



Philadelphia Coalition for Healthy Children

Healthy Food for Healthy Kids

Key Elements of Healthy Beverage Initiative

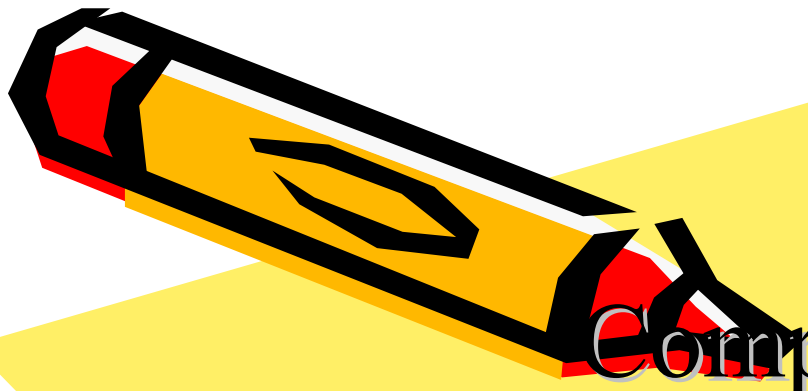




The Food Trust was established in 1992 to:

- ★ Increase the availability of fresh foods,
- ★ Develop a stable food supply in underserved communities, and
- ★ Improve the connection between urban and agricultural communities.



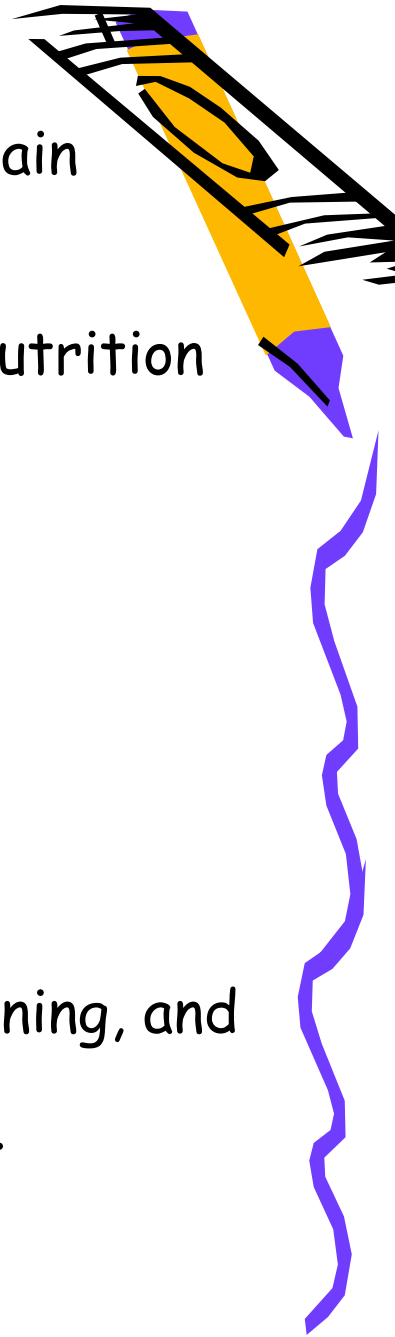


Comprehensive School Nutrition Policy

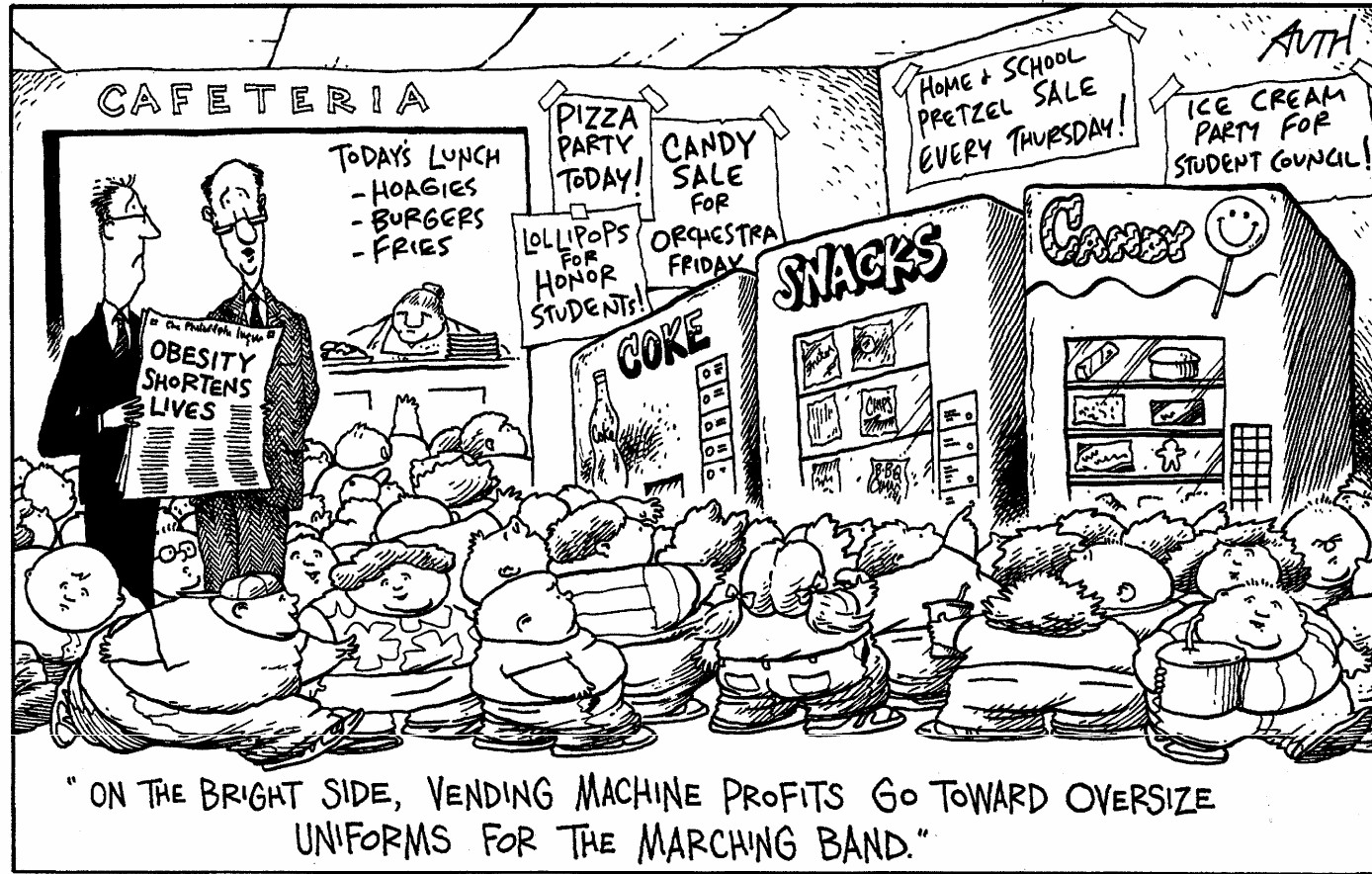
Mission: To improve the health and well-being of youngsters who are at risk for poor nutritional status (including overweight) by improving their diets through the adoption of a comprehensive school nutrition policy.



1. Students will improve their growth and weight gain profiles.
2. Schools will successfully implement the school nutrition policy by:
 - ★ Establishing nutrition advisory councils,
 - ★ Initiating social marketing,
 - ★ Insuring that all foods meet the guidelines,
 - ★ Integrating 50 hours of nutrition education,
 - ★ Conducting 10 hours of teacher nutrition training, and
 - ★ Involving family members and the community.

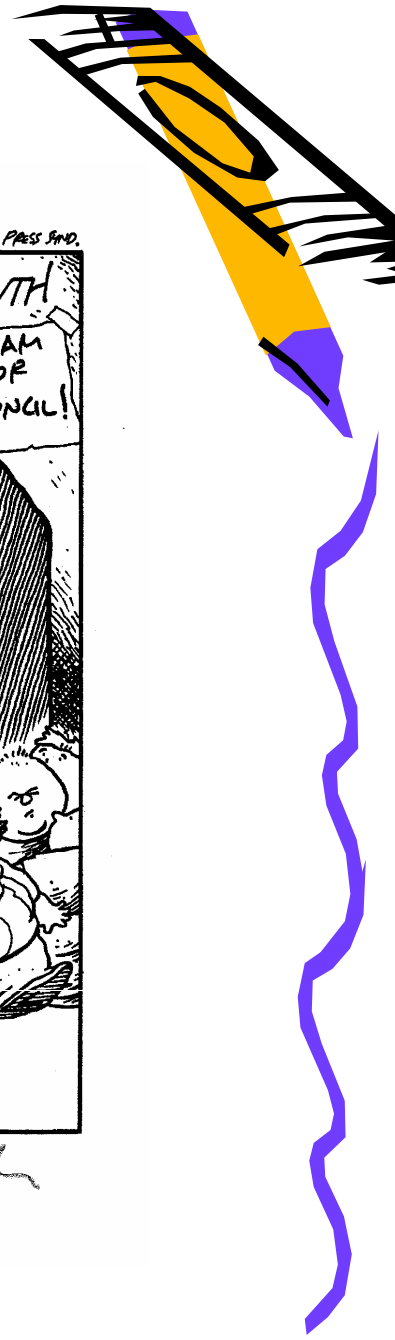
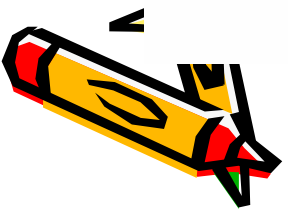


1-9-03 THE PHILADELPHIA INQUIRER UNIVERSAL PRESS SYND.



"ON THE BRIGHT SIDE, VENDING MACHINE PROFITS GO TOWARD OVERSIZE UNIFORMS FOR THE MARCHING BAND."

Tony Auth

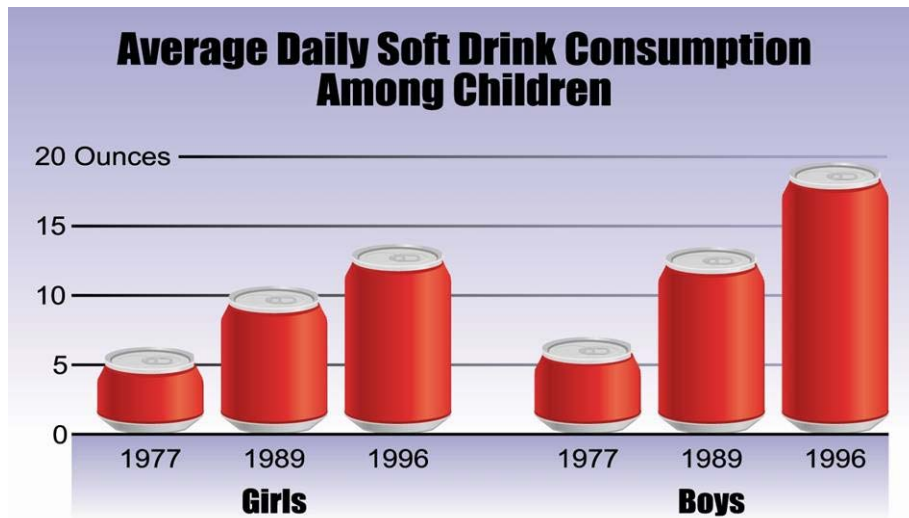
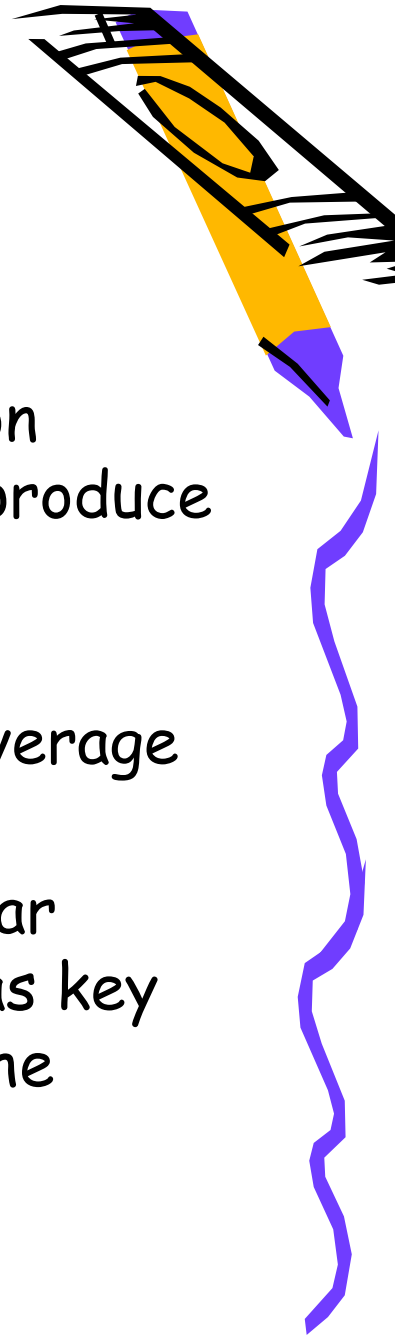


Philadelphia Coalition for Healthy Children

- Formed to develop a healthy beverage policy
- Consists of parents' groups, nonprofits, medical community, academics, and individuals
- Members were updated regularly throughout campaign with action alerts



Campaign Materials



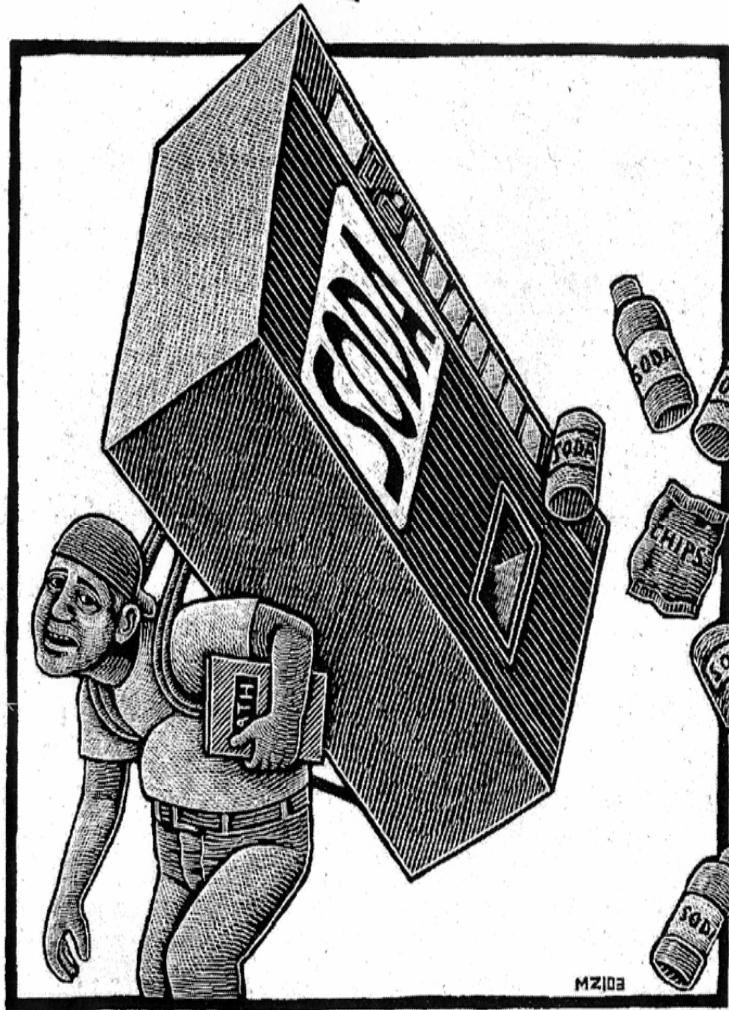
- Statistics on obesity to produce compelling materials.
- Healthy beverage fact sheet
- Jars of sugar were used as key visual for the campaign



Parent Poll

- Madonna Young poll on parents attitudes re: beverages in schools
- Parents overwhelmingly (88%) feel that vending machines should contain only water and juice.





PR

- Coalition members worked with the media
- Press Releases to local papers
- Philadelphia Inquirer editorial
- Local coverage of committee meetings



In the News...

"How much would Starbucks be willing to pay to be the official wake-up drink of the Philadelphia schools?"

- Rick Nichols, Philadelphia Inquirer, May 22, 2003



Quote from School District's CEO

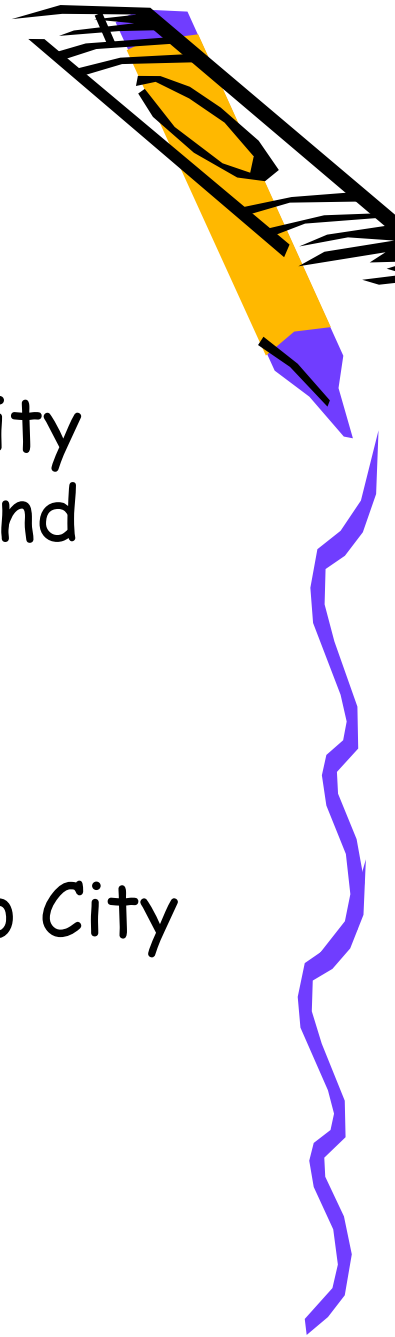
"Any decisions we make relative to vendors...will be based on the premise that what's being sold at the district is of nutritional value."

- Paul Vallas, from the Philadelphia Metro, July 10, 2003



Legislative Strategy

- Coalition members worked with City Council members, Mayor's staff and key state legislators
- City Council passed resolution supporting our recommendations
- State passed resolution similar to City Councils



"The estimated healthcare costs of obesity in Philadelphia will be \$380 million this year with a significant amount of that figure being spent on young people who suffer from being obese."

-Philadelphia City Council resolution, June 12th, 2003



Hearings & Committee meetings



Coalition members:

- attended meetings and gave public comments
- worked with School Reform Commission members and District staff to schedule hearings on policy
- Lined up key speakers to testify.



Petition from Coalition



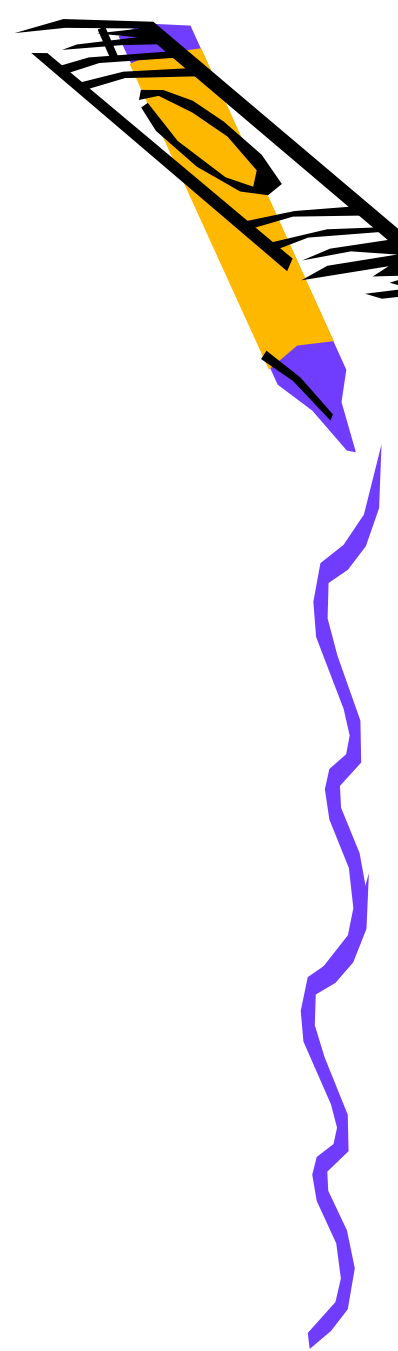
Coalition members:

- met with District staff to follow-up on hearings.
- delivered petition calling for new beverage policy.
- **School Reform Commission passes beverage policy**



Healthy Beverage Policy

- 100% Water
- 100% Juice
- 100% Milk



"Since the District's new policy was made public in January it has received positive reviews from nutrition experts who consider it **one of the toughest policies** of its kind in any school district in America.

This policy will go along way in supporting one of the District's core missions; doing everything we can to keep our students safe and healthy."

- James Nevels, Chairman, Philadelphia School Reform Commission

