

PROPOSED BEVERAGE POLICY IN SEATTLE SCHOOL DISTRICT--DRAFT

It is the policy of the Seattle Public Schools to encourage healthy eating patterns among students. Students are encouraged to drink water and other healthful beverages at school. Promotion and sales of unhealthful beverages are prohibited in elementary and middle schools. Promotion and sales of unhealthful beverages are discouraged in high schools and are not permitted until after the last lunch period. Exclusive contracts with soft drink beverage companies are prohibited.

CURRENT VENDING CONTRACT

Let contract expire and do not renew it, nor send out an RFP for any multi-year, exclusive rights contracts with soda companies.

NUTRITIONAL GUIDELINES

ELEMENTARY SCHOOLS

Continue to prohibit beverage vending machines in elementary schools. Expand this prohibition to K-8 and K-12 schools. Discourage teachers from modeling the consumption of unhealthful beverages where students are present.

MIDDLE SCHOOLS

Permit beverage vending machines in middle schools but with nutritional guidelines, i.e. ONLY healthy beverages may be vended. This would include water, 100% fruit and vegetable juice, low-fat/non-fat milks with no added sweeteners. (It would prohibit sodas, diet sodas, Fruitopia, sports drinks, flavored/sweetened milks, coffee, etc.)

HIGH SCHOOLS

Permit vending machines in high schools but allow ONLY healthy beverages before end of last lunch period. (no advertising is permitted on vending machines). These could be owned or leased by the school or by the district or could be contracted out to an independent vendor. (The simplest way to implement is to sort beverages into 'healthy vs. unhealthy' machines and leave the healthy ones on all day and turn the others off until after lunch).

WATER ACCESS

Make good quality, free, cold drinking water a high priority in every school:

1. Maintain/repair all water fountains regularly
2. Set and maintain hygiene standards for drinking fountains
3. Provide water coolers in buildings with old rusty pipes (kids do not have time between classes to let the water run for several minutes)
4. Allow kids to bring drinking water from home without penalty. Encourage them to do so.
5. Whenever bottled water is made available, sell it at cost to the kids, with no markup at all.
6. Encourage all building staff to model drinking water throughout the school day.

BEVERAGE CONTROL

Put all beverage machines under the control of the School Food Services unit, which may at its discretion funnel some of the revenues to ASB or other entities.

ALTERNATIVES

Encourage school principals, booster clubs, ASBs and other groups to raise money in ways that do not take advantage of thirsty students, do not promote a particular brand, and do not encourage consumption of sugar water with empty calories.

IMPLEMENTATION

Tie principal evaluations to their implementation of the above policy and procedures.

EVALUATION

Report back to the community on how each school implemented this policy at 6 months and 12 months.