**Overview**

California Project LEAN’s (CPL) ‘Successful Students Through Healthy Food Policies’ programme used a social marketing approach to move local school board members to establish and enforce school nutrition policies.

Working with the California School Board Association, CPL embarked on a programme to motivate policymakers to address and enact local school district policies that support healthy eating. This programme provided school board members with printed guides on policy and nutrition, training at conferences and professional workshops, and fact sheets for board members and parents of students.

Successful Students Through Healthy Food Policies was awarded the Innovation in Prevention Award by the Department of Health and Human Services in 2004.

**Results (2004):**

- Approximately 10 per cent of school districts had at least 1 high school that had developed or was developing a healthier nutrition policy
- The programme helped create nutrition policies to increase the availability of healthy foods to 1 million of California’s 6.3 million students
- Policies were introduced to set standards for fundraising activities, classroom celebrations and the ban of soft drinks
For school districts to enact healthy eating school policies
Increase inclusion of nutrition-related policy issues on school board meeting agendas

Literature review – To assess school nutritional policies, existing soda contracts, newspaper coverage, California High School Fast Food Survey, obesity data
Interviews and focus groups with school board members
Strategy sessions and survey of California school board members
Concept testing with 25 school board members

Logic Model: Postulates that it is still individuals who make policy, even though they may reside within organisations – Empower individuals to facilitate policy change

School board members motivated by overall wellbeing of youth and have desire to give back to community
Healthy food issues are not brought to their attention
Many school board members do not believe their school districts are doing everything to promote healthy eating among students, nor do they feel adequately prepared to develop nutrition-related policies
Board support for nutrition-based policies on school campuses
Need for increased understanding by parents of how school board operates

Barriers: Nutrition not a priority; Lack of knowledge of link between diet and educational attainment; Inadequate education and preparation in developing nutrition-related school policies; Budget concerns; Lack of support, time and/or personal interest

Cost of implementing policy changes
Lobbying and marketing power of fast food and soda companies
Competing school board policy priorities
Student and parent attitudes towards healthy eating

Response: Media advocacy campaign called for schools to be more adequately funded so they no longer had to rely on sale of unhealthy foods

School board members – Serving rural and urban high school districts in which at least 50 per cent or more students are eligible for free and/or reduced price meals
Socioeconomic segmentation: Focus on California school districts with high schools in low-income communities

Healthy Food Policy Resource Guide
Sample board policies and administrative regulations
Fact sheets for board members and parents
Advertisements
Articles, case studies and resources
Conferences, workshops and training for school board members – On how to develop sound nutrition-related policies
Community mobilisation