

# **bridging the gap**

Research Informing Policies & Practices  
for Healthy Youth

## Have U.S. School Districts Incorporated the IOM Standards into their Competitive Food and Beverage Policies?

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# Acknowledgments

Funding for this study was provided from the Robert Wood Johnson Foundation to the Bridging the Gap Program

# Study Overview

Nationally representative sample of 593 school district wellness policies for the 2008-2009 SY

Primary policy collection (97% response rate) and analysis included wellness policy, all associated regulations/guidelines/procedures, cross-referenced policies/models/state laws

Policies evaluated for competitive foods using an ordinal coding scheme:

0: No policy/provision

1: Weak policy/provision (should, encourage, may, try, attempt)

2: Strong policy/provision (must, shall, require), but less than IOM standards\*

3: Meets IOM standard

4: Competitive food & beverage ban

Data presented weighted to %age of students nationwide in districts with given policy provision

*\*Not all items had a strong category other than the IOM strong category*

# IOM Competitive Food Standards

## Fat

No more than 35% of total calories from fat per portion

Trans fat-free (no more than 0.5 g)

## Sugar

No more than 35% of total calories from sugar per portion

## Sodium

No more than 200 mg of sodium per portion

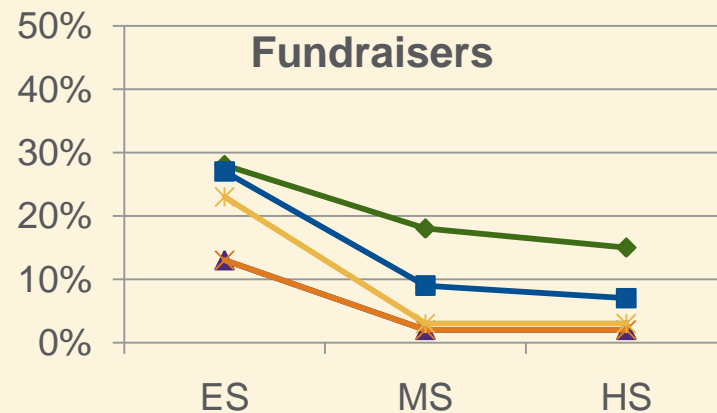
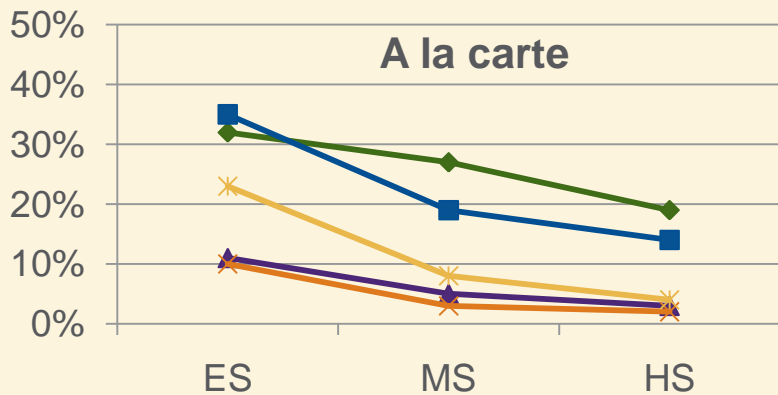
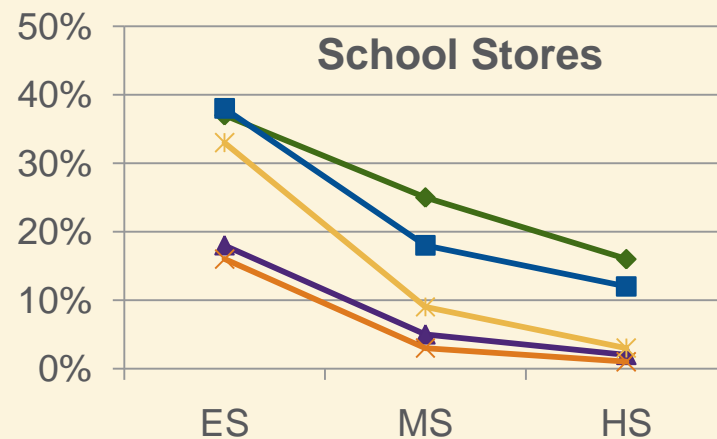
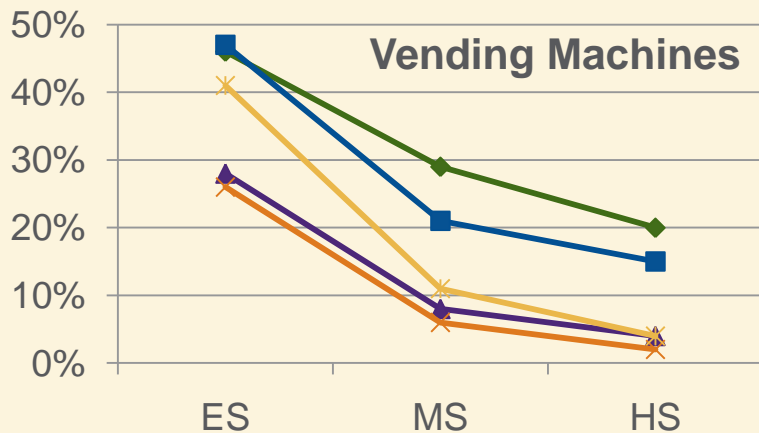
## Calories

No more than 200 calories per portion

Institute of Medicine (IOM), *Nutrition Standards for Foods in Schools: Leading the Way toward Healthier Youth*, April 23, 2007.

# Competitive Food Content Restrictions that Meet IOM Standards or Ban Such Sales, SY 2008-09

% of students in districts with policy by grade level



◆ Sugar   
 ■ Fat   
 ▲ Trans Fat   
 ✕ Sodium   
 ✱ Calories

# IOM Competitive Beverage Standards

## **Sugar-Sweetened Beverages (SSB)**

Beverages with added caloric sweeteners are prohibited

## **Sugar/Calorie Content of Flavored Milk**

Less than 22 g of sugars per 8 oz serving

## **Fat Content of Milk**

Only low-fat (1%) or non-fat/skim milk

## **Serving Size**

Water any size; AND

8 oz per serving for milk (including flavored milk); AND

4 oz per serving for 100% juice (ES/MS); AND

8 oz per serving for 100% juice (HS)

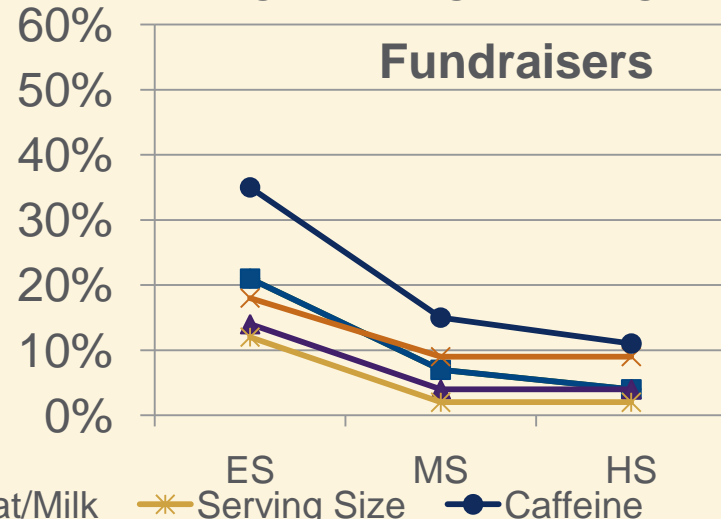
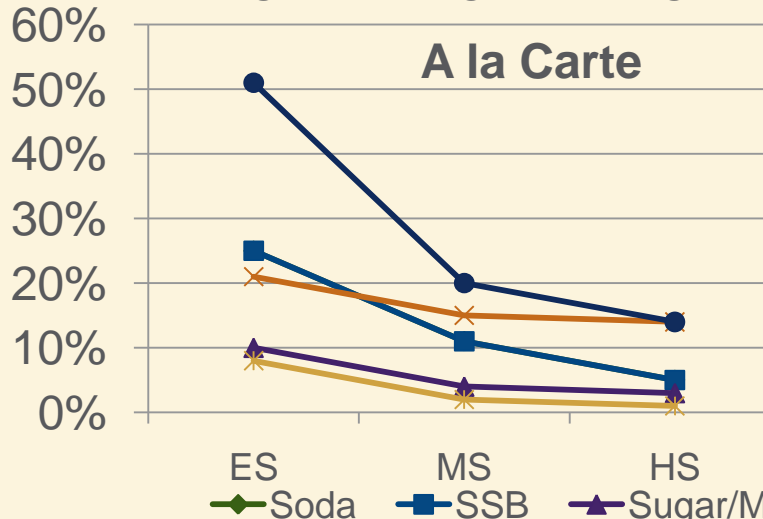
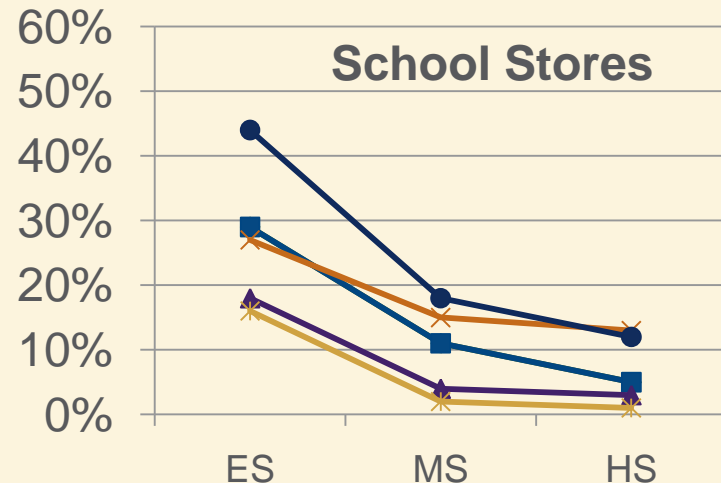
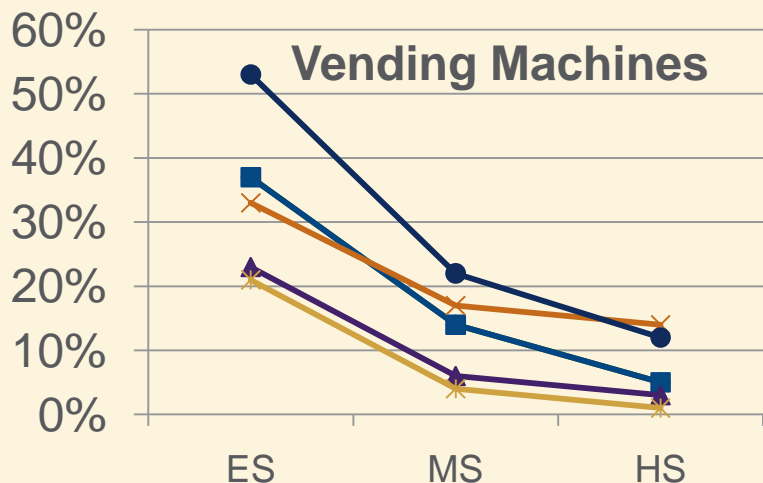
## **Caffeine**

Beverages with added caffeine are prohibited

Institute of Medicine (IOM), *Nutrition Standards for Foods in Schools: Leading the Way toward Healthier Youth*, April 23, 2007.

# Competitive Beverage Content Restrictions that Meet IOM Standards or Ban Such Sales, SY 2008-09

% of students in districts with policy by grade level

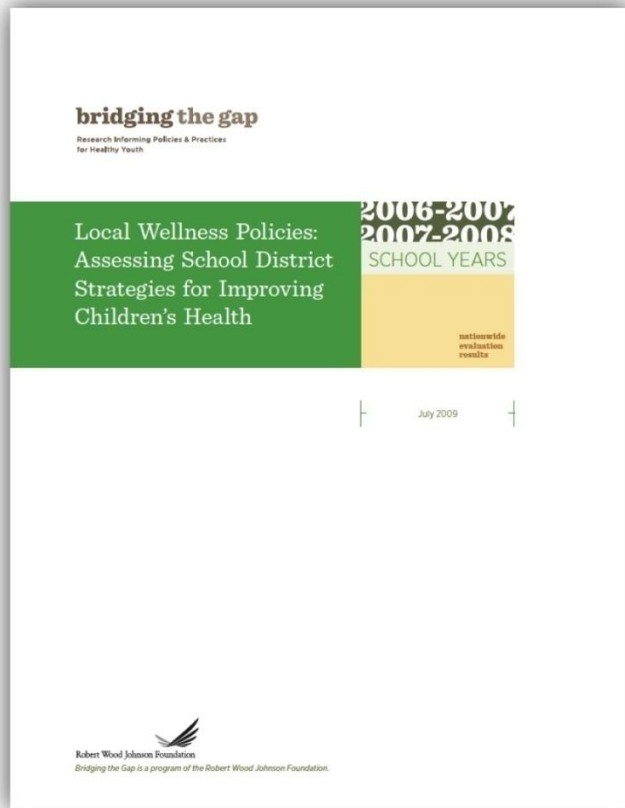


ES MS HS Soda SSB Sugar/Milk Fat/Milk Serving Size Caffeine

**\*Note: Soda/SSBs overlap**

# Report/Data Availability and Next Steps

# Data Monographs/Reports



## First report released July 2009

Local Wellness Policies: Assessing School District Strategies for Improving Children's Health. School Years 2006-07 and 2007-08.

Executive Summary, Monograph and backup data available at:

[www.bridgingthegapresearch.org](http://www.bridgingthegapresearch.org)

New Update report containing 2008-09 data **including analyses of competitive food and beverage policies by IOM standards** forthcoming, expected release, end of June/early July

# Continued Research Planned

- Continued monitoring of district wellness policies for compliance with IOM standards
- Companion monographs on implementation of the competitive food and beverage policies and related practices in elementary, middle and high schools
- Analyses examining the relationships between the competitive food and beverage policies and school practices and student weight outcomes (2ry only)
- Ongoing surveillance of wellness policy and implementation progress and innovation following congressional reauthorization

# For more information: www.bridgingthegapresearch.org

The screenshot shows the homepage of the Bridging the Gap website. At the top left is the logo "bridging the gap" with the tagline "Research Informing Policies and Practices for Healthy Youth". To the right is a search bar with the text "Enter Keywords" and a "SEARCH" button. Below the logo is a navigation menu with links for "HOME", "ABOUT US", "RESEARCH PRODUCTS", "CONTACT US", and "RELATED SITES". The main content area features a large banner with a photograph of children in a classroom. The banner text reads "Evaluating school district wellness policies" and "District Wellness Policy Report". Below the banner, there are three columns of text. The first column, titled "Bridging the Gap", describes the program's goal to improve understanding of policies and environmental factors. The second column, titled "What We Do", lists three bullet points: identifying policy and environmental factors, tracking trends over time, and disseminating findings. The third column, titled "New Products", lists two items: a "Report" and an "Executive Summary", both with "Download PDF" links. At the bottom of the page, there is a footer with the Robert Wood Johnson Foundation logo and a navigation menu with links for "HOME", "ABOUT US", "RESEARCH PRODUCTS", "CONTACT US", "RELATED SITES", and "PRIVACY POLICY".

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Research Informing Policies and Practices for Healthy Youth

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## District Wellness Policy Report

Landmark study reveals majority of district wellness policies fail to provide healthy school environment for kids.  
[LEARN MORE >](#)

## Evaluating school district wellness policies

### Bridging the Gap

Bridging the Gap is a nationally recognized research program. Our goal is to improve the understanding of how policies and environmental factors affect diet, physical activity and obesity among youth, as well as youth tobacco use.

#### What We Do

- Identify the policy and environmental factors that have the greatest impact on diet, physical activity, obesity and tobacco use among youth.
- Track trends and changes in these factors over time at the state, community and school levels.
- Disseminate findings to help advance solutions for reversing the childhood obesity epidemic and preventing young people from smoking.

#### Sign Up to Receive News and Updates

Join our mailing list for updates, news and announcements about recent publications and new research. You may unsubscribe at any time.

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#### New Products

##### Major New Study Reveals Strengths and Weaknesses of School District Wellness Policies

*Local Wellness Policies: Assessing School District Strategies for Improving Children's Health: School Years 2006-07 and 2007-08* is the most comprehensive ongoing analysis of the federally-mandated district wellness policies.

**Report**  
*Local Wellness Policies: Assessing School District Strategies for Improving Children's Health: School Years 2006-07 and 2007-08.*  
More information  
[Download PDF](#)

**Executive Summary**  
Major findings from *Local Wellness Policies: Assessing School District Strategies for Improving Children's Health: School Years 2006-07 and 2007-08.* More information  
[Download PDF](#)

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A program of the Robert Wood Johnson Foundation. [MORE INFO >](#)

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