Appendix 1
FACT SHEET

SCHOOL DISTRICT OF PHILADELPHIA BEVERAGE POLICY

PRE-K THROUGH GRADE 8 BEVERAGE POLICY:

This policy limits the total beverage product line to the following:

- Fruit based drinks composed of no less than 100% fruit juice with no artificial sweeteners, artificial flavors or colors, beginning July 1, 2004.

- Drinking water with no additives except those minerals normally added to tap water.

- Drinking water with essences that are pure flavor and aroma products with a maximum dilution of 0.5 to 1 per 1000 and contain no artificial sweeteners, flavorings or colors.

- Milk and flavored milks. Pasteurized fluid types of unflavored or flavored, whole, low fat (1%), skim milk (fat-free), or cultured low fat or nonfat buttermilk, which meet USDA, state, and local standards and regulations for milk. All milk should contain vitamins A and D at levels specified by the Food and Drug Administration and is consistent with state and local standards for such milk. No artificial colors allowed.

- Allowable sweeteners in flavored milks include but are not limited to the following: sugar (raw, refined, unrefined, cane, brown, turbinado, white); invert sugar, dextrin, sucrose, honey, corn syrup, high fructose corn syrup, cane juice, molasses, xylitol, sorbitol, mannitol, galactose, lactose, fructose and Splenda. These sugars are not chemically derived.

- Caffeinated beverages containing naturally occurring caffeine in cocoa with less than 15 milligrams per 8 ounce serving. No artificial sweeteners, flavors or colors.

- Beverage products, except for drinking water, in elementary schools not to exceed 12 ounce serving sizes.

GRAD 9-12 BEVERAGE POLICY:

This policy limits the total beverage product line to the following:

- Fruit based drinks composed of no less than 100% fruit juices with no artificial sweeteners, artificial flavors or colors, beginning July 1, 2004.

- Drinking water with no additives except those minerals normally added to tap water.

- Drinking water with essences that are pure flavor and aroma products with a maximum dilution of 0.5 to 1 per 1000 and contain no artificial sweeteners, flavorings or color.
• Milk and flavored milks. Pasteurized fluid types of unflavored or flavored, whole, low fat (1%), skim milk (fat-free), or cultured low fat or nonfat buttermilk, which meet USDA, state, and local standards and regulations for milk. All milk should contain vitamins A and D at levels specified by the Food and Drug Administration and is consistent with state and local standards for such milk.

• Allowable sweeteners in flavored milks include but are not limited to the following: sugar (raw, refined, unrefined, cane, brown, turbinado, white); invert sugar, dextrin, sucrose, honey, corn syrup, high fructose corn syrup, cane juice, molasses, xylitol, sorbitol, mannitol, galactose, lactose, fructose and Splenda. These sugars are not chemically derived. No artificial colors or flavors allowed.

• Electrolyte replacement drinks that do not contain more than 20 grams of added sweetener per 8 ounce serving. Sodium should not exceed 110 milligrams per 8 ounce; potassium should not exceed 60 milligrams per 8 ounce. Electrolytes and minerals added might include; sodium, potassium, chlorine and phosphorus. No artificial flavorings or sweeteners. Electrolyte replacement beverages will be located in gymnasiums, fieldhouses, and other areas where high intensity athletic activities take place.

• Caffeinated beverages containing naturally occurring caffeine in cocoa with less than 15 milligrams per 8 ounce serving. No artificial sweeteners, flavors or colors.

• Beverage products, except for drinking water, in high schools not to exceed 16 ounce serving sizes.
RESOURCES AND WEB LINKS

Pennsylvania Advocates for Nutrition and Advocacy (PANA)
www.paonline.org

Pennsylvania PTA
www.papta.org

PA Action for Healthy Kids (AFHK)
www.actionforhealthykids.org

Mid-Atlantic Dairy Association
(215) 627-8800

American Dairy Association & Dairy Council Mid East
(412) 364-4164

PA Academy of Pediatrics
610-520-9123

American Cancer Society, PA Division
(717) 533-6144
www.schoolhealth.org

The Food Trust
www.TheFoodTrust.org
(215) 568-0830

Pennsylvania Dental Association
(717) 234-5941

PA Assoc of School Nurses and Practitioners
www.pasnap.org

Project PA
http://nutrition.psu.edu/projectpa

PA School Food Service Association
http://www.psfsa.org/

PA Dietetic Association
www.eatrightPA.org, 717-236-1220

Center for Science in the Public Interest
www.cspinet.org/schoolfood

National Conference of State Legislators
Information on state laws regulating school vending
http://www.ncsl.org/programs/health/vending.htm
Appendix 3
HEALTHY FOODS AND HEALTHY FINANCES:
HOW SCHOOLS ARE MAKING NUTRITION CHANGES THAT MAKE FINANCIAL SENSE

Dozens of schools-large and small, urban and rural-have created more healthful school environments by improving food and beverage options in vending machines, à la carte lines, classroom activities and fundraisers.

Food and beverage contracts and sales have become a revenue source for discretionary spending for many school districts. Recently, schools throughout the U.S. have successfully implemented innovative solutions-maintaining or increasing revenue levels with more healthful options.

- Food service in the Folsom Cordova Unified School District in Sacramento, California, no longer operates in the red. It upgraded offerings with a focus on healthy eating and now has a $400,000 reserve; the annual budget increased 105% due to increased food services revenue.

- Iowa City, Iowa, schools partnered with Swiss Valley Farms to introduce milk in its water and sports drink vending machines, resulting in an increase in sales of 42% while soda sales dropped 58%. The district's Nutrition Task Force also installed cheese and yogurt vending machines.

- The Vista (San Diego, California) Unified School District’s Child Nutrition Services program consolidated the district’s vending sales and began managing contracts. They offered bagels and cream cheese, yogurt, nuts, cheese and crackers, and fresh fruit. Sodas are offered in only 20% of vending slots compared to the previous 66% of vending slots. The majority of slots offered water, milk, 100% juice drinks and sports drinks. CNS controlled pricing and kept prices lower than local stores. During the first year of this arrangement, Vista High School generated $200,000 more in sales than in previous years.

- Jefferson County Schools in Louisville, Kentucky, are replacing soft drinks and non-nutritious snacks sold in vending machines with lower-fat foods and fruit drinks. They expect that by keeping healthier vending machines on all day the sales will offset any losses of the $1 million generated annually from vending.

- Madison, Wisconsin, was among the first school districts to sign an exclusive soda contract in 1997 and was also among the first to cancel it. They now maintain multiple vendors and offer a variety of 100% juice drinks and milk flavors. Now that the students have choices, school officials report that they struggle to keep up with the demand for milk sold in colorful and resealable bottles.
Whitefish Central School in Montana replaced junk foods and soda with fruit, bagels, 100% juice beverages, water and milk. According to Principal Kim Anderson, profits remained the same.

Officials at North Community High School in Minneapolis, Minnesota, installed vending machines selling bottled water, juices and sports drinks, and limited soft drinks to just one machine. This arrangement resulted in lowered soda sales offset by growth in the sales of water and sports drinks with overall vending profits increasing by $4,000.

When Fresno (California) Unified School District’s Sequoia Middle School eliminated junk food and sodas, sales increased because students were given a choice and were involved in the selection of replacement foods and drinks.

Success stories show that children will buy healthy foods.

Students will buy - and consume - healthful foods and beverages when these options are tasty, easily accessible and priced right.

School foodservice and vending programs can continue to make money while offering healthful food and beverage options to students.

Some schools have actually made more money from healthful options than from their usual offerings.

Students, parents and communities support healthy school nutrition environments, and are willing to get involved in making changes.
Hello, my name is __________________ and I’m calling on behalf of Madonna Young Opinion Research, a professional research company. We are conducting a survey about education issues here in Philadelphia and I was hoping to ask you a few questions. The survey will take less than five minutes. All your answers will be confidential and no one will contact you after the survey.

SCREEN FOR CHILDREN IN HOME ATTENDING PUBLIC SCHOOLS

1. Do you have any children currently living at home and attending Philadelphia public schools?
   - No - terminate
   - Yes - continue

2. Recently the Philadelphia Public Schools has proposed to sign a contract with soda companies that would increase the number of vending machines in the schools. The proposed contract would allow the soda companies to sell more soda, and drinks with similar amounts of sugar.

   Have you happened to hear or read anything about the proposed contract?
   - Yes
   - No
   - Don't Know/ Not Sure

Now I would like to ask you a couple of questions about that proposed contract

3. First, thinking about the schools proposed contract with the soda companies - do you approve or disapprove of increasing the number of vending machines in schools to sell more soda, and drinks with similar amounts of sugar?
   - (Is that strongly approve, moderately approve)
   - (Strongly disapprove, moderately disapprove)

4. Still thinking about vending machines in schools, there has been another proposal discussed to limit vending machines in schools to sell only fruit juice and bottled water - not soda or drinks with similar amounts of sugar.

   How do you feel about that proposal -- do you approve or disapprove of limiting vending machines in schools to sell only fruit juices and bottled water.
   - (Is that strongly approve, moderately approve)
   - (Strongly disapprove, moderately disapprove)

5. And still thinking about these two proposals, one to allow soda companies to put more vending machines in the schools to sell more soda and other drinks with similar amounts of sugar, - the second proposal to limit vending machines in schools to sell only fruit juices and bottled water - which of these two proposals do you prefer
And how strong is your preference - is it extremely strong, moderately strong, or not very strong?

6. Now, I am going to read a list of some drinks sold in vending machines in Philadelphia Public Schools. After each one, please tell me how strongly you approve or disapprove them being sold in vending machines. Do you strongly approve, moderately approve, moderately disapprove or strongly disapprove.

(ROTATE LIST)
Soda,
Other Drinks with similar amounts of sugar
Fruit juices
Bottled water
Sports drinks

DEMOGRAPHICS

I now have a final few questions for statistical purposes only.

1. How many children do you have in the Philadelphia Schools?

2. and what grade are they in, i.e. last completed grade

3. What was your age on your last birthday? _____ (RECORD RESPONSE)
   98  (DO NOT READ) Don't know
   99  (DO NOT READ) Refused
4. What was the last grade of schooling that you completed?
   A. Non-high school ______
   B. High school graduate ______
   C. Some college ______
   D. 2-year technical degree____
   E. Four-year college degree ___
   F. Post-graduate degree ______
   G. Don't know ______

5. Which one or more of the following would you say is your race?
   A. White
   B. Black or African American
   C. Asian
   D. Native Hawaiian or Other Pacific Islander
   E. American Indian, Alaska Native, other
   F. Other (specify)
   G. No additional choices
   DO NOT READ
   H. Don't know/Not sure
   I. Refused

6. And just for statistical purposes, we just need to know if your total family income is above or below $40,000 per year.
   A. Above $40,000 _____ (Go to Q)
   B. Below $40,000 _____ (Go to Q)
   C. DK (Refused)_____ Go to “End with”

   Is that above or below $60,000 per year.
   A. Above $60,000 _____ (Go to “End with”) 
   B. Below $60,000 _____ (Go to “End with”) 
   C. DK (Refused)_____ Go to “End with”

   Go to “End with”

   Is that above or below $20,000 per year.
   A. Above $20,000 _____
   B. Below $20,000 _____
   C. DK (Refused)_____

7. Supplied by interviewer: Sex of respondent?
   A. Female__ B. Male___ C. DK_____

End with

“That completes the survey. Thank you very much for your time.”
Appendix 5
THINGS TO DO IF YOUR SCHOOL DISTRICT ALREADY HAS A BEVERAGE CONTRACT

IF A SCHOOL DISTRICT ALREADY HAS A SOFT DRINK CONTRACT IN PLACE, IT SHOULD BE TEMPERED SUCH THAT IT DOES NOT PROMOTE OVERCONSUMPTION BY STUDENTS.

- Soft drinks should not be sold as part of or in competition with the school lunch program, as stated in regulations of the US Department of Agriculture.

- Vending machines should not be placed within the cafeteria space where lunch is sold. Their location in the school should be chosen by the school district, not the vending company.

- Vending machines with foods of minimal nutritional value, including soft drinks, should be turned off during lunch hours and ideally during school hours.

- Vended soft drinks and fruit-flavored drinks should be eliminated in all elementary schools.

- Incentives based on the amount of soft drinks sold per student should not be included as part of exclusive contracts.

- Within the contract, the number of machines vending sweetened drinks should be limited. Schools should work with vending companies to ensure that healthy beverage selections such as real fruit and vegetable juices, water, and low-fat milk be provided in preference over sweetened drinks in school vending machines.

- Schools should preferentially vend drinks that are sugar-free or low in sugar to lessen the risk of overweight.
The School District of Philadelphia is proposing to sign a contract with soda companies to significantly increase the number of vending machines selling beverages in schools. This will allow these companies to sell non-nutritious beverages that contribute to poor nutrition and obesity.

- One extra soda a day increases a child’s chance of becoming obese by 60 percent.
- The average teenager consumes 15 to 20 teaspoons a day of added sugar from soda.
- Teens drink twice as much soda as milk, which may lead to weak bones later in life.
- Reducing soda consumption in children may prevent obesity and associated health problems.

What can you do?

Keep our schools safe places for children. Urge the School District to sell only beverage products that meet nutritional standards:

- 100% fruit juice
- Waters with no added sugars
- Low-fat milk

Say YES to healthy beverages and NO to the “exclusive beverage” contract.
SAMPLE COALITION EMAIL

SUBJECT LINE: EMAIL PAUL VALLAS!
BEVERAGE CONTRACT UPDATE

Public Hearings were held on 8/26 and 8/27 on the School District’s decision to sign an exclusive beverage contract (or “pouring rights” contract). If you did not have a chance to testify, you can still have your voice heard by emailing the SRC members c/o of Paul Vallas. His email address is: ceo@phila.k12.pa.us. Your local elected officials will also be interested in your concerns so cc: them your email or give them a call. I have attached a great editorial from the Inquirer about the hearings (also pasted in below).

Here is a list of those who testified on our side:
City Councilman Michael Nutter
David Forde, Office of Councilwoman Blondell Reynolds Brown
Charlene Compher, Univ. of PA- Nursing
Rachelle Lessen, Children’s Hospital of Philadelphia
Patricia Pearson, United Communities of SE Philadelphia
Marcea Huemer, National Dairy Council
Vanessa Briggs, Health Promotion Council
Jill Saull, parent
Megan McGreevy, The Food Trust
Deidre Whitfield, American Cancer Society
Dr. Virginia Stallings, CHOP
Cecilia James, grandparent
Robin Senior, Office of Women’s Health
Jackie Lee, Student, Central High
Alisa Simon, PCCY
Thomas Griffin, Sheridan Elementary School
Vernard Johnson, Parent
Matt Oster, American Medical Student Association
Keith Newman, Philadelphians United for Better Schools
Dr. Zyprian Anyanwu, African Congress USA
Sally Hammerman, Thomas Jefferson University Hospital
Joy Johanson, Center for Science in the Public Interest
Gwen Foster, City of Philadelphia
Otto Meadows, parent
Linda Connelly, School Nurse
Jamila Wilson, Congreso

Everyone who testified did a fantastic job of making the case that unhealthy beverages have no place in our schools. The vast majority of those who testified were in favor of allowing only 100% juice, water, and milk to be sold in schools. The four people who testified in favor of selling soda and other sweetened beverages all had received funding from the soft drink industry or worked for the soft drink industry. However, the final decision of what school children will be offered to drink will not be voted on by parents.

Make sure your voice is heard on this issue today! Thanks!

John Weidman
1. Gather contact information on key decision makers: School board member, Principal, Superintendent, Food Services Director, City Councilwoman or State Representative.

2. Start with a phone call to the decision maker’s secretary. Explain who you are, what issue you are concerned about (sodas in school), and request a meeting. Tell them how many people are involved in your group, and how many will be attending the meeting.

3. For an elected official, you can ask to speak with the staff person who handles childhood obesity or school nutrition.

4. Prepare with your group before the meeting. Have talking points written up and a folder of materials to leave with target. Designate a leader who will do most of the talking, go over goals and issues, and divide up talking points.

5. Try not to do all the talking. Listen to the person you are meeting with and consider their point of view.

6. Make your key points before you hand out materials. This keeps the focus on you during the meeting, not your fact sheets.

7. Ask for 1-2 specific actions from your target, such as: a commitment to set up an advisory panel to develop a new beverage policy; a request for public hearings on school nutrition; or a letter from an elected official to the school board.

8. Bring an issue fact sheet, a background sheet that explains your group and press clippings if you have them. Put these materials in a folder and leave one for all participants in the meeting.

9. Go over the materials in your folder toward the end of the meeting.

10. Treat the officials you are meeting with as potential allies, not enemies. It usually is counterproductive to take a combative stance or appear overly aggressive.

11. Follow-up!! This is the key to getting a real answer to the questions you posed in your meeting. Polite and persistent follow-up keeps the pressure on your issue.
Appendix 9
ANSWERS TO COMMON SODA INDUSTRY ARGUMENTS

The soda industry is fighting to keep its products in schools. During your campaign you will most likely hear some or all of the claims listed below from soda industry spokespersons or opponents of a soda ban.

**Industry Claim:**
Schools will lose revenue if sodas and other sweetened drinks are removed.

**Counter:**
Schools across the nation have proof that revenues do not decline for schools. Because soda is cheaper to produce than fruit juice or even spring water, the soda industry has a higher profit margin with these beverages. But for schools, beverage sales often go up when a healthy beverage policy is implemented. (For examples check the Center for Science in the Public Interest www.cspinet.org/schoolfood)

In addition, students should not be forced to subsidize their own education with revenue from unhealthy beverages. While it is shameful that most of our public schools are under-funded, soda sales are not an appropriate revenue source.

**Industry Claim:**
Students should have “freedom of choice.” Schools should provide healthy options, but students should not have their choices limited.

**Counter:**
Baloney! Parents have the right to limit what beverages their children are drinking. Schools are in business to educate our children in a safe and healthy environment. The idea that students need access to soda while in school is nonsense.

**Industry Claim:**
Soda is a scapegoat. In order to fight childhood obesity we need to focus on eating healthy and getting more exercise. It is unfair to single-out one product. Soda can be part of a healthy diet.

**Counter:**
Consumption of soft drinks by children has risen dramatically over the last 30 years. While many strategies to increase exercise and improve student’s diets must be considered, eliminating soda from schools is seen by medical experts as one of the most promising interventions in fighting the epidemic of childhood obesity.
Industry Claim:
Fruit juice has the same amount of sugar as soda, so why limit one and not the other?

Counter:
The goal of a healthy beverage policy is to replace non-nutritional beverages like soda with healthy ones. Nearly 75% of American children are not receiving the USDA recommended five servings of fruits and vegetables daily. A student who is drinking fruit juice is getting needed nutrients.

Industry Claim:
Soda should only be banned in elementary schools.

Counter:
The rate of childhood obesity is rising faster among adolescents. Consumption of soda and junk food by high school age students must be addressed to prevent obesity.
HOW TO CONTACT THE MEDIA

PRINT AND RADIO

1. Call your local newspapers and radio news stations and ask for a reporter who covers either health or education. Tell the reporter who you are, your concern about soda in school, and the name of the group you have formed.

2. As news happens, touch base with your contacts. Newsworthy items include: the school refusing to meet with you, the school negotiating with soda companies on a new contract, a poll that shows your community wants soda out of schools, or a hearing or meeting in the community where the issue will be discussed.

3. Fax or email a press release (see sample) to the attention of your contacts when news happens.

4. Follow-up by phone whenever you send a release. Simply ask the reporter if he/she received the release and if they plan to cover it.

5. Have a list of your group members who are willing to talk with the press.

TV

1. Television may cover events like a public hearing, school board meeting, or community meeting.

2. Prepare a media advisory (see sample).

3. Find out if the station has a health reporter, so you can brief this person on the issue.

4. Call your local TV stations about 2 days before the event and ask for the assignment editor in the newsroom. Tell him/her about the event and the issue (be very brief - 1 minute tops) and ask if you can fax the advisory. Fax or email to the attention of the person your spoke to, or just send it to “attention assignment desk.”

5. Follow-up the morning of the event and ask the assignment desk if they received the info you sent.
Appendix 11
If you think selling soda and other unhealthy beverages in school is a bad idea you are not alone. The Food Trust, a Philadelphia-based nonprofit, conducted a survey last year which found that nine out of ten public school parents wanted to can soda sales in schools. The parents polled wanted their children’s schools to sell only water, real fruit juice and milk. Given that our country is faced with an epidemic of childhood obesity, the survey confirmed the conventional wisdom that “Mom knows best.”

We know that our children are eating too much of the bad stuff and not enough of the good. Currently only 2% of children meet the guidelines for a healthy diet set by the USDA. Soda consumption among children has doubled in the last decade and is the leading source of added sugar in their diets. In fact, the average teenager gets 15 to 20 teaspoons of sugar a day from soft drinks alone.

New studies are showing that soda and other junk drinks are significant contributors to serious health problems for children. A study conducted in London found that a modest decrease in consumption of soda led to a significant decrease in the percentage of elementary school children who were overweight or obese. Another recent study found that soda is a significant factor in high blood pressure among children. A concern about these health consequences has led the American Academy of Pediatrics to call for school districts across the country to eliminate soft drink sales.

Philadelphia now has one of the strongest beverage policies in the nation. Starting this summer, school vending machines will only be stocked with pure water, 100% fruit juice and 100% milk. This would not have been possible without concerned citizens uniting together to form the Philadelphia Coalition for Healthy Children. Members of the coalition contacted the school district, the media, and their elected officials to demand action on this issue. The Coalition’s work led to hearings before the Philadelphia School Reform Commission and eventually the passage of the new policy.

Parents, doctors, and educators need to join together and communicate their feelings on this issue to the East Stroudsburg and Pleasant Valley school boards. Parents deserve the choice of having their child attend a public school that provides only healthy, nutritious foods, and children should not be forced to subsidize their own education by purchasing products that are harmful to their health. A new healthy beverage policy will become a source of community pride and students will enjoy drinking wholesome nutrient-rich beverages like juice and milk or pure, refreshing water. They will learn that good nutrition is an important part of feeling energized and healthy, and will develop healthy habits that last a lifetime. It is time that schools get out of the business of pedaling junk food and instead focus on creating a healthy learning environment for our children.

If we did it, so can you!
Appendix 12
For Immediate Release: Date
Contact: Name, Phone number

SODA IN SCHOOLS MAY CAUSE MORE OBESITY IN KIDS

COALITION FOR HEALTHY CHILDREN CONCERNED OVER SCHOOL DISTRICT’S PLANS

Your town, PA, date, 2004 - The School District is currently considering an exclusive contract with beverage companies that may significantly increase the amount of high sugar drinks sold in schools. The Coalition for Healthy Children is calling on the School District to offer school students only healthy drinks at school.

“The school district must not put more children at risk by putting sugar filled drinks in our schools,” said Sue Smith, who organized the Coalition for Healthy Children to reform the school district’s beverage policy. “We urge the district to adopt nutritional standards for any items that are to be sold or served in schools.”

Most schools in the district currently have at least one vending machine that sells drinks high in sugar. The School District's proposal would increase beverage sales through placement of more vending machines in schools, provide marketing and advertising opportunities for beverage companies, and specifically target elementary schools for increased soda sales.

“As obesity continues to be a major health problem for children across the nation, we have to make sure that are schools don’t make the situation worse,” says Smith.

According to a recent study by Children’s Hospital in Boston, children who drink soda are at higher risk of becoming obese. In addition they found:

- One extra soda a day increases a child's chance of becoming obese by 60 percent.
- The average teenager is getting 15-20 extra teaspoons a day of added sugar from soft drinks.

“Soda consumption among children has doubled in the last decade while childhood obesity has increase by 30%. Obesity can lead to heart disease, diabetes, and high blood pressure,” stated Dr. Thomas Cola, who directs the diabetes center at the Hospital. “With teens already drinking twice as much soda as milk, do we really want to encourage our kids to drink more?”

Pennsylvania state legislator Gladys Plum has pledged her support to the coalition.

“As a mother, I support good nutrition for all of our children,” said Representative Plum.
MEDIA ADVISORY: Contact: Your name and phone

NO SODAS IN SCHOOL!

COMMUNITY MEMBERS TO TESTIFY BEFORE SCHOOL BOARD ON BEVERAGE POLICY

WHO: Parents, medical professionals, teachers, and students have joined together to form the Springfield Coalition for Healthy Beverages.

WHAT: The Springfield School District is considering whether to renew its contract with Pepsi to provide vending machine services. Coalition members will be calling on the school district to allow only milk, 100% fruit juice and water in school vending machines.

WHERE: School District Headquarters, 2020 Main Street, Springfield

WHEN: May 25th at 10 am.

WHY: Childhood obesity is a growing epidemic in the Springfield School District. Other districts across Pennsylvania our banning soda and other sugary drinks to replacing them with only nutritious beverages.
June 30, 2003

Paul G. Vallas, Chief Executive Officer
The School District of Philadelphia
Administration Building, Room 219
2120 Winter Street
Philadelphia, PA 19102-1099

Dear Mr. Vallas:

I am requesting that when the School District considers the exclusive vending contract between the School District of Philadelphia and major beverage companies, it considers including a clause specifying that only beverages with fruit juice and waters with no added sugars be sold in schools. Instituting such a policy is similar to what 18 other states have proposed, is likely to increase revenue, and will improve the health of our youth.

According to a recent poll by Madonna Young, almost nine of ten parents of Philadelphia public school children (88%) want vending machines in schools to be limited to fruit juice and water. Eighteen other states have launched initiatives to improve school nutrition. A few key examples include:

- **California**

  Los Angeles Unified School District, the second largest school district in the U.S., banned the sale of soft drinks in vending machines and school stores during school hours. Beverage contracts stipulate that Coca-cola and Pepsi must sell only 50% fruit juices, water, milk or sports drinks with less than 42 grams of sugar per 20oz. bottle.

  At the state level, legislation (SB 19, passed 2003) set comprehensive nutrition standards for elementary schools limiting carbonated beverage sales in middle schools, while initiating pilot programs that require all beverages and foods sold outside of federal meal programs to adhere to good standards of nutrition.
• Texas

State legislation (SB 343) introduced in February 2003, would ban the sale of vended foods and beverages in elementary schools and limit secondary school beverage offerings to water, low-fat milk or 50% or more fruit juices.

• New York

New York City introduced legislation in November 2002 (LS 1215), which would ban the sale of food or beverages of minimal nutritional value (using the USDA definition) during the school day at all NYC public schools. Schools that do not comply must forfeit any revenue to the general fund of NYC. The New York City School District is planning on implementing these changes this month.

Increased vending revenue is likely to result from a healthy beverage policy. Beverage vending sales have increased 32% in a Philadelphia pilot program, and in Haverford Township School District, a recent report shows that a milk machine now outsells a soda machine 2:1.

Our children’s health must not be compromised by encouraging companies to market and sell high-sugar, empty calorie beverages in school vending machines. The average teenager consumes 15 to 20 teaspoons a day of added sugar from soda. This can lead to serious health problems later in life, such as weak bones and an increased risk of diabetes. The healthcare costs of obesity in Philadelphia will rise to $380 million this year.

With childhood obesity rates on the rise, we should be looking for ways to decrease, not increase, our children’s intake of soda. Across the country, other states and school districts are working to prevent childhood obesity.

We should strive to sell only health beverages in school vending machines, such as water and juice. Thank you for your concern about the health and welfare of our children.

Sincerely,

John M. Perzel
The Speaker

JMP/lal

cc: Karima Rose
TOWN COUNCIL RESOLUTION

CALLING ON THE SCHOOL DISTRICT TO PROTECT CHILDREN’S HEALTH AND PREVENT CHILDHOOD OBESITY BY ALLOWING BEVERAGE COMPANIES TO SELL ONLY HEALTHY BEVERAGES SUCH AS 100% FRUIT JUICE, WATER AND MILK IN SCHOOLS.

Whereas, The School District is currently selling soda and other sweetened beverages to students despite evidence that these drinks contribute to the growing epidemic of childhood obesity; and

Whereas, Soda consumption rates have doubled in the last decade, and currently the majority of the beverages that are purchased from vending machines are high sugar/empty calorie drinks; and

Whereas, Childhood obesity and diabetes rates are skyrocketing and one in seven children are obese and one in three are overweight. Moreover, type II diabetes used to be called “adult onset” but now it seen in children as young as 5; and

Whereas, Teens drink twice as much soda as milk, leading to weak bones, dental cavities, and nutrient deficiencies; and

Whereas, The estimated healthcare costs of obesity in Pennsylvania is over $4 billion each year. Moreover, increasing soda consumption will exacerbate already serious problems like childhood obesity and diabetes and will create much greater costs to bear for taxpayers; and

Whereas, Beverage companies can sell products that meet nutritional standards, and do not compromise children’s health; now, therefore, be it

Resolved, The Town Council/County Commission hereby calls upon the School District to sign a contract with beverage suppliers that allows only healthy beverages be sold in the school district. Acceptable products are 100% fruit juices, waters with no added sugars, and low-fat milk. We owe it to the future and health of our kids to give them only healthy drinks and eliminate soda and high sugar/empty calorie beverages in school vending machines.
Good afternoon Mr. Vallas, School Reform Commissioners and guests. My name is Karima Rose and on behalf of The Food Trust and the Philadelphia Coalition for Healthy Children, thank you for this opportunity to speak on the topic of the exclusive beverage contract for fiscal year 2004. First, I want to congratulate Mr. Vallas for his commitment to the health of our children by deciding to sell only water and juice in Philadelphia schools. This is a strong statement about the role of schools in helping children develop healthy eating habits and to improve their chance for good health and learning. We are all very pleased that you have made this important first step.

As you know, the New York City School District announced two weeks ago that they were restricting beverages in all schools to ONLY 100% juice and water products in both vending machines and in the cafeteria line. After a thorough nutritional and financial analysis of all school foods, the New York City Board of Education has decided to revamp their entire food system, including insuring that all contracts specify only 100% juice and water without added sugars. Los Angeles is banning soda and other high sugar drinks and eighteen other states have launched initiatives to improve school nutrition.

In Philadelphia schools, we would like ONLY beverages with 100% juice content or higher and bottled water with no added sugars to be sold in ALL schools, both in vending machines and in the cafeteria line. The 100% juice and water standard was recommended by the Select Committee on Nutrition Standards of the Comprehensive School Nutrition Policy Task Force, a citywide group that has been guiding the development of a school nutrition policy in Philadelphia. The Food Trust supports an exclusive beverage contract that would bring in additional funding for the school district and wants to insure that all machines are only stocked with juice and water and that other beverages sold in the school are compatible with this policy.

In a statistically valid, random sample of parents, polled by Madonna Young Opinion Research, nine out of ten parents of Philadelphia public school children want vending machines in schools to be limited to fruit juice and water. Almost three-quarters of all parents - 73 percent - do not want the School District to increase the availability of soda and beverages with added sugar in school vending machines. We should support parents' wishes and provide only the healthiest of juices and water, in all venues in which beverages are sold in schools.

Philadelphia is now in a position of taking the lead in defining what foods should be sold in schools. The District's Food Services Division has already formed a successful partnership with the Comprehensive School Nutrition Policy Task Force that has piloted a nutrition policy in Philadelphia schools. Preliminary results from this pilot project show that revenues from the sale of water and juice products are higher than revenues from the sale of soda products in these schools - in some cases,
more than 33% higher! With a district wide policy, the Philadelphia School District will have the buying power to ask manufacturers to provide healthy products that will promote good health in an environment that supports the sale of these products.

As a product of the Philadelphia public school system, and most recently a graduate from Temple University with a Masters in Urban Education, I have witnessed firsthand the impact of good nutrition on student’s ability to learn. In my work with the Food Trust, I have worked to raise awareness about the growing problem of childhood obesity and to promote healthy foods. I look forward to continuing this work in improving the foods sold in schools and in developing policy and nutrition education programs that support healthy eating.

Let’s make certain that our schools contribute to the overall health and well being of our children by ONLY selling healthy products in both vending machines and in all other areas that foods are sold in the schools. We are asking the School Reform Commission to develop a policy that guarantees that only 100% juice and water are sold in the schools and to set up a process where the Food Services Division collaborates with The Food Trust and the Comprehensive School Nutrition Policy Task Force to take Mr. Vallas’ lead to not only develop a policy, but to oversee the procurement and sales of these products. By doing this, it makes it a win-win situation for all involved, the school district will still bring in revenues, vendors will sell products that improve the health of students, and children will be able to grow in an environment where they improve their minds AND their bodies. If we work together we all WIN.

Thank you for your time.

Respectfully submitted,

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Appendix 17
Petition of the Philadelphia Coalition for Healthy Children, on behalf of its members as well as the children of Philadelphia’s public schools, for the creation of the “Philadelphia School Food Reform Plan,” a new standard for school foods.

1. The Philadelphia Coalition for Healthy Children is an alliance of Philadelphia school parents, advocates, doctors, nutritionists and community groups that have come together to work with the Philadelphia School District in order to improve the nutritional quality of food available to children in schools. The Coalition has strong support from Philadelphia City Council and the state legislature.

2. Obesity is fast reaching epidemic proportions among our children caused, in part, by diets high in fat and sugar. One in seven young people is obese and one in three is overweight. We need to make drastic improvements in our children’s diets, which includes changing their eating habits during the time they are at school.

3. Diabetes is threatening our children’s future, with Type II, or what used to be known as adult-onset diabetes, occurring among children as young as 5. Type II diabetes could be avoided by encouraging children to eat a balanced and nutritious diet.

4. Many children eat two-thirds of their meals at school; some come to school hungry or malnourished, and schools may be the only place where these children can eat healthy, well-balanced meals. That is why it is so critical to children’s health that the food available in schools set the highest standard for life long eating habits.

5. A la carte items sold in schools are not required to meet nutritional standards and many children forgo the school lunch for brand name treats. School principals find it extremely difficult to get their students to eat the federal school lunch, when more enticing choices, such as snack foods with Looney Tunes cartoons and a free CD-Rom, are available.

6. In order to learn, children need to be alert and well-nourished. To accomplish the goal of educating our children, we need to feed them a balanced diet.

7. We are offering the wrong foods to our children, causing dramatic increases in pediatric obesity and diabetes. Chips and drink sizes are twice as large as they were when we were growing up, and last year 75% of the beverages purchased from school vending machines in Philadelphia were high sugar/empty calorie drinks.
8. Schools should be safe havens for children, where only healthy foods are offered to them. Foods high in sugar, salt and fat are everywhere, and are readily available to children on their way to and from school, and in the communities where they live.

9. Parents are overwhelmingly in favor of limiting the choice offered to their children by the School District of Philadelphia. A telephone poll (conducted by Madonna Young Opinion Research) found that 9 out of 10 parents want choices restricted in school vending machines to fruit juice and water.

10. There is extensive support for improvements to school food. One USDA project that is widely popular among federal legislators, provides daily fruit and vegetable snacks to school children in four Midwestern states. New York City is reducing fat content and banning candy, soda and other sugary snacks, while San Francisco has adopted a “no empty calories” policy for school food.

11. Mr. Vallas, through his excellent leadership, should help Philadelphia become the national leader in the fight against childhood obesity by setting the highest standard for school food. “Building a better school district” sets the tone for improvement in each and every part of the School District of Philadelphia.

12. The School Reform Commission is guided by the principle of putting our children’s education first by providing a better environment in which to learn. Our children deserve a school environment that reinforces the lessons they learn in class, and feeds them only healthy food.

13. The School Reform Commission has heard extensive testimony from doctors and nutritionists, who work with children’s health issues daily, advising the Commission to reform school food.

14. The Commission should appoint a blue ribbon panel of nutritionists and educators to analyze the wealth of data that has already been submitted through the hearing process and draft a new “Philadelphia School Food Reform Plan” for the district. The panel must include members of the community who have been invested in this issue, including parents, teachers, nutritionists, doctors, and members of local nonprofits who are focused on nutrition and healthy eating.

Request for the Philadelphia School Food Reform Plan

So WHEREAS, the School Reform Commission was charged by the Governor of the Commonwealth of Pennsylvania and the Mayor of the City of Philadelphia with ensuring a long term solution to the educational challenges faced by Philadelphia public schools;

And WHEREAS, the future of our children’s health is determined to
a significant degree by the quality of the food they eat during
school;

NOW THEREFORE, the Philadelphia Coalition for Healthy Children
respectfully requests that the School Reform Commission create the
Philadelphia School Food Reform Plan, a new standard for school
food, agreed upon by a blue-ribbon panel of experts, that follows
two guiding principles:

(a) All beverage offerings made available to children in district
schools will be limited to water, 100 percent juice, and milk.

(b) All foods served or sold in the school district will have no
more than 30 percent calories from total fat and less than 10
percent calories from saturated fat; the amount of trans fatty
acids will be sharply limited.