



# FOOD AND BEVERAGE MARKETING ON CALIFORNIA HIGH SCHOOL CAMPUSES SURVEY

## FACT SHEET

**Survey Goal: To identify the types of food and beverage marketing and advertising present on high school campuses.**

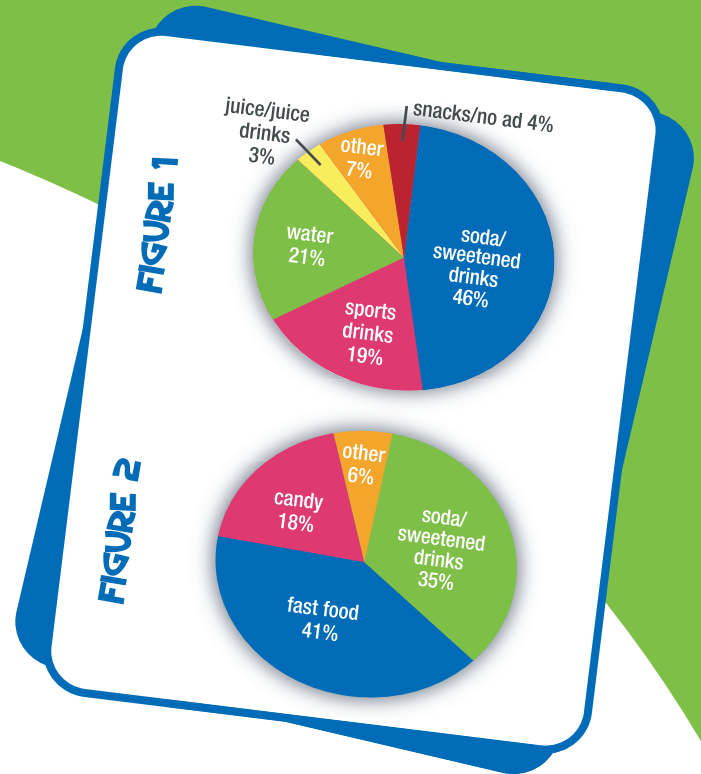
### SURVEY TOOL

The survey tool was developed and utilized to assess the following types of food and beverage marketing on high school campuses:

- Advertisements displayed on school facilities including walls, scoreboards and sports arenas
- Advertising on vending machines
- Advertising or logos on equipment or accessories such as: physical education equipment (including beverage coolers), sports/band uniforms, cups, napkins, book covers and other school supplies
- Electronic advertising on Channel One, school radio stations and school Web sites
- Print advertising in newsletters, school papers and yearbooks
- Food and beverage marketing events such as product giveaways, coupons and taste tests
- Market research activities such as surveys, focus groups and tasting panels
- Presence of corporate-sponsored curriculum
- Corporate incentive programs
- Descriptions of types of food and beverages advertised in each location

### KEY FINDINGS

- More than half (60%) of the posters and signage for food and beverage products were for “discouraged products” – food and beverages like candy, soda and chips.<sup>1</sup>
- Only 28 percent of all posters and signage for food and beverage products were for “encouraged products.”<sup>2</sup>



- Nearly two out of three (65%) of the vending ads were for soda, sweetened beverages or sports drinks. See Figure 1.
- Seventy-one percent of the logos displayed on equipment were for sweetened beverages; such as, soda and sports drinks while only 8 percent of the logos displayed on equipment were for brand-name water.
- Ninety-four percent of the marketing activities reported were conducted by companies associated with high fat, high sugar foods. See Figure 2.

### SCHOOL BOARD POLICIES

- Forty-five percent of the schools reported a district policy that addressed marketing, but none of these policies explicitly limited or banned marketing of unhealthy foods and beverages.

### ABOUT THE SURVEY

- The survey assessed 20 public high schools representing a variety of ethnic and economic backgrounds in 13 counties throughout California.

<sup>1</sup> Discouraged products include foods that children should eat less of, are high in fat, saturated fat, trans fat, sugar and sodium, and are low in nutrients. Examples include: chips, candy, cookies, soda, sports drinks and other sweetened beverages.

<sup>2</sup> Encouraged products include foods that children should eat more of, are low in fat, saturated fat, trans fat, sugar and sodium, and are high in nutrients. Examples include: fruits, vegetables, whole grains, low-fat dairy and water.