

April 7, 2015- Regular Board Meeting

Title

37. ADOPTION OF SMART SNACK FOOD REGULATIONS

Recommendation

That the Duval County School Board approve the adoption of the nutrition standards of the Smart Snacks Rule and eliminate the use of exemptions for school fundraisers that involve the sale of certain food items.

Description

On July 18, 2014, the Florida Department of Agriculture approved Florida Rule (FDACS 5p-1.003) to implement the U.S. Department of Agriculture Competitive Foods Regulations (i.e., "Smart Snacks"). This new rule implemented restrictions on types of foods that can be served on public school campuses. The rule allowed School Boards to approve special exemptions from the nutrition standards of the Smart Snacks Rule for infrequent fundraisers operating at a maximum number of days for the following school levels:

- Elementary Schools: 5 days of exemption
- Middle Schools: 10 days of exemption
- High Schools: 15 days of exemption
- Combination Schools: 10 days of exemption

On September 2, 2014, the Duval County School Board approved the exemptions for the 2014-2015 school year, but indicated a desire to eliminate exemptions beyond the current school year and promote healthier fundraiser events in the future. The one-year exemptions were also approved due to the late adoption of the regulations by the Florida Department of Agriculture, since many school and parent groups had already planned their fundraising activities for the school year.

The Wellness Office has been communicating this potential change in policy since the FDACS rule was approved last summer. Communication efforts include Weekly Briefings to principals, a presentation at the August Principal's meeting, a presentation to school bookkeepers, a presentation and FAQ document shared at the February Duval County Council of PTAs Board Meeting, and a briefing to the principals with a summary of the ruling in February. In addition, non-food related fundraising ideas have been shared with all of the school-based wellness ambassadors. Resources for additional healthy fundraising ideas will continue to be communicated, in order to promote increased awareness. The implementation of the Healthy School Teams at each school will support efforts to promote healthy choices for fundraising and other school activities.

Gap Analysis

While the food sales fundraising exemptions provided schools with the opportunity to raise money through infrequent food sales, the use of the exemption is rather limited. The exemptions only pertain to fundraising efforts of food sales that do not meet the nutritional guidelines served during the school day 30 minutes after the last lunch period. It is difficult for any significant fundraising to occur in this short period of time.

Previous Outcomes

As of February 20, 2015, the District Wellness Office has received a total of 21 exemption requests from 14 schools indicating a relatively low demand for the exemption, assuming that all schools submitted the required documents for the exemption.

Expected Outcomes

Fundraisers that include food sales for items that do not meet the FDACS nutritional guidelines will be eliminated during the school day.

Strategic Plan Goal

Develop the Whole Child

Financial Impact

Since the majority of the schools have not submitted fundraising exemptions to date for the 2014-2015 school year, the impact to schools is expected to be relatively minimal.

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