

What Do You Need to Know to Assess a Policy's Effectiveness?



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Assessing school food and beverage policies

- Degree and date of policy implementation
- Policy components - nutrient standards
- Acceptability of policy by school community
 - Parents, teachers, administrators, students
- Fiscal impact of the policy
- Process of monitoring adherence



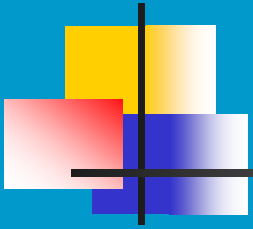
Evaluating Policy Implementation

- Three studies in California
 - **Study 1:** Changing beverages sold in high schools
 - **Study 2:** Changing foods and beverages sold a la carte in middle and elementary schools
 - **Study 3:** Case studies of school districts that implemented a district policy banning the sale of highly sweetened beverages.



Methods Used to Evaluate Policy

- Stakeholder interviews
- Focus groups with students
- **Environmental assessments**
- **Fiscal impact studies**



Environmental Assessments



Uses of Environmental Assessment Data

- Snapshot of the school environment
- Monitor environmental change over time
- Measure extent of policy implementation
- Assess nutrient profile of foods and beverages sold on campus



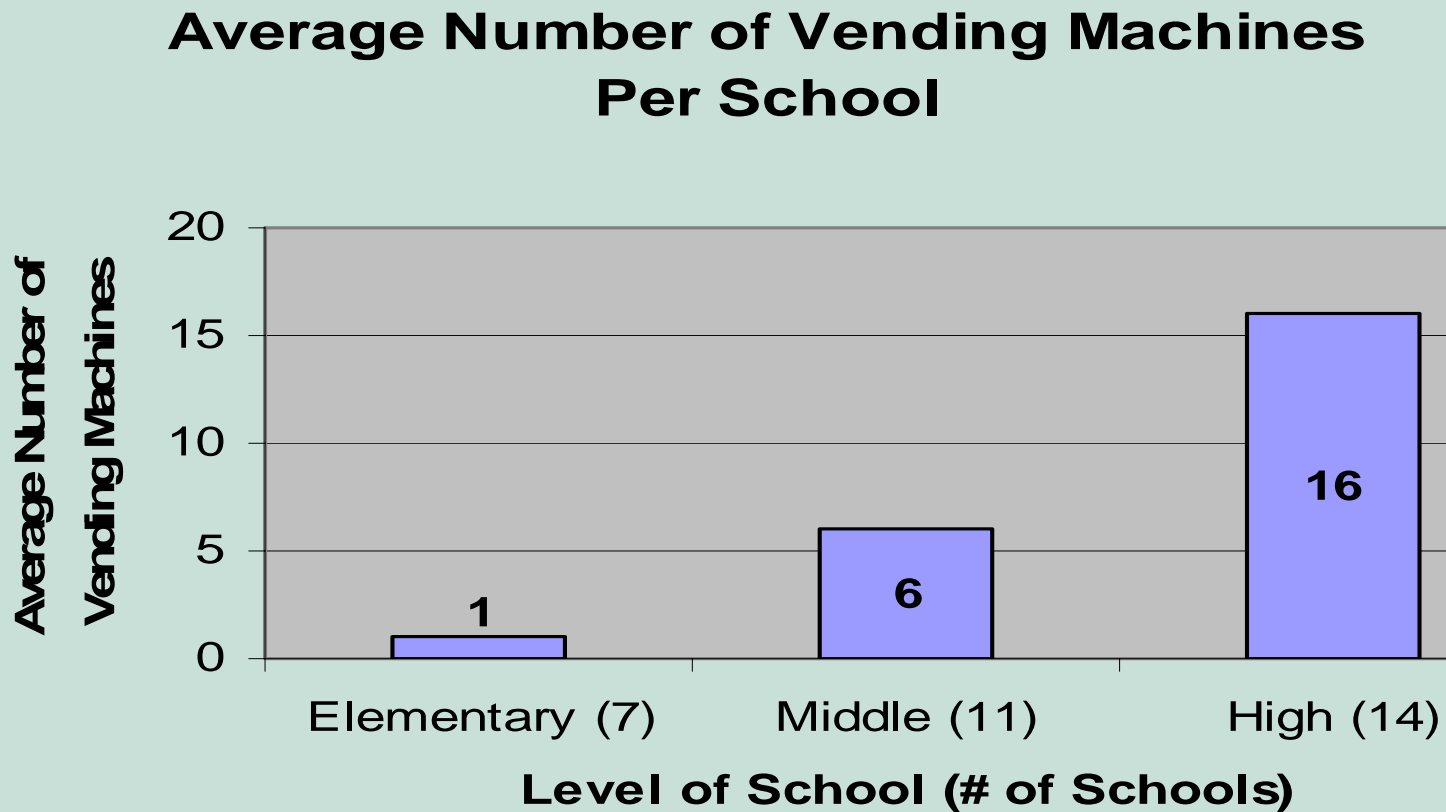
Environmental Assessment Components

- Times and locations for a la carte food and beverage sales
- Types of foods and beverages sold
- Water Fountains
- Foods and beverages sold at school events/fundraisers
- Food and beverage advertising and promotion
- Meal and break times and duration
- Food and beverage contracts
- Policies governing a la carte food and beverage sales
- Physical Activity

Vending Machines in Schools



Sample Findings: Vending Machines





Vending machine slots

Vending machine slots by beverage category

	Intervention			Control		
Beverage Type	Baseline	Midpoint	% Change	Baseline	Midpoint	% Change
soda	54	4	-93%	93	59	-37%
sweetened juice drink	15	4	-73%	27	22	-19%
sweetened coffee/tea	2	1	-50%	6	4	-33%
flavored milk (2%)	8	0	-100%	12	0	-100%
diet soda	13	12	-8%	9	13	44%
sports drink	22	62	182%	42	33	-21%
100% juice	1	33	3200%	6	2	-67%
water	22	34	55%	29	19	-34%
Total # slots	137	150	10%	224	152	-32%



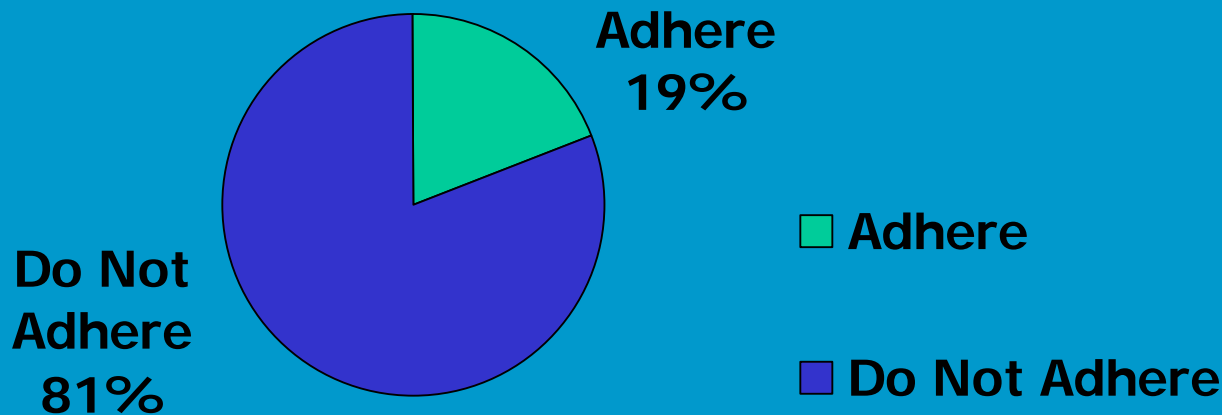
California legislation

SB19: Established nutrition standards for foods sold outside of the reimbursable meal program (a la carte foods) for elementary schools and applied some standards to beverages sold in middle schools.

- Less than/equal to 35% calories from fat
- Less than/equal to 10% calories from saturated fat
- Less than/equal to 35% total weight from sugar

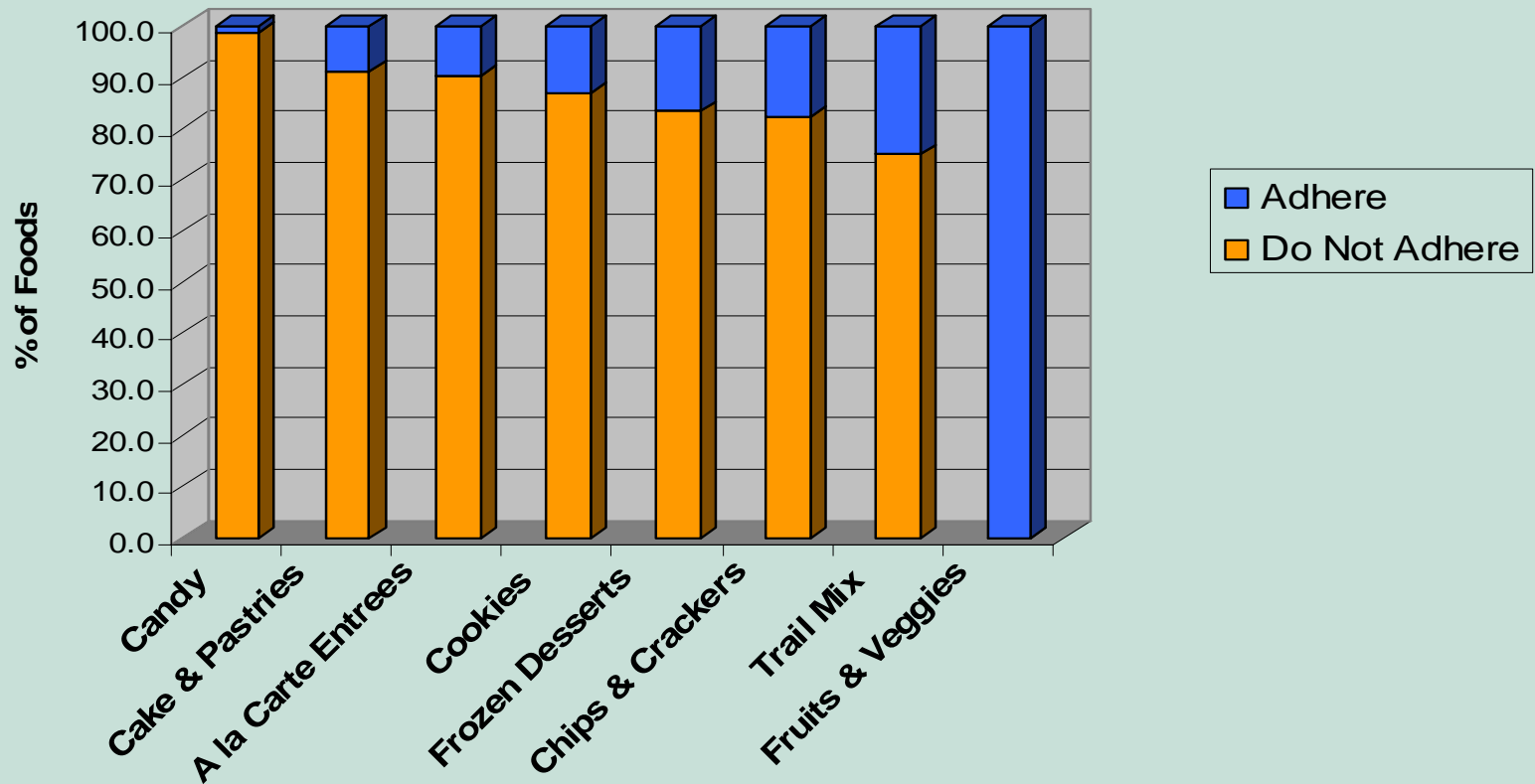
Sample Findings: A La Carte Foods K - 12

- Compared a la carte foods to CA SB 19 standards (fat, saturated fat, sugar)
- 576 food items with nutrient profile



Sample Findings: A La Carte Foods K - 12

Adherence to SB19 Nutritional Standards



Fiscal Impact Studies



Why are fiscal impact studies important?

- Financial concerns
- Feasibility of making changes to competitive food and beverage sales
- Evaluation of policy implementation





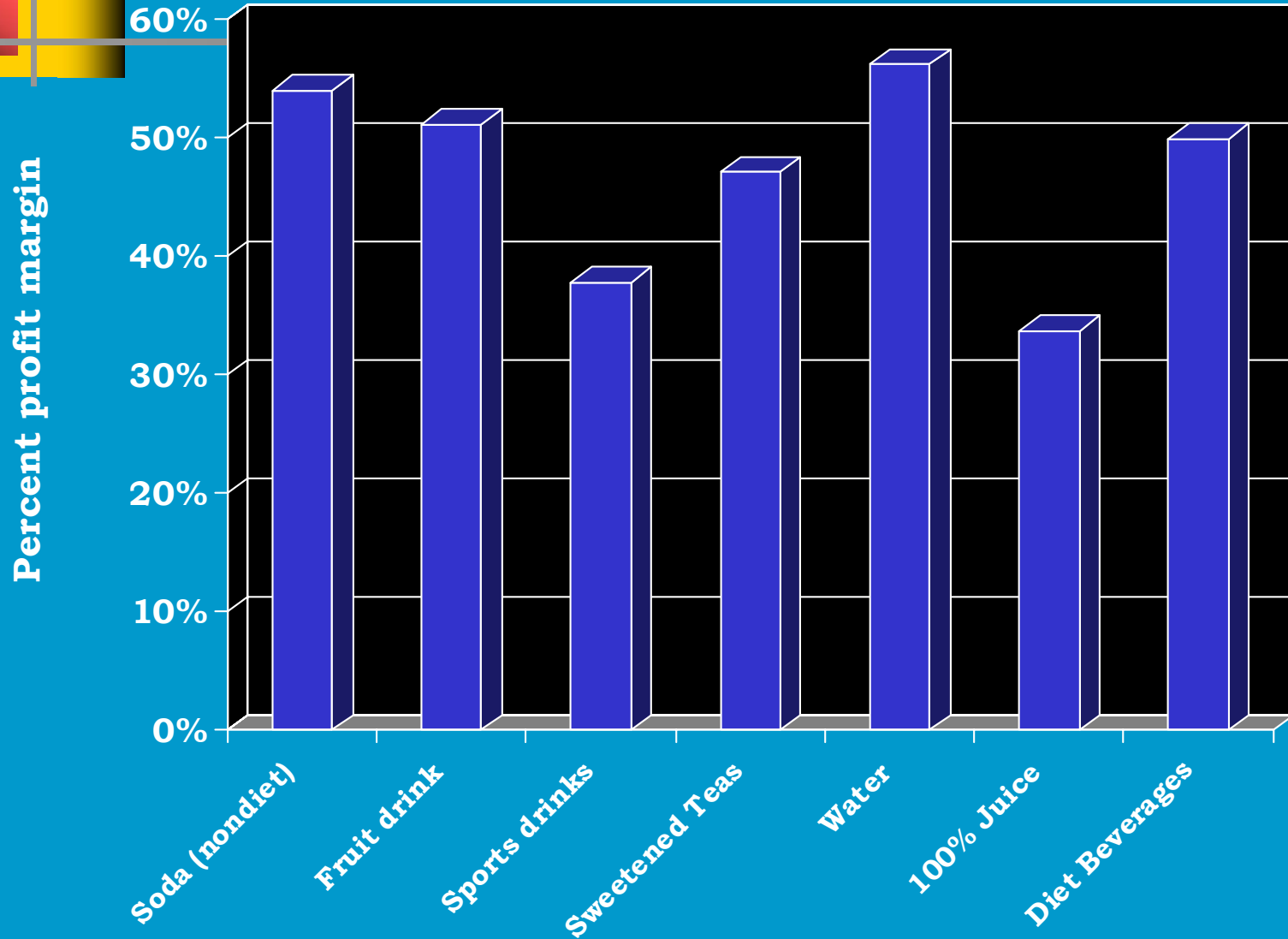
Beverages in high schools

- 2 intervention, 2 control high schools
- Intervention: elimination of highly sweetened beverage sales on campus
- Venues affected: Student store, vending machines and food service

School Beverage Contracts in four high schools - baseline

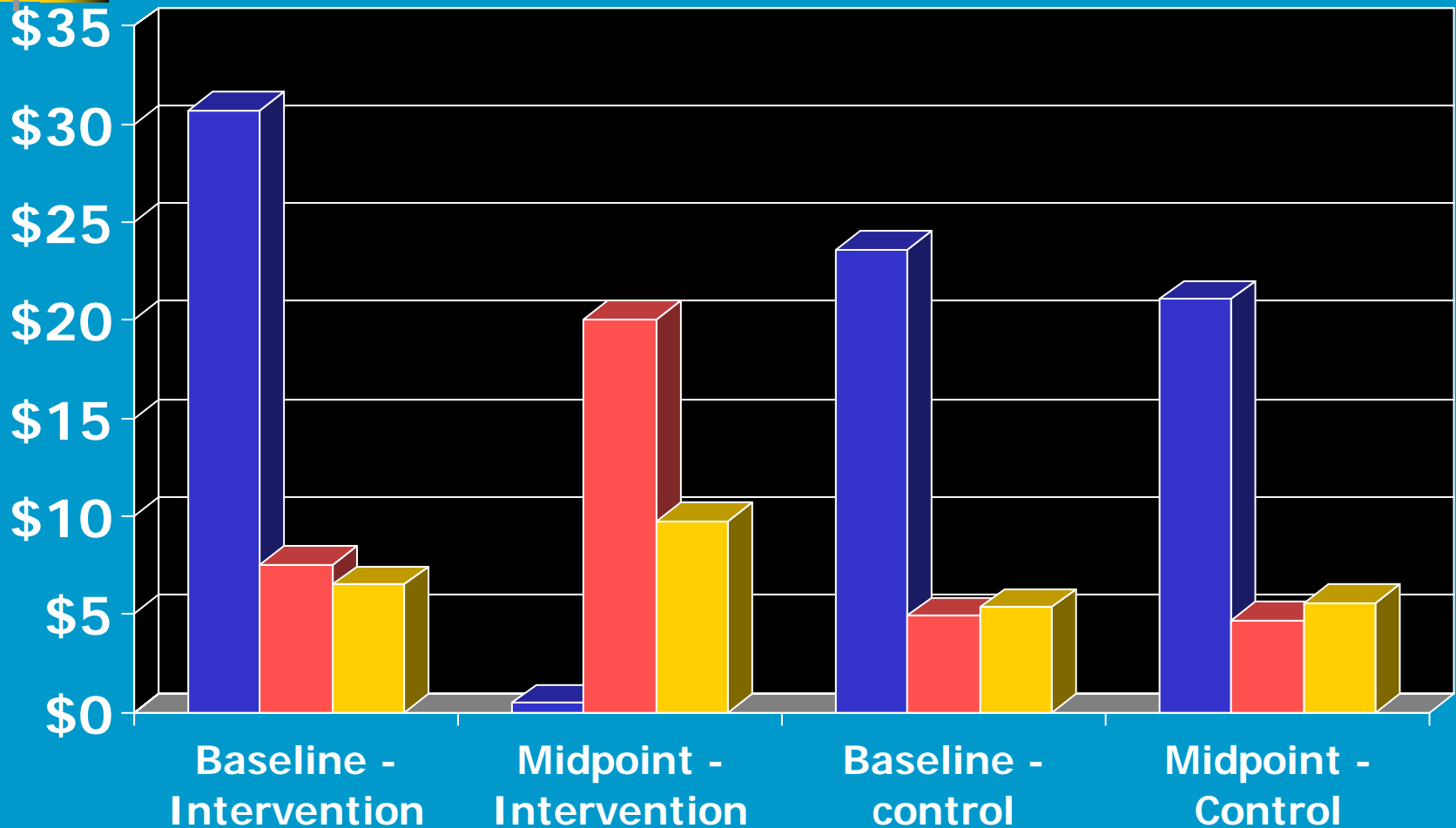
	School 1	School 2	School 3	School 4
Length of Contract	5 years	1 year with option of 2 year renewal	5 years	5 years
Profit to school from beverages	35% and 30%*	50%	30% and 20%	39% and 35%
Commission	\$15,000 to buy score board	None	\$15,000	Approx \$18,000 as 3 scoreboards
Annual payments	\$2000 per year	None in contract	\$2000 per year	\$1200 per year

Baseline Profit Margin by Beverage Type: Average all schools (net income divided by the total sales revenue)



Beverage net income per student by beverage type baseline vs. midpoint

■ Highly sweetened ■ Lightly sweetened and diet ■ Unsweetened





Conclusions/Recommendations

- Assess the school environment to determine all sources of beverage and food sales
- Understand the various locations and types of food and beverage sales on campus
- Develop close working relationship with schools and food service
- Assure adequate support is available to schools for policy implementation



For More Information

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