

# Food & Beverage Marketing Assessment



## Step 1: Identify

Date: \_\_\_\_\_ Completed by: \_\_\_\_\_

School: \_\_\_\_\_ District: \_\_\_\_\_

### Step 1 Tips:

- Do marketing materials on your campus include foods and beverages? Did you know that marketing materials should only include products that meet or exceed the [Smart Snacks in School nutrition standards](#)? This is a required component of the Local Wellness Policy Final Rule. Check out your Local Wellness Policy to ensure that marketing standards are included and those standards meet or exceed Smart Snacks. If you can't sell it, you can't market it!
- Use *Step 1* to simply identify where food and beverage marketing exists. Think about:
  - Walls
  - Windows
  - Vending machines
  - Cases/coolers
  - Trash/recycling bins
  - Bulletin boards
  - Closed circuit TVs/screens
  - Banners
  - Supplies
  - Fences
  - Bleachers/chairs
  - Scoreboards
  - Equipment
  - Serving lines
- **Important note!** If marketing or messages that support good health are already in place, be sure to add that to the notes section. Use this tool to provide an overall picture of not just your marketing, but also efforts you might already be making support wellness around campus!

Date: \_\_\_\_\_ School: \_\_\_\_\_

Space	Food & Beverage Marketing?	Notes
Cafeteria	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Hallways	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Classrooms	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Computer Labs	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Libraries	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Gymnasiums	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Athletic Fields	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Locker Rooms	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Bathrooms	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Auditoriums	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Outdoor Spaces	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Spill-Out Areas –Quads, Courtyards, etc.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Administrative Offices	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Teachers' Lounge	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Nurse's Office or Clinic	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Stores, Snack Bars, Coffee Shops, etc.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Transportation	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Date: \_\_\_\_\_ School: \_\_\_\_\_

**Additional Areas to Consider:**

*Consider the message the following items or materials send. Do they support good health? Do they send conflicting messages? Make note of conflicting messages and discuss with your Wellness Committee.*

	<b>Supports good health?</b>	<b>Notes</b>
<b>Advertisements in Newsletters</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Advertisements in Newspapers</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Advertisements in Yearbooks</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Social Media</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Email Blasts</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>School/District Website</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Morning Announcements</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Fundraisers</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Coupons/Box Tops</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Reward Programs</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Sponsorship (i.e. classroom) from the Food &amp; Beverages Industry</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Events (i.e. taste testing) Sponsored by the Food &amp; Beverage Industry</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Curriculum, Activities, Lessons Sponsored by the Food &amp; Beverage Industry</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Give-Away from Food &amp; Beverage Manufacturers</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Scholarships from the Food &amp; Beverage Industry</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Other</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No	