

Just Schools

Protecting the Right of Washington Children & Youth to a Commercial-Free Education

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www.scn.org/cccs

Washington State Moving to Curtail Junk Food in Schools Surprise proviso in budget proposal

Caught between growing public concern about poor child nutrition and fears of a worsening economic picture for Washington schools, legislators and state agencies recently have been grappling with the issue of junk food sales and marketing in schools.

CCCS and our partner, the Children's Alliance, put together a broad coalition of 70 local and state organizations to press legislators to support SB5436 and HB1866, introduced by Sen. Jeanne Kohl-Welles and Rep. Eileen Cody. Our allies included education, health, labor, environmental, food and agriculture, and community organizations.

Both bills got hearings that included an impressive array of supportive testimony from parents, educators,

and health professionals, as well as representatives from the State Department of Health, the State Dietetics Association, OSPI, the Washington State Chapter of the American Academy of Pediatrics, and the State PTA. Aggressive lobbying by the soft drink industry killed both bills in committee but unexpectedly, the House budget incorporated the

(See Junk Food in Schols, continued on page 7)

Teachers Vote to Restrict Junk Food in Schools

At their annual meeting in Yakima in March, nearly 1,000 elected representatives of the Washington Education Association voted overwhelmingly to adopt a policy on junk food in schools.

The Washington Education Association is a voluntary membership organization comprising more than 76,000 elementary and secondary teachers, higher education faculty and staff, educational support professionals, retired educators, and college students preparing to become teachers.

CCCS President Ted Lockery, a high school health teacher from Seattle, drafted

(See Teachers Vote, continued on page 4)

CCCS "Deputies" Enforce Ban on Vending Machine Ads

In March, the Citizens' Campaign for Commercial-Free Schools made a mock citizens' arrest of the Coca-Cola Corporation after finding it guilty of illegally advertising on Seattle school vending machines for 15 months. A half dozen citizen 'deputies' issued a 'warrant' for policy violations and handed out "Joe Cola" posters, which schools can use to cover advertising facades.



Citizen's arrest in progress.

Under pressure from CCCS, top district administrators had pledged on January 23, 2003 to remove advertising from all vending machines by Feb. 28, 15 months after the policy was adopted. The Citizens' Campaign sent volunteer monitors into a dozen Seattle secondary schools on Monday, Mar. 3 to check on compliance. Multiple violations were found in 12 of the 13 schools. Hamilton Middle School had removed beverage vending machines altogether.

The citizens' arrest drew media coverage, and shortly after the action, school district officials scrambled to finally comply with the policy. ♦

Inside This Issue...

- How Change Happens 2
- Channel One Survey 4
- Coke Backs Down 4
- Krispy Kremes Kanned 5





How Change Happens

by Ted Lockery, CCCS president

Dear Friends,

It's happening. Across the state school boards, principals, legislators, PTA boards, union locals, and newspaper editorial boards are getting the message. They are hearing from parents, students, educators, and the growing number of CCCS members and endorsing organizations that Washingtonians are serious about protecting the right of our school children and youth to a healthy and commercial-free education.

To reach these different power brokers, CCCS and its allies are delivering this message in ways they can understand and support. From anti-junk food bills in the Legislature to the recent WEA anti-junk food resolution, from leafleting to testifying at school board meetings, the message is being sent that junk food and commercial advertising

in schools can no longer be ignored, or passed off as acceptable.

Sometimes these gains are tangible in the form of policy changes. Other times they are invisible yet essential nudges toward one of CCCS's most important goals: changing the culture of the school.

Every policy advance, press conference, and legislative committee hearing; every new CCCS member, contribution, and opportunity taken to sway a teacher or principal toward changing or enforcing existing school policy is a necessary means to the end of ensuring a healthy and commercial-free education for all.

Policies, we have discovered, only get enforced when people in our schools want them to be enforced.

So, while many of us continue to work on

legislative and policy changes at the "top," we must not forget the critical work at the local level— our schools.

Talk to your school's principal, staff, and active parents—often. Have the courage to pass out articles, to speak up in meetings, and to seek out like-minded members of your school community. Success for our children and students depends on the face-to-face and the heart-to-heart of personal communication.

I have already seen a change of culture in my own school. Staff meetings are being hosted with plates of fruit and vegetables. Students in my health classes are celebrating their success in cutting down their junk food consumption. There is even talk of initiating non-commercial fundraising practices. *Change happens!* ♦

... CCCS in the News ...

- Dec. 15 **Bainbridge Sun**
"Brand Names might be expelled"
- Jan. 22 **The Journal of the San Juan Islands**,
"Parents Outline Commercialism Concerns"
- Jan. 24 **Wired News**, "Savvy School or Capitalist Tool?"
- Feb. 5 **King County Journal**,
"Increase Access to Healthful Foods"
- Feb. 11 **Seattle Times**, op-ed,
"Parents have a right to know about military sales pitch"
- Feb. 11 **King County Journal**, "Junk Food: We send wrong message" letter to ed.
- Feb. 14 **The Garfield Messenger**, "Cola Academy".
- Feb. 18 **International Herald Tribune**
- Feb. 20 **The Olympian**,
"House Panel Hears Fears of Junk Food"
- Mar. 1 **Tacoma News Tribune**,
"Students' Taste for junk food gives lawmaker heartburn"
- March **Atlanta Journal-Constitution**,
"A Push to Stay in School"
- Mar. 4 **Q13 TV**
- Mar. 4 **KING 5-TV**, on Coke enforcement
- Mar. 5 **KIRO**, Dave Ross Show on Coke enforcement
- March 5 **Seattle Times**,
"Watchdogs Venting over Vending"
- Mar. 10 **BrandWeek** magazine, "Head of the Class"

- Mar. 11 **Columbian**, editorial,
"Don't the Dew: School Lunch Pop Ban is Wise"
- Mar. 23 **The Olympian**,
"City employee fights for healthier schools"
- April **Green Party of Seattle newsletter**,
"Killing them softly—inside and out".
- April **The Pioneer Frontier**,
"Soft Drink Industry Kills Senate Junk Food Bill"
- April **Olympia Green Pages**, Food and Agriculture
- April 30 **Seattle Community Access Network (SCAN)**,
NewsScan

"One of the most far-reaching rebellions is happening in Seattle where Brita Butler-Wall, a mother of two and president of a Parent-Teacher's Association, started a movement with a half-dozen friends six years ago that now has a database of 2,000 members and 40 organizational allies, including unions, political parties, neighborhood groups, churches and associations of farmers and medical workers."

Is Tide Starting to Turn on Advertising in School?
International Herald Tribune,
Feb. 18, 2003

News from Supporters Around the State

Lopez Island

Jim Smith

The Lopez Island School Board recently enacted a policy which gets logos off beverage machines, removes most caffeinated and sugary drinks, and requires an annual review of their beverage contract.

The only school in the District serves 245 students in grades K-12. A parent first brought up this issue in 2001 and the community struggled with it for over a year, including a survey of parents and students. Beverage revenues go to the student body and are used primarily for sports programs.

Says Jim, a former teacher and school superintendent, "You have to deal with the realities and get people to realize that you are looking at the health of children, and set the stage for an annual review, so when the opportunity comes up to improve, you can do it."

According to Jim, education requires a good foundation, with adults setting a good example, "What you want is for children to learn about fiscal responsibility and nutritional responsibility—you can't build a house starting with the rafters."

The Lopez School Board will now be looking at other school food issues.

Whatcom County

Rio Thomas

About our Healthy Kids event on March 28 —Your timing was PERFECT—we were able to put the CCCS information on our resource table and got some signatures for you...I've been talking with several people within our district (Nooksack) about health and nutrition issues and mentioned your speakers' bureau. Hopefully that opportunity won't get lost in the shuffle of returning from spring break. We are also scheduling a meeting about Farm To School, and I am passing along some of your information to the Food Service person, who's interested. More tabling later this month where I'll put out information. I'll keep you posted!

Seattle

Brita Butler-Wall

On April 7, the Board of Directors of the Citizens' Campaign for Commercial-Free Schools voted unanimously (7-0; one recused) to support the call from teachers, principals, and citizen groups to replace current Seattle schools Superintendent Joseph Olchefske.

CCCS board members were concerned that the Seattle School District's self-inflicted financial crisis was rapidly costing credibility among voters, making it more difficult to ask the public to entrust more of its money to them via the next levy.

Former investment banker Olchefske was at the helm of a \$35 million budget fiasco, resulting in a vote of no confidence by 85 percent of Seattle teachers and three-quarters of the Seattle Principals' groups, as well as a coalition of parent and community groups. He resigned just two days before an independent auditing firm issued its report characterizing the District's finances as out of control.

CCCS was founded in 1997, in response to a new plan to sell paid advertising on school walls to meet an alleged budget crisis. The entrepreneurial architect of that plan was Chief Financial Officer Joseph Olchefske, later appointed Superintendent. Following public outcry led by CCCS, the ads policy was rescinded a few months later, and the budget crisis never materialized. Last fall, CCCS issued a Commercialism Report Card to Olchefske, rating him as 'Needs Improvement' in implementation of five of the seven areas of the year-old commercialism policy.

San Juan Island

Bryn Barnard

So far so good. After 24 parents showed up at last November's school board meeting in support of ending commercial exploitation of students, the board agreed to have an evening "Study Session" devoted to the subject. By my count, fifty people attended —parents, administrators, and students. The advantage of small group discussion was that the groups were, in fact, small and egalitarian and discussion was spirited. Differences between and within tables were vast. The outcome of the study session became apparent at the January school board meeting. The Coke contract was put aside, and a commercialization policy based closely on the Milwaukee Principles will be adapted. The board is working on language and will present it to the public in March. This policy will affect all future directions with the corporate world. The Coke contracts (still five years to run) and school nutrition will be reviewed more thoroughly after the commercialism policy is established.



The San Juan Island School Board of Directors subsequently unanimously adopted the Milwaukee Principles as district-wide guidelines for commercialism in all schools – three elementaries, one middle, and one high school

(see full text of policy on page 5.)

A former School Board candidate, Bryn had actively pursued getting a local policy in his district. He contacted CCCS for assistance in March 2002, did a TV interview on San Juan Public Access Television, solicited a position paper on the health effects of soda on children, from Dr. Marcia Zakarison of Interisland Medical Center (signed by all four clinic doctors), and got parents and students to give testimony and letters to the editor.

Congratulations to Bryn and all those in Island County who worked to get this great victory!

The following organizations have taken a stand against one or more forms of commercialism in schools:

Washington State Organizations

Coalition for Environmentally Safe Schools
Green Party of Washington State
Institute for Children's Environmental Health
Lutheran Public Policy Office of Washington
The Children's Alliance
Washington Federation of Teachers
Washington State Board of Education
Washington State Democratic Party
Washington State Food and Nutrition Council
Washington State Pediatric Nutrition Practice Group
Washington State Public Health Association
Washington State PTA

Local Organizations

Coalition for Undoing Racism Everywhere (C.U.R.E.)
Community Alliance for Global Justice
Community Coalition for Environmental Justice
El Centro de la Raza
Friends of the Earth—Northwest Office
Gray Panthers, Seattle Chapter
Greater Seattle Area Local American Postal Workers Union, AFL-CIO
Green Party of Seattle
Green Party of Spokane
International Union of Operating Engineers, Local 609, AFL-CIO
King County Democratic Party
King County Labor Council, AFL-CIO
Leo O Tupulaga Samoa (Voices of Samoa)
No Spray Zone
Organic Consumers Association
Ravenna United Methodist Church of Seattle
Ravenna-Bryant Community Association
Seattle Community Colleges Federation of Teachers
Seattle Council of Parent Teacher Student Organizations (PTSA)
Seattle Education Association
Seattle Freedom Socialist Party
Seattle Radical Women
Seattle Young People's Project
Shoreline Council of PTSA
Skagit Valley Greens
Yakima Council of PTSA
Youth Leadership Development program,
American Friends Service Committee
Youth Undoing Institutional Racism

Teachers Vote

continued from front page

the resolution, which calls for schools to restrict or eliminate junk food sales before the end of the lunch period and encourages

schools to offer healthy beverages and snacks. To see the text of the resolution go to www.scn.org/cccs. ♦



WEA President, Charles Hasse and CCCS President, Ted Lockery after WEA resolution passes.

Channel One Airs in 78 State Schools

Responding to a request by CCCS and Senator Jeanne Kohl-Welles, Dennis Small, Director of Educational Telecommunications Information Technology Services at OSPI, this winter surveyed Washington state schools to determine the prevalence of Channel One. The daily, 12-minute classroom "infotainment" program includes two minutes of commercials aimed at teens. Small found a minimum of:

- eight elementary schools using Channel One
- 40 middle/junior high schools using Channel One
- 29 high schools using Channel One
- one alternative schools using Channel One

Said one respondent: "In my opinion, Channel One is one big MTV/Pepsi commercial that has little educational value."

For more information, see OSPI at: <http://www.k12.wa.us> ♦

COKE Backs Down

In a recent article in Coke's hometown paper, the *Atlanta Journal-Constitution*, top executives at Coca-Cola Enterprises worry about the increasing opposition to school soda contracts, citing the Los Angeles soda ban and the work of CCCS in particular. According to John Downs, Coke Vice President of Public Affairs, the issue is "the biggest communication challenge we have ever faced."

In response to criticism about school soda contracts, Coke now plans to make policy changes to "defuse some of the controversy," including telling salespeople to give schools more choices in what kind of beverages they carry and eliminating big upfront payments to districts that sign long-term deals.

The article notes that "CCE leaders are pushing for internal changes, starting with plans to rein in a sales force that is accustomed to selling as much soda as possible in schools."

To see the complete article, go to <http://www.accessatlanta.com/ajc/business/coke/0403/06softdrinks.html> ♦

Guidelines for Corporate Involvement in San Juan Island Public Schools

(based on the Milwaukee Principles for Corporate Involvement in Schools)

School-business relationships based on sound principles can contribute to high quality education. However, compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with all eight of the following principles:

1. Corporate involvement shall not require students to observe, listen to, or read commercial advertising.
2. Selling or providing to a captive audience in the classroom for commercial purposes is exploitation and a violation of the public trust.
3. Since school property and time are publicly funded, selling or providing free access to advertising on school property outside the classroom involves ethical and legal issues that must be addressed.
4. Corporate involvement must support the goals and objectives of the schools. Curriculum and instruction are within the purview of educators.
5. Programs of corporate involvement must be structured to meet an identified education need, not a commercial motive, and must be evaluated for educational effectiveness by the school/district on an ongoing basis.
6. Schools and educators should hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials.
7. Corporate involvement programs should not limit the discretion of schools and teachers in the use of sponsored materials.
8. Sponsor recognition and corporate logos should be for identification rather than commercial purposes.

[The Milwaukee Principles were created in 1991 and have been adopted by most major national educational organizations].



Alex Molnar, originator of Milwaukee Principles.

CCCS a Hit at Environmental Law Conference

In March, CCCS Director Brita Butler-Wall spoke at the NW Environmental Law Conference at the University of Oregon in Eugene. Over 75 people from all over the country attended the session on commercialism in schools. Other invited panelists included Gary Ruskin, Executive Director of Commercial Alert, Gary Boyes, an Oregon parent who challenged his district's Pepsi contract and has just sued Channel One, and John Borowski, environmental education teacher and columnist who challenges sponsored educational materials. ♦

Students Squash Krispy Kremes

Just thought I would let you know that after we spoke in Olympia during our School Employees protest day, I raised the issue of Krispy Kreme sales to the students in the Electronics Club. The students voted to stop selling Krispy Kreme and to instead go with fundraisers that are not promoting a corporation and leading to bad health for students. So, after our conversation, not another doughnut has been sold at our high school! For fundraisers, the margins are smaller but the kids feel better about helping.

From a Seattle high school teacher and club advisor ♦

Who We Are

The *Citizens' Campaign for Commercial-Free Schools* is a state-wide, non-profit grassroots advocacy organization registered in the state of Washington. We formed in 1997 and now have more than 2300 individual supporters in 120 communities throughout Washington State as well as 70 local and state organizational allies helping on our current campaign against junk food marketing and sales in schools. For details and links, see our website at www.scn.org/cccs.

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To Get This Newsletter

Because we're growing so quickly, we no longer can afford to mail this newsletter to all of our supporters. To continue to receive a copy in the mail, please send a check for \$5 to CCCS, 3724 Burke Ave. N., Seattle, WA 98103. The newsletter is also available on our website at www.scn.org/cccs. ♦

NUTS & BOLTS

CCCS Launches Speakers' Bureau

On April 1 and April 3, CCCS provided training for members of our new Speakers' Bureau. Our speakers are available to make presentations to community groups, schools, board meetings, and conferences, at no charge. Call 206-523-4922 to schedule a CCCS speaker for your next meeting.

Patrick Daugherty, Singer/Songwriter and parent

Joe Dray, Videographer and parent
Sylvia Haven, School Librarian and parent

Ted Lockery, Teacher and CCCS President

Charlie Mas, Parent and former School Board candidate

Valerie Sammons, Retired RN

Vicki Schoettle, Media literacy educator and parent

Karen Strickland, Educator and parent

Dana Twilight, Parent

Christal Wood, Parent ♦



Joe Dray, Edmonds, joins CCCS Speakers' Bureau.



CCCS Secretary, Sylvia Haven, says NO to Coke.

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New National, State and Local Allies

Anti-Hunger and Nutrition Coalition
Farmers' Market Alliance
Green Party of Washington State
School Nurses of Washington
Washington Apple Education Foundation
Washington Biotechnology Action Council
Washington EarthSave
Washington State Oral Health Coalition
Washington Dental Service Foundation
Washington State Chapter, American Academy of Pediatrics

Junk food in schools

continued from front page

best of both bills in its section pertaining to OSPI. OSPI has pledged to develop a model policy despite its lack of a mandate. (As we go to press, the outcome of the budget proviso is still unknown).

Carol Taylor Cann, lobbyist for Washington State PTA, praised CCCS work: "For the record, you and the Coalition did an outstanding job on both bills this year. You had HUGE hurdles to overcome with the industry opposition as well as the school administration

associations." John Stokes, Legislative Director for state PTA, says, "I am hoping WSPTA will get serious about an education effort on this issue. We talked about this at our Legislation Committee meeting last Sunday, and the Region Legislative Chairs were enthusiastic. We can work on getting the bill through and making the changes necessary school by school." ♦



CCCS Noemie Maxwell, Kent; Eva Boyd, Seattle; Becky Heacox, Spokane; and Stephanie Johnson, Olympia, urge lawmakers to pass junkfood bill.

\$ Help Level the \$ Playing Field

The CEO of Coca-Cola makes millions every year, while CCCS relies on the sweat of hardworking volunteers to get the job done. (We're gaining on them, though, so investing in us is actually a better bet.) You can make a big difference in our campaign to get junk food marketing and other forms of commercialism out of public schools by writing a check to help cover our expenses. This is a form of activism that gets tangible results—it helps us get the word out to communities and schools all over the state. Send your check to us at 3724 Burke Ave. N. Seattle WA 98103. We appreciate your support! ♦

Welcome to New Community Contacts

Marianne Torres is a long-time activist and state Green Party leader from Spokane. She has already been interviewed by local TV and will be researching commercialism in schools for her upcoming column in the local newspaper.

Carolina Reyes is a student in environmental education at Western Washington University in Bellingham. She learned about CCCS at the Environmental Law conference in Eugene and immediately volunteered to help organize in her community. She started by tabling at the Environmental Education Association of Washington annual conference in Bellingham, March 13-15.

What's Coming Up?

Help Challenge the Coke Contract

Join CCCS and allies, Seattle school board members, and school administrators at a lively public forum on whether to renew the District's five-year exclusive Coke contract — and what it means in terms of health, education, and money.

MONDAY, MAY 5, 6:30 -9 PM at Seattle Central Community College, Room 3219 (1701 Broadway - Bus# 7, 9, & 10)

Calendar

May 5 Coke Forum, SCCC, 6:30 PM

June 7 Food and Nutrition Conference, Bastyr University

Visit our website at: www.scn.org/cccs

CCCS

Represented YOU!

- Jan. 14 WEA Day of Action in Olympia
- Feb. 7 Washington Oral Health Coalition
- Feb. 8 Green Party of Washington State Convention
- Feb. 11 School Nurses of Washington, Yakima
- Feb. 12 PTA Focus Day in Olympia
- Feb. 18 Children's Alliance Day in Olympia
- Feb. 23 Mini-Thunder, Seattle
- Mar. 7 NW Environmental Law Conference, Eugene
- Mar. 13-15 WA Environmental Education Association conference, Bellingham
- Mar. 27 Meeting with Pierce County Health Dept.
- Mar. 24, 31 Western Washington Holistic Educators Coalition
- March 28 Washington Education Association Convention, Yakima
- April 15 Washington Food Systems Alliance Meeting, Seattle
- April 26 Bastyr University Children's Health Conference, Kenmore
- April 26 Junior Statesmen of America regional conference, Seattle
- April 27 Mini-Thunder, Labor Temple, Seattle

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