



UCONN
RUDD CENTER
FOR FOOD POLICY & OBESITY

Youth Exposure to Food & Beverage Brands in Schools

DATA COLLECTED BY THE RUDD CENTER JUNE-AUGUST 2018

The poor diets of American children

Nearly **40%** of calories consumed by children come from nutritionally poor foods.¹

60% of children do not meet USDA fruit intake recommendations.²

Less than **one in 10** children eat enough vegetables.²

Unhealthy diets have led to proliferation of diet-related disease^{3,4}:

- **1 in 3** children are overweight or obese
- Diabetes rates among children on the rise

Poor eating habits formed in childhood likely to persist through adulthood, increasing likelihood of developing chronic diseases (e.g., heart disease, cancer, stroke, obesity, arthritis)

Food marketing in schools is pervasive

In 2009, top food and beverage brands spent nearly **\$149 million** on marketing in schools.⁵

7 of 10 elementary and middle school students see food marketing in their schools everyday⁵

The majority of food and beverage products marketed in schools are high in sugar, calories, and fat.⁶

Unhealthy food marketing directly goes against school health and nutrition curriculum.

Continuous exposure to marketing messages contributes to increased brand loyalty and leads to long-term preference for unhealthy products.⁶

Food marketing works

- Children prefer advertised foods, influence their parents' purchases, and they consume more advertised products.⁷

Examples of how companies get their branded products in schools:

- School Lunch Programs (i.e., Domino's Smart Slice, Pizza Hut A+ Pizza)
- Fundraising Programs (i.e., Chuck E. Cheese FUNdraisers, Little Caesar's Pizza Kit Fundraisers)
- Scholarship Programs (i.e., Coca-Cola Scholars, McDonald's HACER Scholarship)
- Anti-Hunger Initiatives (i.e., Arby's School's Out Food's In, Kellogg Company's #BetterDays)
- Food/Product as Reward Programs (i.e., Pizza Hut Book-It, Chuck E. Cheese Reward Calendar)

Domino's Smart Slice School Lunch Program

Schools contract with Domino's to serve reformulated "healthier" versions of their pizzas that look and taste like the real thing



REWARDING YOUR DISTRICT IS EASY:

- Enroll in Domino's Smart Rewards.
- Purchase any Domino's Smart Slice products and rewards points are automatically earned for your district!
- \$10 in sales = 1 reward point.
- Rewards points are tracked and your personal account is maintained online at our secure website.
- Redeem your points for a variety of merchandise for your students, schools, and kitchens.
- How smart is that?

www.dominosmartrewards.com

Merchandise shown is for demonstrational purposes only, actual brands and models may vary.

DOMINO'S GIVES BACK TO YOUR SCHOOL DISTRICT

Your smart thinking deserves to be rewarded! That's why we created the Domino's Smart Rewards program. Every time you purchase Domino's Smart Slice, you'll earn rewards points that can be redeemed for a variety of items to support your schools.

POINT-OF-SALE PROMOTIONAL MATERIALS

- Posters
- Window Clings
- Hats
- Aprons

FOODSERVICE OPERATING SUPPLIES

- Food Prep and Storage Tools
- Small Wares
- Janitorial Supplies

SCHOOL NUTRITION ASSOCIATION GIFT CARDS

- \$100
- \$500

AND MUCH, MUCH MORE!

How we meet USDA meal pattern regulations:

PIZZA DOUGH

WHOLE GRAIN RICH

16G OF WHOLE GRAINS PER SERVING

CHEESE

100% REAL LITE MOZZARELLA CHEESE
(1/2 the fat of our traditional pizza cheese!)

SAMPLE RECIPES

CHEESE PIZZA		PEPPERONI PIZZA	
NSLP	Smart Snacks	NSLP	Smart Snacks
<small>Recipes designed to be a part of a fully reimbursable meal</small> PROFILE: 12142 14" 8-Cut Cheese Pizza Crust: Whole Grain Grain: 2.0 M/M/L: 2.0 Sodium: 480mg Calories: 240 Sat Fat: 3.5g		<small>Recipes meet Smart Snacks Entire criteria</small> PROFILE: 12143 14" 8-Cut Cheese Pizza Crust: Whole Grain Grain: 2.0 M/M/L: 1.0 Sodium: 380mg Calories: 200 Sat Fat: 2.5g	
<small>Recipes designed to be a part of a fully reimbursable meal</small> PROFILE: 12143 14" 8-Cut PEPPERONI Pepperoni Pizza Crust: Whole Grain Grain: 2.0 M/M/L: 2.0 Sodium: 510mg Calories: 260 Sat Fat: 4g		<small>Recipes meet Smart Snacks Entire criteria</small> PROFILE: 12142 14" 8-Cut PEPPERONI Pepperoni Pizza Crust: Whole Grain Grain: 2.0 M/M/L: 1.0 Sodium: 380mg Calories: 200 Sat Fat: 2.5g	



To learn more call 800-810-6633 or email schoollunchinfo@dominos.com

Program available at participating locations nationwide. ©2019 Domino's IP Holder LLC. Domino's®, Domino's Pizza®, and the modular logo are registered trademarks of Domino's IP Holder LLC.

THE COMPLETE SCHOOL LUNCH PROGRAM, DELIVERED BY DOMINO'S

Domino's Smart Slice pizza is built specifically to the needs of your school and can meet all USDA guidelines. It can be made with ingredients like real lite mozzarella cheese, reduced fat pepperoni, and dough that's rich in whole grain.

WHY DOMINO'S SMART SLICE IS THE SMART CHOICE:

- > Baked Fresh, Not Frozen
- > Completely Customizable
- > Decades of Operational Expertise
- > Marketing & Merchandising Support

Recipes available to meet both main line and Smart Snacks meal pattern regulations.



80%
OF OUR CUSTOMERS REPORT INCREASED PARTICIPATION WITH DOMINO'S SMART SLICE!

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Presence in cafeterias makes healthier items even harder to sell (pizza vs. salad)

Implicit messaging that pizza and other fast food and sugary drinks are a normal part of a weekly diet⁸

Pizza Hut A+ Pizza School Lunch Program



Their Favorite Slice Of The School Day

Our A+ Pizza™ Program provides hot, delicious pizza your kids will love, all while adhering to the necessary standards.

- Delivered straight to your cafeteria
- 51% whole wheat crust
- Lite cheese
- 4 recipes to choose from
- Fits within NSLP and "Smart Snack Entree" Regulations

Students don't realize the pizzas are reformulated (look-alike product)

Can cause confusion about healthfulness of products and undermine school's ability to teach good nutrition⁹

GREAT COMPANY BENEFITS

- Competitive prices
- Excellent customer service all year round
- Delivered freshly baked and hot, straight from your local Pizza Hut®

GREAT HEALTH BENEFITS

- Certified nutritionist on staff
- Fits with NSLP and Smart Snack Entree menu plans
- Make your school lunch program great for your kids and choose pizza that's a grade above.

CRUST

- 51% White Whole Wheat Flour
- 18 g Whole Grains per Serving
- 3 g Fiber per Serving Plus Iron

CHEESE

- Lite Cheese Contains 45% Less Fat and 40% Less Sodium Than Our Traditional Cheese
- Good Source of Calcium Plus Vitamin A

SAUCE

- The Same Flavorful, One-of-a-Kind Sauce as Our Classic Pizzas, Made From Vine-Ripened Tomatoes

TOPPINGS

- Pepperoni Contains 30% Less Fat and 55% Less Sodium Than Our Traditional Pepperoni
- Plus a Veggie-Topped Option Made With White Mushrooms, Crisp Green Peppers, Red Onions and Vine-Ripened Tomatoes

The infographic features a central image of a slice of pepperoni pizza on a cardboard box. Red callout boxes point to the crust, cheese, sauce, and toppings. There are also two photos of children: one showing three boys eating pizza and another showing a girl smiling while eating a slice.

Chuck E. Cheese's FUNdraisers



Plan your next school FUNdraiser with us!

Chuck E. Cheese's is proud to support education in your community - more than \$16 million has been given to schools and non-profits through Chuck E. Cheese's fundraising events.

What You Get

- 20% donation to your school for all sales generated by your participating friends and family members, if you raise \$3,000 or more. A 15% donation applies for any amount less than \$3,000
- Materials to promote the event
- A 10-free-play points sticker for each child enrolled
- A visit from Chuck E. at your school on the day of the event
- A free meal for teachers in attendance

*All participating locations only.

Program is subject to change, but all offers at time of booking will be honored.

Here are some promotional tips to help make your Chuck E. Cheese's Fundraising Night a success:

- Announce the date and time of your Fundraising Night on your school's marquee.
- Notify all teachers and parents by reproducing and distributing flyers before your scheduled event.
- Remind teachers of the FREE meal and Ticket Blaster offer during this event to help encourage student participation.
- Remind students through PA announcements.
- Have a safe and fun Chuck E. visit! This is an excellent way to get your students excited about your school's event.

Little Caesar's Pizza Kit Fundraisers



Groups earn about 25% of each pizza kit sold

Earnings increase with kit sales



The More You Sell, The More You Earn!

SELL	EARN
100-999 Kits	\$5.00
1000-1999 Kits	\$6.00
2000+ Kits	\$7.00

Same great profit for Pizza Kits, Cookie Dough and Pie Kits!



Coca-Cola Scholars

For high school seniors

150 Coca-Cola scholars selected each year for \$20,000 scholarship

Students and schools that receive scholarship promote brand on social media and display continued connection to the brand

Founded in 1986, the Coca-Cola Scholars Foundation is much more than a program that awards college financial assistance to exceptional high school seniors. Our organization connects and continually nurtures an extended family of passionate, motivated, service-oriented leaders. This **lifetime connection,** camaraderie and sense of family are what make the Coca-Cola Scholars Foundation unique among scholarship programs.

Perhaps you are one of our alumni. Or a returning supporter checking in on what we've accomplished this year. This report is both about, and for, you.



McDonald's HACER Scholarship

Scholarship program for children of Hispanic heritage



HACER National Scholarship

**Scholarship prize varies from
\$5,000 to \$100,000**

Requirements include:

**High school senior + one parent of hispanic
heritage + minimum 3.0 gpa**

Deadline: February 4, 2019

For more information visit

www.mcdonalds.com/us/en-us/community/hacer/eligibility_and_requirements.html

Arby's: School's Out, Food's In

Arby's Foundation initiative to fight summer hunger

SOFI meal cards distributed at schools

Provide 10 free Arby's Kids meals during the summer



CHILDHOOD HUNGER: FUELING DREAMS

Despite its lack of visibility, childhood hunger is a serious issue in the U.S., affecting 13 million kids. It's more common than you think. And, we know that for a kid without food, the future doesn't matter. So, we provide the food necessary for kids to fuel their dreams. We do this through our nationally recognized SOFI meal card program as well as through investments in local and national partners like No Kid Hungry.



SCHOOL'S OUT, FOOD'S IN


Our School's Out, Food's In (SOFI) program is designed to support children who struggle to find meals during the summer when they no longer have access to free or reduced price school lunches. Each year, before the last day of school, Arby's partners with local school systems to provide students with a SOFI meal card, providing 10 free Arby's Kids meals for each student during the summer. This summer, Arby's has provided access to over 3 million meals for kids in need.

[LEARN MORE](#)

"I wanted to thank Arby's for allowing my child to get a free lunch today through the program in place to help less fortunate families in need. I am so pleased with your company for helping those in need, you have a lifetime customer."

– Asheville SOFI card recipient

Kellogg Company: #BetterDays



Kellogg's ✓
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Kellogg's ✓
March 21 · 🌐

@KelloggCompany and @UnitedWay signed an agreement today to renew a fight for their communities, combating hunger and feeding potential towards a shared goal of #BetterDays . Breakfasts for Better Days is the platform by which @KelloggCompany and @UnitedWay will fight for #BetterDays around the world, silencing summer hunger, bringing breakfast to kids, and combating food deserts from Mumbai to Antigua to Battle Creek. Today's agreement is recognition of over 90 years of how we #LiveUnited . #JointheFight



Like Comment Share




Kellogg Company ✓ @KelloggCompany · 8 Mar 2017

The @KelloggCompany team came together today to fight childhood hunger and help kids reach their full potential. #3billionbetterdays .



We helped build 1,000 after school PACKS!

1 3 5




Kellogg's ✓
@Kelloggs

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Kellogg's ✓
May 25 at 12:02pm · 🌐

May 28 is #WorldHungerDay. See how Kellogg's and No Kid Hungry are fighting #hunger and feeding potential by helping to bring breakfast to the classroom. #BetterDays



1.3K Views

Like Comment Share

Anti-hunger initiative

Donate food to schools to provide breakfast for students

Pizza Hut: BOOK IT!

Created in 1984

Reaches more than 14 million students and 37,000 K-6 schools annually

Teachers set individual reading goals for students each month



When they meet their monthly reading goal, they receive a Reading Award Certificate

Students can redeem their Reading Award Certificate at Pizza Hut for a free, one topping Personal Pan Pizza and a sticker

Chuck E. Cheese Reward Calendars

Downloads available on company website including:

- Homework First Calendar
- Reading Rewards Calendar
- 100th Day of School Calendar

For each completed calendar, the child receives 10 free tokens as a reward



HOMESCHOOL FIRST CALENDAR

NAME:

MARK OFF EVERY DAY THAT YOUR KID IS AWESOME, GET 10 FREE TOKENS!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

GO 2 WEEKS & YOU'RE A WINNER!

CHUCK E. CHEESE'S
Where A Kid Can Be A Kid.®

OFFER EXPIRES 12/31/18. Redeem this certificate and get 10 FREE Points/Tokens. Child(ren) must be present to redeem. Where Chuck E.'s Play Pass is not available, points equal tokens. No cash back. Offer can be used per child, per day. Only at participating locations. Food purchase is required. Beverage purchases do not qualify as a food purchase. © 2017 CE

Coupon Code# 326

Change is happening

2016 USDA final rule- requires school districts participating in federal school meal programs to update wellness policies to address unhealthy food marketing to children

- Minimum requirement: districts must prohibit marketing of food and drinks that do not meet Smart Snacks In School nutritional standards on school property during the school day.

But we can do more

School districts can go beyond the minimum requirements by: ¹⁰

- Prohibiting brand marketing of unhealthy foods at all times, including during after-school activities
- Addressing unhealthy food and beverage marketing during off-campus school-related activities (i.e., fundraisers)
- Prohibiting all unhealthy food marketing on school campuses

Endnotes

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