Requires that USDA establish nutrition standards for all foods and beverages sold in school – beyond the Federal child nutrition programs in schools.
- The law specifies that the nutrition standards shall apply to all foods sold:
 - outside the school meal programs;
 - on the school campus; and
 - at any time during the school day.




Applicability

- Including:
 - a la carte in the cafeteria
 - in school stores
 - snack bars
 - vending machines
 - fundraising
 - other venues

State and Local Flexibility

- The nutrition standards for all foods sold in school are **minimum** standards.
- State agencies and school districts may establish additional standards.
- State or local standards must be consistent with Federal standards.



What are competitive foods?

- All food and beverages sold to students on the school campus during the school day, other than those meals reimbursable under programs authorized by the NSLA and the CNA.



Where do the standards apply?

- School campus is all areas of the property under the jurisdiction of the school that are accessible to students during the school day.



When do the standards apply?

- School day is the period from the midnight before - to 30 minutes after the end of the official school day.



Smart Snacks Standards for Foods

- To be allowable, a food item must meet ONE of the general standards for food
 - AND
- Meet all of the nutrient standards for calories, sodium, sugar, and fats



Exemptions

Specific exemptions allowed for certain:

- Fruit and vegetables
- Meat/meat alternates



Smart Snacks Standards for Beverages

- Vary by Grade Level
- Identify Specific Types of Beverages Allowed
- Address Container Size



Beverages for All

- Water
- Milk
- Juice





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Beverages For All

Beverage	Elementary School	Middle School	High School
Plain water, carbonated or not	no size limit	no size limit	no size limit
Low fat milk, unflavored *	≤ 8 oz	≤ 12 oz	≤ 12 oz
Non fat milk, unflavored or flavored *	≤ 8 oz	≤ 12 oz	≤ 12 oz
100% fruit/vegetable juice **	≤ 8 oz	≤ 12 oz	≤ 12 oz



*Includes nutritionally equivalent milk alternatives, as permitted by NSLP/SBP
**May include 100% juice diluted with water (with or without carbonation) & with no added sweeteners.



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Other Beverages in High School


- Calorie-Free Beverages – maximum serving size, 20 fluid ounces
- Calorie-free flavored water, with or without carbonation
- Other “calorie-free” beverages with less than 5 calories per 8 fluid ounces, or up to 10 calories per 20 fluid ounces.
- Lower-Calorie Beverages – maximum serving size, 12 fluid ounces
 - Up to 60 calories per 12 fl oz.
 - Up to 40 calories per 8 fl oz.

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Caffeine

Elementary and Middle School	High School
<ul style="list-style-type: none"> • Foods and beverages must be caffeine-free, with the exception of trace amounts of naturally- occurring caffeine substances. 	<ul style="list-style-type: none"> • No caffeine restrictions.




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Smart Snacks in School Standards - FAQ

Question: Are classroom parties and rewards affected by the rule?

Answer: No, the Smart Snacks Nutrition Standards only affect foods SOLD to students during the school day on the school campus.




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Smart Snacks in School Standards - FAQ

Question: Does this rule affect concession stands at athletic events?

Answer: It depends. If concession stands are open during the school day, then yes, foods and beverages sold would need to meet the standards unless the organization was using an exempted fundraiser allowed per the interim final rule. Concession stands open 30 minutes after the school day are NOT affected by the standards.



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Fundraisers and the Smart Snacks in School Standards

- Smart Snacks in School Standards do apply to fundraising activities that sell food to students on the school campus during the school day.
- Nutrition standards are minimum standards.
- State agencies and school districts may establish additional standards as long as they are consistent with Federal Standards.



Fundraisers

- All foods that meet the regulatory standards may be sold at fundraisers on the school campus during school hours.
- The standards would not apply to items sold during non-school hours, weekends, or off-campus fundraising events.



Fundraiser Exemption

- State agencies establish limits on the number of infrequent exempt fundraisers that may be held during the school year.
- If the State Agency does not establish limits, no exempted fundraisers may take place in the schools
- School districts may institute additional standards.
- No exempt fundraiser foods or beverages may be sold in competition with school meals in the food service area during the meal service.



Kansas Fundraising Exemption Policy

Exempt fundraising limit set by the Kansas State Board of Education:

"One exempt fundraiser per school organization per semester that does not meet the Nutrition Standards for All Foods Sold in School during the school day (midnight before to 30 minutes after the end of the school day) on school grounds will be allowed. An organization is defined as a school group that is approved by the local board of education. Length of the organization's exempt fundraiser cannot exceed 2 days."



Model Wellness Policy Guidelines

- Current criteria regarding fundraising:

Implementing	Translating	Modeling
Fundraising within the school day meets "All Foods Sold in Schools" Standards (sans the exempted fundraisers)	Fundraising within the school day and until 5 pm meets "All Foods Sold in Schools" Standards (sans the exempted fundraisers).	No exempted fundraisers. All fundraisers involving foods or beverages meet the "All Foods Sold in Schools" Standards.
	Fundraising activities involving the sale of food or beverages that meet "All Foods Sold in Schools" Standards and/or exempted fundraisers will not take place until after the end of last lunch period.	Fundraising activities support nutrition, nutrition education and physical activity messaging.



Criticism Against Fundraisers Using Less Nutritious Foods

- Affect student health
- Impact parents
- Contradict nutrition education



Ideas for Healthy Food Fundraisers

- 100% juice
- Fat-free or low-fat milk
- Fruit smoothies
- Yogurt & fruit parfaits
- Spices
- Other foods that comply with All Foods Sold in School nutrition standards



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Considerations for Non-Food Fundraisers

- Students learn from ALL of their school experiences.
- Focusing on non-food or healthy food fundraisers:
 - Helps send consistent, positive health messages
 - Reinforces classroom education
 - Contributes to student health
- Selling less nutritious food choices contradicts nutrition messages taught in the classroom



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Things to Sell That Aren't Food

- Gift wrap
- Garbage bags
- Candles, lotions, soaps
- Greeting cards, stationary
- Plants, flowers, bulbs, seeds
- Discount cards/coupon books
- Magazine subscriptions
- School spirit apparel and merchandise
- Event calendars
- Cookbooks of healthy recipes
- Holiday themed items:
 - Fall holidays – Pumpkins, Fall table centerpieces
 - Winter holidays – Christmas trees, wreaths, garlands, poinsettias, mistletoe, ornaments
 - Valentine's Day – flowers, plants, cards, stuffed animals



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Active Fundraisers

- "A-Thons" - walk, bike, jump, bowl, skate, hula-hoop, Zumba
- Fun walks or runs
- School dances
- Family obstacle course
- Golf tournaments
- Teacher-student competitions (volleyball, softball, Frisbee...)



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"Event" Fundraisers

- Craft fairs
- Garage sales
- Car washes
- Book fairs
- Game night, bingo night
- Auctions (live, silent, or online)
- Recycling programs (cell phones, printer cartridges, ...)
- Rent a special parking spot
- Spell-a-Thon
- Trivia night



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Are healthy fundraisers profitable?

Report from CSPI publication "Sweet Deals: School Fundraisers Can Be Healthy and Profitable" – Sample profits:

- \$1,000 – School sells 1,440 water bottles with names/logos of 5 local business sponsors
- \$4,500 – A walk-a-thon with 100 student, parent, and family members walkers each raising \$50 in sponsorships
- \$9,000 – 110 families buy scratch cards with discounts at local businesses
- \$30,000/year – 100 school families belong to a grocery store Strip program



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What Schools Can Do

- Adopt nutrition standards that meet or exceed the All Foods Sold in School standards
- Enlist student and parent organization help in generating ideas
- Implement a wellness policy specifying that fundraising be held with primarily non-food sales or events



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Fundraising - FAQ

Question: What is considered a fundraiser?

Answer: USDA considers a fundraiser to be an event that includes any activity during which currency/tokens/tickets, etc. are exchanged for the sale/purchase of a product in support of the school or school-related activities. For example, giving away food but suggesting a donation would be considered a fundraiser, since funds may be raised as a result. Another example may include a vending machine when the profits are used to support a school-sponsored club or activity such as the school band or football team



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Fundraising - FAQ

Question: Can our school sell fundraiser foods not intended for consumption in schools?

Answer: Yes, fundraising activities that take place outside of school, such as cookie dough or frozen pizza sales, are exempt from the nutrition standards. Distribution of order forms and foods not intended for consumption at school may continue.



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Resources

- USDA Tools for Schools: Focusing on Smart Snacks
 - <http://www.fns.usda.gov/healthierschool/day/tools-schools-focusing-smart-snacks>
- KSDE Resources
 - www.kn-eat.org; School Nutrition Programs, Guidance, Smart Snacks in Schools



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