



# FOOD MARKETING CHECKLIST

## Support and Promote the *Michigan Nutrition Standards*

**It's important for messages about health, healthy eating, and physical activity to be consistent throughout the school.** *Is your school sending mixed messages about what and how much to eat?*

The *Michigan Nutrition Standards* say: *Marketing of food not meeting the standards should be minimized or eliminated.*

**Healthy habits need to be taught everywhere in schools;** in the school cafeteria, where vending machines stand, in the hallways, on bulletin boards, on the school web site, at athletic events and more. When a school limits students' exposure to unhealthy food marketing, and advertises and markets healthy foods, students are more likely to get a clear consistent message that choosing and eating healthy foods and beverages is important. Follow these steps and complete this checklist to make sure you are not sending mixed messages to students that encourage them to choose unhealthy or less-healthy food and drinks.

**STEP 1:** Check with school administrators to find out if there is a school policy that defines what can and cannot be marketed to students on school campuses, or by the school (e.g. at athletic or school-sponsored events) in the community.

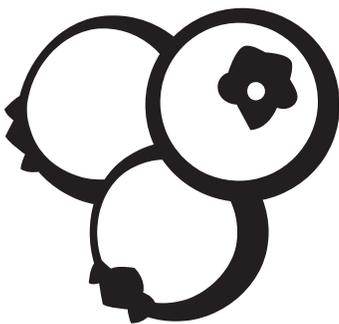
**STEP 2:** Assemble a team to complete this checklist. Explain that, in keeping with the *Michigan Nutrition Standards*, and your schools' efforts to put student and staff health first, you will be investigating whether or not the marketing of unhealthy food or beverages occurs at your school, and if it does, take steps to eliminate it. Once you have your team:

- Review the *Michigan Nutrition Standards*;
- Share this checklist;
- Assign team members locations to check for food marketing such as in the school building, outside of the school building or at school-related places, such as athletic fields or concession stands, to check for food marketing.

**STEP 3:** Reconvene and talk about findings.

**STEP 4:** Develop a plan or steps you need to take to minimize or eliminate unhealthy food marketing.

**STEP 5:** If you are going to replace signs, posters, vending machine panels, or other types of marketing materials make sure that the food and drinks depicted in those materials supports and/or promote the *Michigan Nutrition Standards*. Utilize marketing materials with positive messages about food and physical activity such as: [54321GO!](#), [FuelUpToPlay60](#), [MyPlate.gov](#), or [Team Nutrition](#).





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**INSTRUCTIONS:** Complete the Food Marketing Checklist below. Answers should be "Yes" or NA (not applicable).

TASK	YES	NO	NA
Checked with school administrators to find out if we have any policies related to food marketing.			
Assembled a team to complete this checklist and assigned tasks.			
Reviewed the <i>Michigan Nutrition Standards</i> to see what kinds of healthy food and beverages are recommended for students.			
<p>The team has checked to see that unhealthy marketing does not occur on...</p> <p><input type="checkbox"/> school bulletin boards</p> <p><input type="checkbox"/> hallway and door displays</p> <p><input type="checkbox"/> classroom displays</p> <p><input type="checkbox"/> the school web site</p> <p><input type="checkbox"/> in the gymnasium</p> <p><input type="checkbox"/> In the cafeteria</p> <p><input type="checkbox"/> in the library</p> <p><input type="checkbox"/> school vending machines</p> <p><input type="checkbox"/> at the athletic fields/concession stands</p> <p><input type="checkbox"/> at athletic events</p> <p><input type="checkbox"/> on scoreboards, school buildings, at athletic fields or on fences around athletic fields</p>			
If unhealthy marketing does occur, action has been taken to correct it, such as taking posters or signs down, calling beverage distributors to change vending machine panels, etc.			
Utilize <b>54321GO!</b> or other marketing materials and messages around the school and where other school-functions take place.			

