



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.

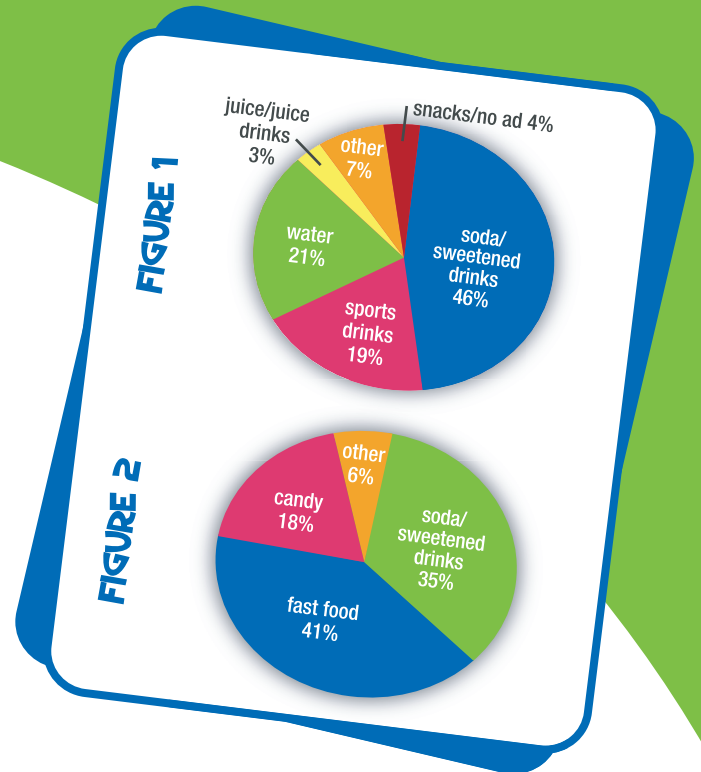
SURVEY TOOL

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.¹
- Only 28 percent of all posters and signage for food and beverage products were for “encouraged products.”²



- 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.

¹ 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.

² 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.