

# Ending Food Marketing in Schools

Thank you for helping to collect examples of food marketing in schools!

**We will not share any school names in our advocacy materials.** Schools will be listed by type (elementary, middle, or high school), and include city, state, and date that the example was collected.

Please walk around your child's school campus to observe any advertising, marketing, or promotion of foods or beverages. **See a list of examples below.**

**For each photo you share, please include the following:**

- Your name
- School name, city, and state
- Grade level of school (elementary, middle, high school)
- Description (such as "vending machine with Pepsi logo")
- Campus location (such as hallway, cafeteria, gym, bus, football field, etc.)
- The date the photo was taken

**[Send your photos to David Monahan at david@commercialfreechildhood.org](mailto:david@commercialfreechildhood.org)**

Examples:



### **(Some) types of in-school food marketing:**

- Posters, billboards, and signs
- Menu boards, cafeteria tray liners, advertising on trash cans and beverage cups
- Displays such as racks, coolers, or food service equipment
- Vending machine fronts or sides
- Printed or electronic classroom materials, like curricula or coloring pages
- Printed or electronic school publications such as newspapers or yearbooks
- Fundraisers at restaurants or to sell a branded food product
- Corporate sponsorships like company names on banners, signs, or materials
- Incentive programs such as Pizza Hut's BOOK IT! Program
- Label redemption programs such as General Mills Box Tops for Education, Campbell's Labels for Education, or My Coke Rewards
- School-sponsored internet sites
- In-school television such as Channel One News
- Free samples, taste tests, or coupons.

### **Campus locations to look for marketing:**

- Entrances
- Hallways
- Cafeteria
- Snack bars/school store
- Classrooms
- Athletic areas, including
  - Gyms
  - Locker rooms
  - Concession stands
  - Stadiums or fields, including scoreboards and banners
- Quads or courtyards
- School websites
- School social media accounts
- Offices
- Libraries
- Bathrooms
- Bulletin boards and calendars
- Campus fences or other perimeters
- School websites
- School social media like Twitter, Facebook, or Instagram