



## Healthy School Stores

- Marketing and advertising of healthy items to students is critical. They must be aware of the options in order to choose them. The healthy and new items should be marketed in a fun way, geared towards the students.
- Healthier options should be priced in a comparable manner to the less healthy items
- Healthy choices must be appealing and easy
- Nutrition education helps students to make better decisions
- Make the healthier choices easy to identify and locate on the menu
- Promote menu items with easy to read signs/menu boards and appropriate product placement
- Work with local produce distributors for discounts or work with other local schools and organizations to purchase in bulk to save money
- Be sure to have teachers and staff members promote healthier choices by buying these options and talking to students about what they have tried and enjoyed from the school store
- School stores can offer school supplies, school spirit items and other nonfood items
- Survey students to find out the popular healthy snacks they prefer
  
- What can we serve?
  - Soft Pretzels
  - Fresh Fruit
  - Trail Mix
  - Nuts
  - Applesauce
  - Yogurt
  - Smoothies
  - Carrots with Dip
  - Water and flavored water
  - 100% Juice
  - Low-fat Milk
  - Air-popped popcorn
  - Whole grain crackers and bagels
  - Peanut butter as a dip



Concession stands, vending machines, and school stores are ways that food is consistently accessible to students. However, unhealthy items like chips, cookies, hot dogs, and soft drinks are typically what these outlets have to offer. This makes concessions and vending a prime opportunity to replace unhealthy items with something nutritious. In order to kids to make healthy choices, there must BE healthy choices! Research conducted by LiveWell Greenville in 2012 demonstrated that the presence of healthier items on a concessions menu can have positive effects on profit as well as health. Keener (2009) also suggests that improving the availability of healthy food increases the consumption of healthy foods.

Smart Snacks in Schools, USDA Guidelines

[http://www.fns.usda.gov/sites/default/files/allfoods\\_flyer.pdf](http://www.fns.usda.gov/sites/default/files/allfoods_flyer.pdf)

School store suggestions from Action for Healthy Kids- Vermont: (pages 12-13)

[http://healthvermont.gov/local/school/documents/HealthySchoolsResource\\_Nutrition.pdf](http://healthvermont.gov/local/school/documents/HealthySchoolsResource_Nutrition.pdf)

Alliance for Healthier Generation Smart Snack Calculator:

<https://www.healthiergeneration.org/>

Legislation and information on Competitive Food Regulations from USDA:

<http://www.fns.usda.gov/cnd/Governance/Legislation/allfoods.htm>

School Store Guide:

[http://www.eatsmartmovemorenc.com/EatSmartSchoolStds/Texts/school\\_stores.pdf](http://www.eatsmartmovemorenc.com/EatSmartSchoolStds/Texts/school_stores.pdf)

#### **Breakfast Cart Story from Williston Junior High School, Williston, ND**

*Once upon a time, students at Williston Junior High School could purchase candy bars and other sweets from the student council's "Candy Cart" every morning before class. But a group of parents and nutritionists sought change. They met with the student council and offered suggestions for healthier options. They also allowed the student council members to taste a variety of items, including "Grip n' Go" milks, 100% juices, and multigrain bars. The students decided to sell the healthy alternatives, and renamed their fundraiser the "breakfast cart." To increase sales of the new items, the parents provided stickers, flying discs, and pencils as promotional incentives. Sales at the new breakfast cart remained the same as previous sales with the candy cart, and students now have the opportunity to start the school day with more nutritious options. Contact: Sue Grundstad, [sgumdhu@yahoo.com](mailto:sgumdhu@yahoo.com)*