



TO: Rep. Amanda Price, Chairwoman, House Education Committee
cc: Members, House Education Committee; Sen. Patrick Colbeck

FROM: K.P. Pelleran, State Director, Mission: Readiness

DATE: April 15, 2015

SUBJECT: SB 139

This is to express concern over SB 139, which proposes to change the state's school fundraising nutrition guidelines. **We respectfully request that the Michigan Department of Education's fundraising rules be sustained to have no exemption days** from the USDA's school nutritional recommendations. Senate Bill 139 would grant an extraordinary exemption to allow three junk food fundraisers for every academic week. We note a gross oversight in the fiscal implications of the proposed legislation, which do not include the growing health care costs in our state and nation related to obesity.

According to the Michigan State Nutrition, Physical Activity, and Obesity Profile (Michigan Department of Community Health, 2012), more than fourteen percent of adolescents in Michigan are considered overweight and almost twelve percent are considered obese. Obesity has important consequences on our nation's health and economy. It is linked to a number of chronic diseases, including coronary heart disease, stroke, diabetes, and some cancers (NIH Clinical Guidelines, 1998). Among adults, the medical costs associated with obesity are estimated at 147 billion dollars (Finkelstein, 2009). In addition to the general public, the Department of Defense spends an estimated \$1 billion per year for medical care associated with weight-related health problems. Besides the fiscal implications of the growing obesity crisis, obesity also has severe implications on our national security.

Obesity is one of the primary drivers of a growing recruiting challenge in our armed forces. According to the Department of Defense, a shocking 71 percent of America's youth ages 17-24 are ineligible to serve in the military, due in-part to poor health. Our youth are facing a serious health crisis that threatens to undermine our national security. In response, nearly 500 retired admirals and generals have mobilized to form MISSION: READINESS, a national security organization committed to addressing barriers to military service for young Americans. In a dramatic move to address this problem, the military is bringing healthier foods to its schools, dining rooms, and vending machines. It cannot win this fight alone. The civilian sector needs to do its part.

We know that we are not powerless in the face of this insidious obesity epidemic, and we do not have to keep surrendering ever more of our young people to obesity. The retired generals who are members of MISSION: READINESS also know that we must not keep jeopardizing our national security because nearly three quarters of our young people cannot serve in the military, nearly a quarter of them because they are overweight. Keeping the junk food out of schools is a common-sense step to address the childhood obesity crisis.

We urge Michigan lawmakers to not allow exemptions to the USDA's fundraising recommendations. In order to ensure our nation's future military strength and security, Michigan must do its part to help ensure that young Michiganders grow into healthy, physically fit adults.

Thank you for your consideration

CHILDREN AND TEENS OVERWEIGHT OR OBESE BY GENDER

change indicator

Children And Teens Overweight Or Obese By Gender

Year(s): 2011-2012 | Gender: All | Data Type: Percent

Data Provided by: National KIDS COUNT

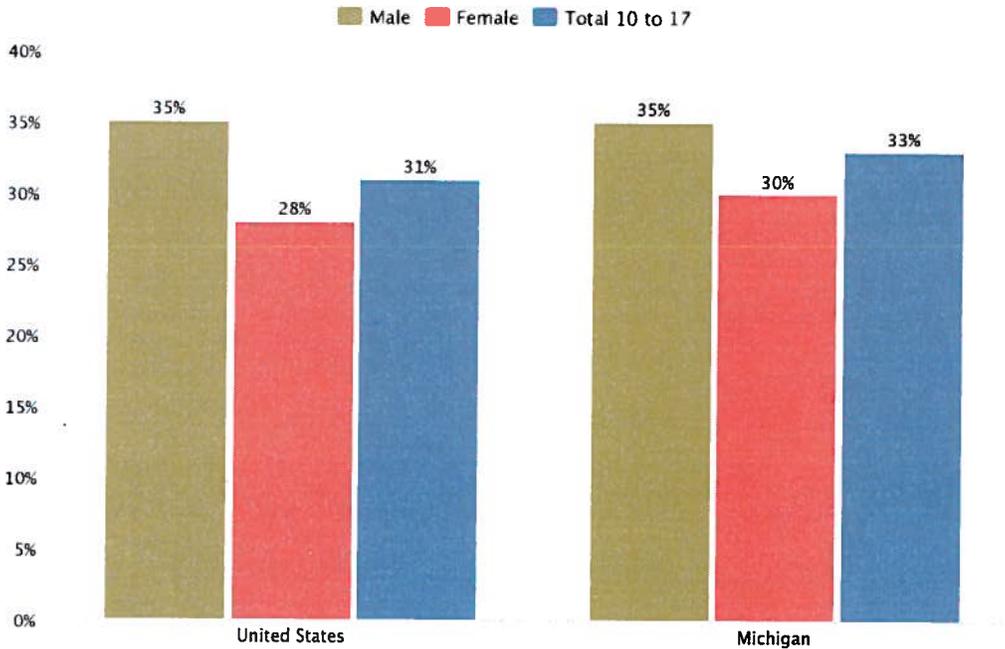


TABLE VIEW

EXPAND

DEFINITIONS & SOURCES

COLLAPSE

Definitions: The share of children and teens ages 10 to 17 who are overweight and obese by gender.

For this indicator, children between the 85th and 95th percentile BMI-for-age are categorized as overweight, and children at or above the 95th percentile BMI-for-age are characterized as obese. The state-level data used here come from the National Survey of Children's Health. The National Survey of Children's Health uses height and weight, as reported by the parent or most knowledgeable adult, to determine a child's Body Mass Index, or BMI, which is used to determine if a child is overweight. The BMI is age- and gender-specific.

Data Source: Child Trends analysis of data from the U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau, National Survey of Children's Health.

The state-level data used here come from the National Survey of Children's Health (NSCH). The NSCH includes information on over 102,000 children under age 18, with roughly 2,000 children per state. Households were selected through a random-digit-dial sample, and one child was randomly selected in each household.

Information on each child is based on responses of the parent or guardian in the household who was most knowledgeable about the sampled child's health.

Information was collected via a computer-assisted telephone interview. For more information on the NSCH, see:

<http://www.cdc.gov/nchs/about/major/slaits/nsch.htm>

Data for the 2011-2012 NSCH was collected February 2011 through June 2012. Additionally, cell phones were contacted for the first time in 2011-2012, so trend comparisons should be made with caution.

Footnotes: Updated August 2013.

N.A. - Data not available.

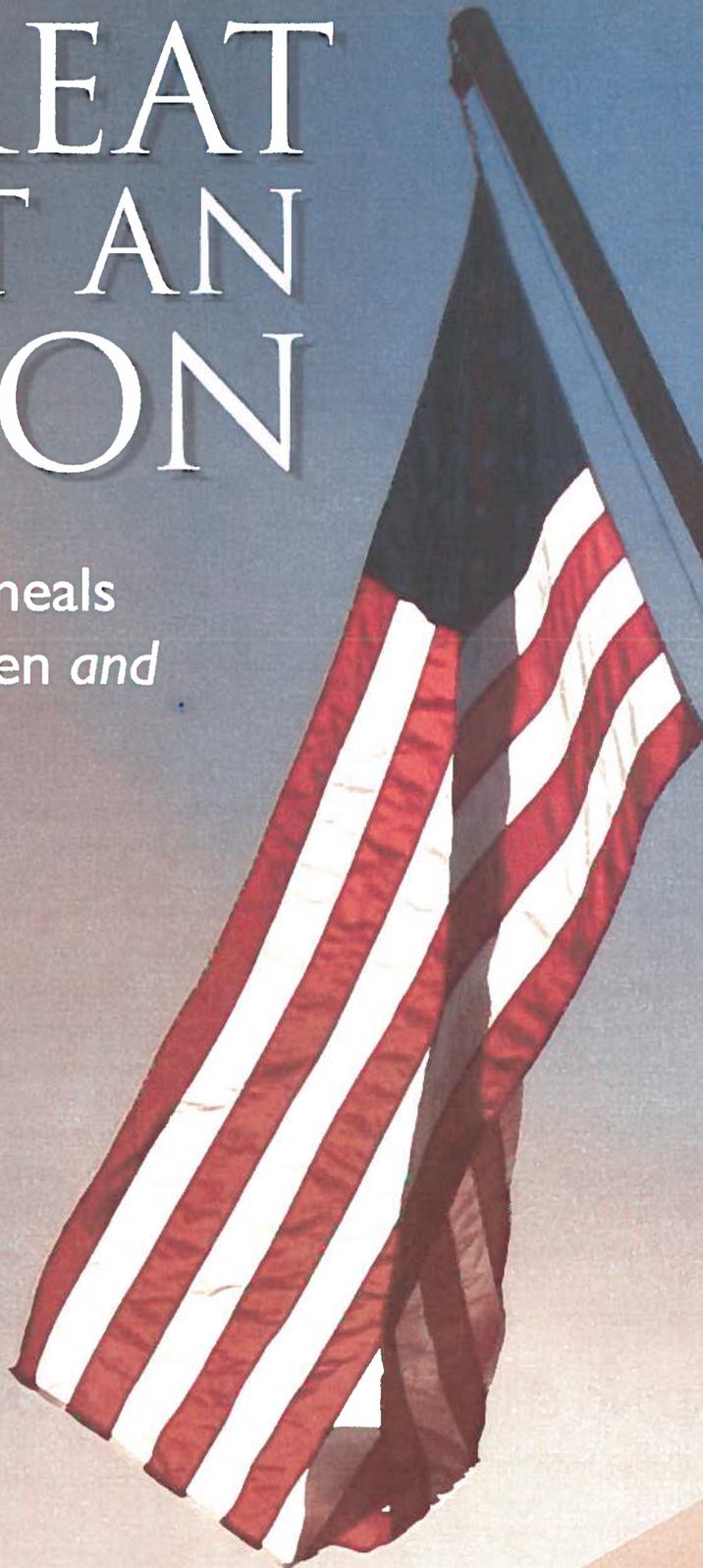


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RETREAT IS NOT AN OPTION

Healthier school meals
protect our children *and*
our country



MISSION: READINESS
MILITARY LEADERS FOR KIDS

RETREAT
IS NOT AN
OPTION



RETREAT IS NOT AN OPTION: A message from retired 4-star admirals and generals



☆☆☆☆
John C. Harvey, Jr.
Admiral, U.S. Navy
(Retired)



☆☆☆☆
James M. Loy
Admiral, U.S. Coast Guard
(Retired)



☆☆☆☆
Gregory S. "Speedy" Martin
General, U.S. Air Force
(Retired)



☆☆☆☆
William L. "Spider" Nyland
General, U.S. Marine Corps
(Retired)



☆☆☆☆
William S. Wallace
General, U.S. Army
(Retired)

While the Nation's obesity epidemic makes daily headlines, its effect on the U.S. military has largely been unreported: a 61 percent rise in obesity since 2002 among active duty forces; more than \$1.5 billion in annual obesity-related health care spending and costs to replace unfit personnel; significant recruiting challenges with nearly one in four young adults too heavy to serve; and newly released data in this report showing overall ineligibility above 70 percent in most states.

With this in mind, the more than 450 retired senior military leaders who comprise MISSION: READINESS are marking the start of the third school year in which—thanks to Congress' enactment of the Healthy, Hunger-Free Kids Act of 2010—millions of students are now eating healthier school meals with more whole grains, fruits, vegetables and lean proteins. This is also the first year in which candy and many other high-calorie, low-nutrient snacks and beverages in vending machines and elsewhere are being replaced with healthier snacks and drinks.

These changes are important victories in the battle against obesity. America's youth spend considerable time at school, and many young people consume up to half of their daily calories there. If we are to win, schools must be our allies.

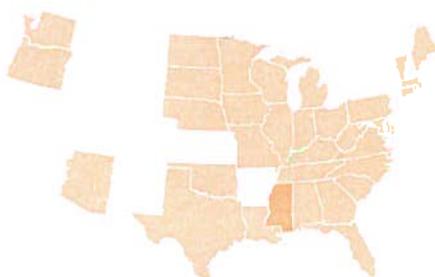
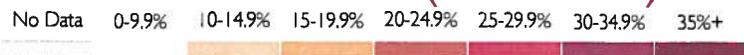
According to the U.S. Department of Agriculture (USDA), more than 90 percent of the country's school districts are successfully meeting the healthier meal standards. Recent surveys indicate widespread student acceptance of healthier lunches across all grade levels. Furthermore, 72 percent of parents nationwide favor updated nutrition standards for school meals and school snacks, while 91 percent favor requiring schools to serve fruits or vegetables with every meal. From a financial perspective, USDA projects that school food service revenue will far outpace costs over five years.

We understand that some schools need additional support to help meet the updated standards, such as better equipment and more staff training, and that support should be provided. At the same time, moving forward with implementation of the standards for all schools is paramount. Students depend on schools to reinforce efforts by parents and communities to put them on track for healthy and productive lives. Healthy school meals and snacks are a vital part of that effort.

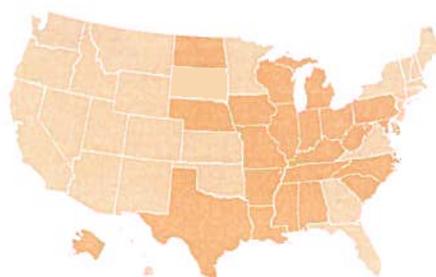
When it comes to children's health and our national security, retreat is not an option.

THE SPREADING EPIDEMIC OF OBESITY IN AMERICA (1990-2013)

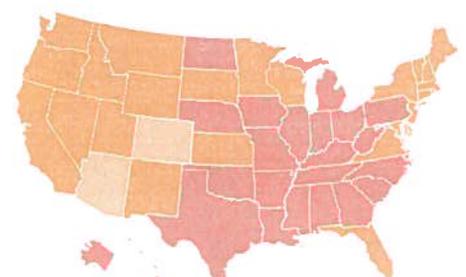
Percent of obese adults (Body Mass Index of 30+)



— 1990 —



— 1995 —



— 2000 —

RETREAT IS NOT AN OPTION

NEARLY 1 IN 4 IS TOO HEAVY TO JOIN, & 1 IN 8 WHO GOT IN IS NOW OBESE

The more than 450 retired military leaders who comprise MISSION: READINESS know that healthier school meals and snacks are vital for addressing the nation's obesity epidemic and supporting national security as well.

Our previous reports—including *Too Fat to Fight*—have detailed how weight and fitness problems often prevent young people from qualifying for the military. Data now show that these issues also pose tremendous challenges for millions of active duty personnel.

Currently, 12 percent of active duty service members are obese based on height and weight—an increase of 61 percent since 2002—which is resulting in serious problems with injuries and dismissals.¹ Given that one-third of American children and teens are now obese or overweight and nearly one-quarter of Americans ages 17 to 24 are too overweight to serve in our military, the obesity rate among active duty service members could get even worse in the future if we do not act.² Obesity among our military and their families is costing our defense budget well over \$1.5 billion a year in health care spending and recruiting replacements for those who are too unfit to serve.³

IT WAS NOT ALWAYS LIKE THIS

When World War II began, frequent undernourishment and health problems stemming from the Great Depression meant that our troops were, on average, an inch and a half

What has changed?

Due to poor nutrition and health before World War II, U.S. troops in the war were on average 1.5 inches shorter than today.

Mostly due to excess calories and too little exercise, young adults today are on average 20 pounds heavier than in 1960.



That is why General Hershey, the Director of Selective Service, called for Congress to approve a National School Lunch program in 1945.



That is why over 450 retired admirals and generals support healthier meals and snacks in our schools.

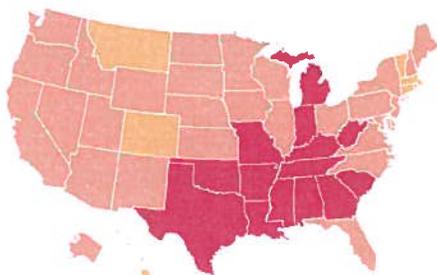
See page 8 for new data by state on how many Americans cannot join the military.

shorter than troops are today. In fact, military leaders led by Major General Lewis B. Hershey (the Director of the Selective Service System at the time) stepped in and urged Congress to pass a national school lunch program to improve the health and well-being of our nation's children and youth.⁴

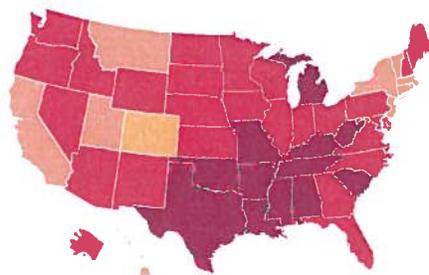
Today, however, children are surrounded by too many calories and not enough opportunities for exercise, a combination that has played a major role in the tripling of childhood obesity rates over the past three decades.

THE SPREADING EPIDEMIC OF OBESITY IN AMERICA (1990-2013)

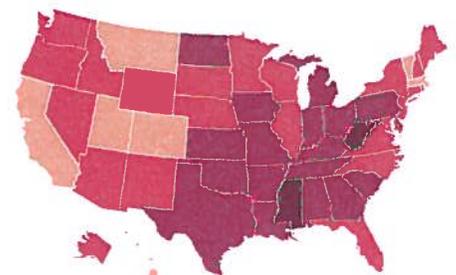
Percent of obese adults (Body Mass Index of 30+)



— 2005 —

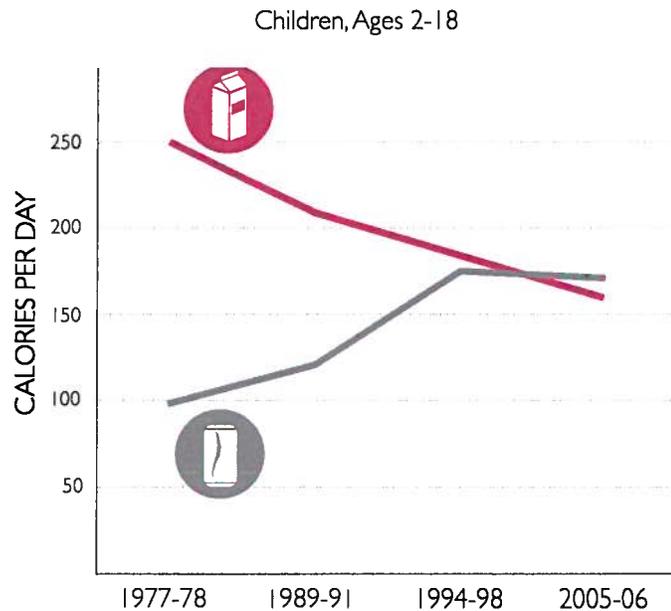


— 2010 —



— 2013 —

Trends in calories consumed from sugary drinks and milk



Source: Trust for America's Health

Lower consumption of calcium and vitamin D coupled with less exercise leads to more stress fractures.

Young American men as a whole are now 20 pounds heavier than the average male in his twenties was in 1960.⁵

Obesity is one of the main reasons why more than 70 percent of young Americans are unable to serve in today's military. This includes young adults in families with generations of military service, and others who have the critical skills our military needs but cannot join simply because of too many extra pounds.⁶

WHAT HAS HAPPENED?

Children's biology has not changed in the course of a single generation. What has changed dramatically is our nutritional and exercise environment. Things that would have been considered absurd in the 1960s are now commonplace in American society, such as drinking sugary drinks daily instead of milk or water, or watching television and playing video games all afternoon instead of riding bikes and playing outside with friends.

Obesity is not the only problem. During the critical adolescent years for bone growth—ages 11 to 14 for girls and 13 to 17 for boys—children have a heightened need

for calcium, vitamin D and exercise. But 85 percent of girls and 58 percent of boys at these ages are not getting enough calcium and nearly half of boys and girls in those age groups are not getting enough vitamin D in their diets.⁷ One reason for this problem is that consumption of milk has dropped and been overtaken by rising consumption of sugary drinks.⁸ Compounding the problem, more than two-thirds of adolescents do not get the recommended hour of exercise daily.⁹ More exercise will help with our national problem of obesity, but that is only one part of the equation.¹⁰

THE MILITARY IS NOT IMMUNE

Our country should rightly be proud of everyone serving in uniform. The majority of the men and women in the military are very fit and form the strongest overall fighting force in America's history.

Yet even the military is not immune to rising weight problems among some troops. These problems are not only a challenge for military recruiters looking for enough fit individuals, but they are also leading to increased injuries and dismissals among those who serve.

For example, the military's basic training programs work wonders to get young men and women into shape rapidly by replacing fat with muscle. But many recruits enter basic training with significant challenges:

- Each year, thousands of recruits lose 20 pounds or more to join the military, and they are at a higher risk of gaining that weight back once they leave basic training.¹¹
- According to one study, one out of every seven male Army recruits reported that they had not exercised or played any sports in a typical week prior to joining.¹²

Keeping young men and women in shape after basic training is another challenge:

- One study of more than 2,000 men in a U.S. Army light-infantry brigade in Afghanistan found that 14 percent were obese.¹³
- Across the military, too many men and women are not just overweight but actually obese. In 2002, less than eight percent of active duty service members were obese, but by 2011 that figure had jumped to



There were more medical evacuations from Afghanistan and Iraq to Germany for stress fractures, serious sprains and other similar injuries than for combat wounds. Excess weight can lead to more injuries.

more than 12 percent—a 61 percent increase.¹⁴

Basic training can help to build a lot of muscle, but strengthening bones is not as easy. The military is facing an unprecedented rise in the type of injuries that stem, in part, from poor nutrition and lack of physical activity in adolescence:

- The obese service members in the brigade in Afghanistan were 40 percent more likely to experience an injury than those with a healthy weight, and slower runners were 49 percent more likely to be injured.¹⁵
- This higher risk of injuries has serious consequences for our forces in combat: there were 72 percent more medical evacuations from Afghanistan and Iraq to Germany for stress fractures, serious sprains and other similar injuries than for combat wounds.¹⁶
- Thousands of unfit personnel are let go each year at a great cost to taxpayers. In 2012, for example, the Army dismissed 3,000 soldiers and the Navy and Air Force each dismissed 1,300 service members for being overweight or out of shape. The cost to recruit, screen and train their replacements amounts to nearly half a billion dollars.¹⁷
- The military spends well over \$1 billion a year to treat weight-related health problems such as heart disease and diabetes through its TRICARE health insurance for active duty personnel, reservists, retirees and their families.¹⁸
- Obesity is contributing greatly to rising health care spending within the military, which now accounts for 10 percent of the total defense budget.¹⁹

Finally, problems with weight and fitness are leading to dismissals among those who serve, and are placing significant burdens on our defense budget:

THE TRANSITION TO HEALTHIER MEALS IN SCHOOLS IS WORKING

Good nutrition starts at home, and parents play a central role. But with children consuming up to half of their daily calories while at school and out of sight of their

parents, schools should be a focal point in the nation's effort to combat childhood obesity.

Since the bipartisan enactment of the Healthy, Hunger-Free Kids Act in 2010, the vast majority of schools have implemented updated nutrition standards successfully. USDA is providing kitchen equipment grants and technical assistance to schools that are facing challenges implementing the updated standards. We should continue to support any schools that are having a tougher time, but like our armed forces, we should not stop when the going gets tough.

The new approach of serving healthier food and drinks in schools is working, according to available research and data:

- According to the U.S. Department of Agriculture (USDA), more than 90 percent of schools are successfully serving healthier meals.²⁰
- In a study published in *Childhood Obesity*, 70 percent of elementary school administrators concluded that “students like the new lunches” and that acceptance of the changes had grown over time.²¹
- A recent poll showed that, across party lines, the majority of parents support the updated nutrition standards for school meals and snacks. Nine out of ten parents also support requiring schools to include a serving of fruits or vegetables with every meal.²²
- A study by Harvard University researchers found that plate waste (food thrown away) decreased when the updated nutrition standards were put in place in a large, urban school district.²³
- The same Harvard study found that under the new guidelines, children added 23 percent more fruits to their plates, and children ate 16 percent more vegetables.²⁴
- Schools received an additional \$200 million in revenue during the first year of implementation of the updated standards due to increased reimbursement rates. USDA has also provided \$36 million in kitchen



THE MILITARY'S INNOVATIVE EFFORTS TO ADDRESS OBESITY

Our armed services are working hard to change the nutritional and exercise environment within the military.

In 2013, the military launched a campaign called Operation Live Well to improve the health of our troops and their families. Chief among these efforts is the Healthy Base Initiative at 14 pilot sites across the country aimed at promoting health among troops and their families by educating them about the dangers of a sedentary lifestyle and poor nutrition and creating environments that support healthy behavior. The initiative will allow the military to see which innovations are working at different bases and identify the ones that could be expanded service-wide. The Department of Defense is currently collecting and evaluating results from the first phase, which will be reported by August 2015.³³

Services have also launched their own initiatives. The Army's "Go for Green" initiative, for example, uses food and beverage labels to point out "high performance food" (marked in green) and "performance limiting food" (marked in red) in meal lines and

vending machines. It has also changed menus to include more nutrient-dense foods, including whole grains, green vegetables and reduced-fat milk, as well as fewer fried foods and sugary beverages than in the past.³⁴ Meanwhile, the Air Force offers courses to parents living on bases about how to encourage their young children to eat healthier foods and become more active.

Another class provides health coaches to retirees who are at risk for obesity-related health problems.³⁵ In response to the consequences of obesity and lack of fitness, the Navy has made accommodations for individuals who are less fit or more prone to injuries by giving every recruit custom-fitted running shoes and using more forgiving materials on their tracks.³⁶

Experts in the military know that this problem did not emerge overnight and will not go away overnight, but they are committed to coming up with long-term solutions that provide real results. However, the military cannot reverse the nation's obesity epidemic on its own.



KNOWLEDGE IS POWER: Educating Parents and Children

Serving healthier foods and drinks in schools can have a ripple effect; for example, school nutrition directors have reported that parents sometimes request recipes after their children come home asking that they make the meal they had in school.³⁷ But in addition to serving children healthier food in schools, we need to make sure children and their parents have access to information as well. For example, 51 percent of parents of overweight or obese children think their child's weight is normal or even underweight.³⁸ Also, too many children and adults are unaware that a typical, 20-ounce bottle of soda sold in most public vending machines includes the equivalent of up to 18 teaspoons of sugar.³⁹



One 20-ounce soda

Three Miles of Walking
(12 times around the track)

Source: New York City Health Department

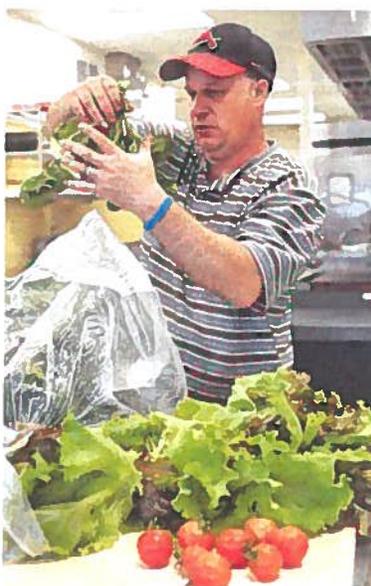
equipment grants and targeted technical assistance to help struggling schools achieve implementation.²⁶

- Based on USDA projections, it is likely that as children shift from buying snacks for lunch to buying more meals, the additional revenue generated will be higher than the costs of providing healthier options.²⁷
- Schools with modern and adequate food storage and kitchen equipment have adjusted more easily to the updated nutrition standards. Providing funding for schools in need of new kitchen equipment is one effective strategy to improve compliance with the new standards.²⁸
- While school lunch participation declined slightly overall from 2010 to 2013, participation among those receiving free lunches actually increased. Moreover, declines appear to have been concentrated in relatively few schools, as 84 percent of school administrators reported that the number of students purchasing lunches remained steady or increased following implementation of the updated guidelines. For example, the Los Angeles Unified School District (one of the nation's largest school districts) experienced a 14 percent increase in participation following implementation of the updated standards.²⁹

EXAMPLES OF SCHOOLS THAT ARE MAKING IT WORK

Kentucky's Fort Campbell Schools is a Department of Defense Education Activity (DoDEA) school district with nine schools and 4,700 students located on the Fort Campbell Army base. Like most DoDEA schools, the Fort Campbell district participates in the National School Lunch Program. To begin implementing the updated standards, the district formed a partnership with registered dietitians at a nearby Army hospital, which helped each school develop an

action plan to achieve its nutrition goals. The district made sure that food service workers received extensive training on the standards and created a competition to reward an "outstanding cafeteria." The food service director also got creative, changing the vegetable selection every day after students reported that they liked the variety. With help from the dietitians, the district also launched a Farm-to-School program to get more fresh produce into lunches—"the first Department of Defense school system to undertake such an effort."³⁰



A local farmer delivering vegetables to a Fort Campbell middle school.

Photo credit: Fort Campbell Courier

Alabama's Hoover City Schools is a large district with 16 schools and nearly 14,000 students. As a participant in the U.S. Department of Agriculture's HealthierUS School Challenge, the district's meals were already close to meeting the

updated standards for school meals before they went into effect. They still faced challenges, however, with getting students and parents on board with the healthier choices.

The solution? Catchy initiatives like “Beets and Sweets” (chopped beets mixed with sweet potatoes) and a phone app that tells parents what the next day’s menu item will be along with total calories. District leaders also paid closer attention to what students liked, finding that students were more likely to eat roasted vegetables and buy trendy items such as hummus and Greek yogurt from a la carte lines. Since 2011, the district has reported both an improvement in the productivity of lunch preparation and an increase in snack revenues after their state nutrition standards for snacks were implemented.³¹

CONCLUSION

We all want our children to grow up stronger and healthier, not weaker and sicker.

That will require improving the eating and exercise habits that have led to the tripling of childhood obesity rates since 1980, military obesity rates increasing by 61 percent in less than a decade, and countless billions of dollars spent treating preventable illness and disease.

There are signs that recent efforts to provide children with healthier food and beverages at school, more nutrition education, and more exercise opportunities may be beginning to cause this dangerous epidemic to level off among most children and even some encouraging evidence that obesity is beginning to fall among our youngest children. Unfortunately, adult obesity increased in some states in 2013 and remained high overall.³² We need to do more, however, to make the healthy choice the easy and accessible choice for every child in every community.

We must continue building on these signs of progress for the sake of our children’s health, our economic competitiveness and our national security. The more than 450 retired admirals and generals who are members of MISSION: READINESS are standing strong to keep school nutrition standards on track, because when our national security and our children’s health are at stake, retreat is not an option.

PERCENT OF HIGH SCHOOL STUDENTS WHO ARE OVERWEIGHT OR OBESE (2013)

STATE	RATE
Alabama	33%
Alaska	26
Arizona	24
Arkansas	34
California	41%*
Colorado	18%*
Connecticut	26
Delaware	30
Florida	27
Georgia	30
Hawaii	28
Idaho	26
Illinois	25
Indiana	30%#
Iowa	27%#
Kansas	29
Kentucky	33
Louisiana	29
Maine	26
Maryland	26
Massachusetts	23
Michigan	28
Minnesota	N/A
Mississippi	28
Missouri	31
Montana	22
Nebraska	27
Nevada	26
New Hampshire	25
New Jersey	23
New Mexico	28
New York	25
North Carolina	28
North Dakota	28
Ohio	29
Oklahoma	27
Oregon	N/A
Pennsylvania	28#
Rhode Island	27
South Carolina	31
South Dakota	25
Tennessee	32
Texas	32
Utah	17
Vermont	29
Virginia	27
Washington	N/A
West Virginia	32
Wisconsin	25
Wyoming	24

*California estimate based on both BMI and body fat; from the 2012-13 California Physical Fitness Report for ninth grade students only.

#Colorado data from 2011

#Indiana data from 2011

#Iowa data from 2011

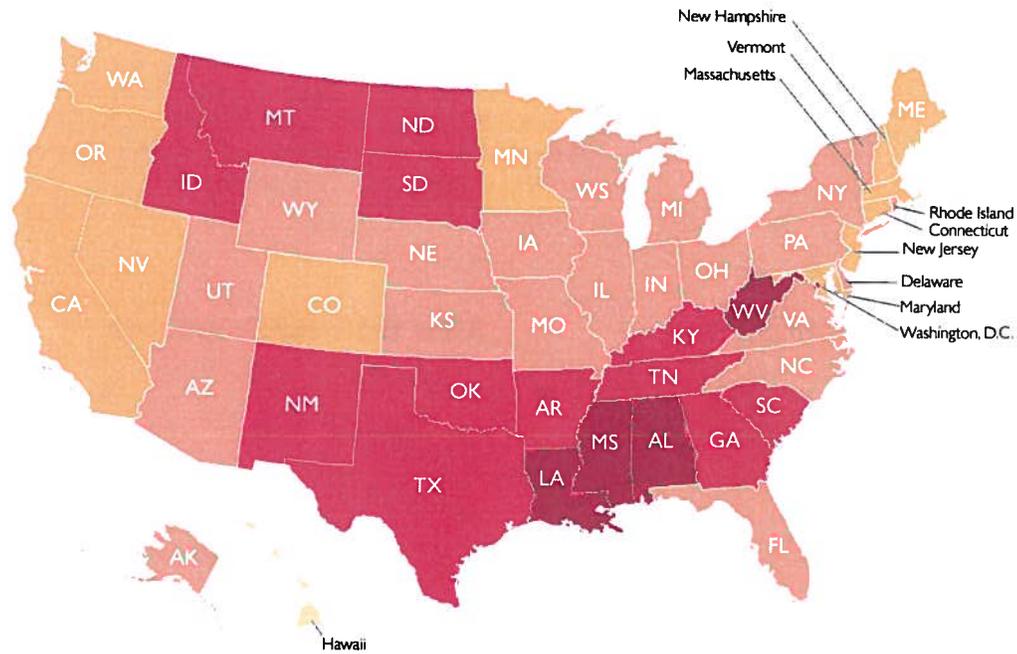
#Pennsylvania data from 2009

Source: Centers for Disease Control and Prevention

MILITARY INELIGIBILITY AMONG YOUNG AMERICANS AGES 17-24

Source: Department of Defense, 2014

Three leading preventable causes of not being able to join the military include being overweight, lacking adequate education and having a history of crime or drug use.⁴⁰



RANK	STATE	PERCENT INELIGIBLE
51	Mississippi	78%
50	District of Columbia	78%
49	Louisiana	76%
48	Alabama	75%
47	West Virginia	75%
46	Arkansas	74%
45	South Carolina	74%
44	Tennessee	74%
43	North Dakota	73%
42	Montana	73%
41	South Dakota	73%
40	Kentucky	73%
39	New Mexico	73%
38	Oklahoma	73%
37	Texas	73%
36	Georgia	73%
35	Idaho	73%
34	Rhode Island	72%
33	North Carolina	72%
32	Missouri	72%
31	Indiana	72%
30	Arizona	72%
29	Pennsylvania	72%
28	Utah	72%
27	Ohio	72%

RANK	STATE	PERCENT INELIGIBLE
26	Michigan	71%
25	Florida	71%
24	Vermont	71%
23	Virginia	71%
22	Wisconsin	71%
21	Delaware	71%
20	Nebraska	71%
19	Wyoming	71%
18	New York	71%
17	Iowa	71%
16	Kansas	71%
15	Alaska	71%
14	Illinois	71%
13	Maine	70%
12	Nevada	70%
11	Oregon	70%
10	New Hampshire	70%
9	Maryland	70%
8	California	70%
7	Massachusetts	70%
6	Colorado	70%
5	Minnesota	69%
4	Connecticut	69%
3	Washington	69%
2	New Jersey	69%
1	Hawaii	62%



United States Department of Agriculture

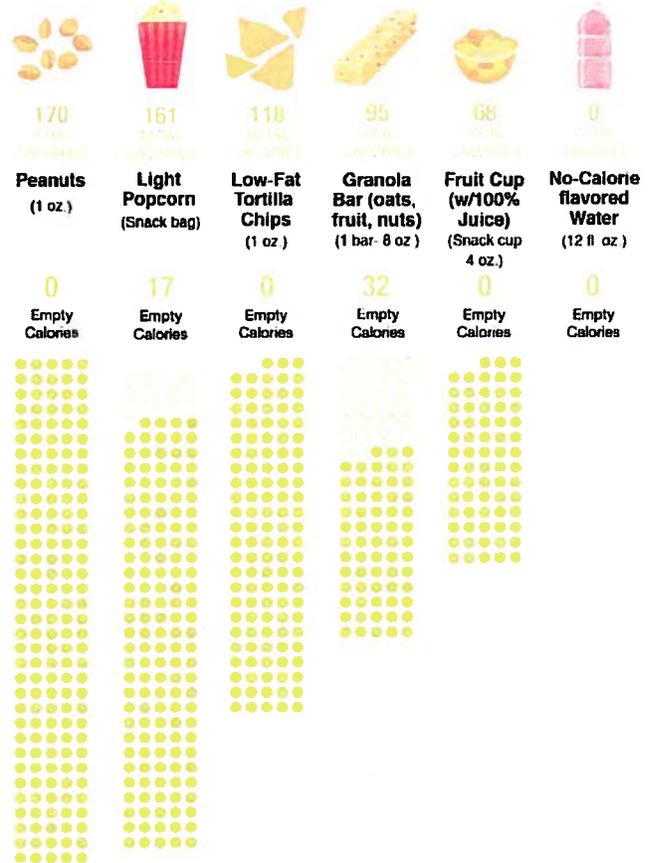
SMART SNACKS IN SCHOOL

The Healthy, Hunger-Free Kids Act of 2010 requires USDA to establish nutrition standards for all foods sold in schools—beyond the federally-supported meals programs. This new rule carefully balances science-based nutrition guidelines with practical and flexible solutions to promote healthier eating on campus. The rule draws on recommendations from the Institute of Medicine, existing voluntary standards already implemented by thousands of schools around the country, and healthy food and beverage offerings already available in the marketplace.

Before the New Standards



After the New Standards



● Equals 1 calorie ○ Shows empty calories*

*Calories from food components such as added sugars and solid fats that provide little nutritional value. Empty calories are part of total calories.

ENDNOTES

- 12.4% in 2011 vs. 7.7% in 2002 according to: Department of Defense (2013, February). 2011 Health Related Behaviors Survey of Active Duty Military Personnel. TRICARE Management Activity. Fairfax, VA. Smith, T.J., Marriot, B.P., White, A., Hadden, L. et al. (2013, June). Military Personnel Exhibit a Lower Prevalence of Obesity than the General U.S. Adult Population. Military Nutrition Division, U.S. Army Research Institute of Environmental Medicine. Natick, MA.
- 2 Ogden, C. L., Carroll, M. D., Kit, B. K., & Flegal, K. M. (2014). Prevalence of childhood and adult obesity in the United States, 2011-2012. *JAMA*, 311(8), 806-814. For the estimate that nearly a quarter of young Americans are too heavy to qualify, see: Cawley, J., & Maclean, J.C. (2010). *Unit for service: The implications of rising obesity for US Military recruitment*. Cambridge, MA: National Bureau of Economic Research.
- 3 See endnotes 17 and 18.
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WHO WE ARE

MISSION: READINESS is the nonprofit, nonpartisan national security organization of more than 450 retired generals, admirals and other senior retired military leaders who work to ensure continued American security and prosperity by calling for smart investments in the upcoming generation of American children. It operates under the umbrella of the nonprofit Council for a Strong America.

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Fundraisers and Smart Snacks: Foods Not Intended for Consumption at School

The Smart Snacks in School nutrition standards apply to any foods sold to students during the school day on the school campus, including foods sold as fundraisers.

What can we sell for a fundraiser? If the item being sold is a nonfood item or a food item that meets the Smart Snacks standards, it can be sold anytime. State agencies can permit occasional exempt fundraisers, allowing the sale of foods that do not meet the standards. Organizations planning fundraisers should work with their school administration before initiating a fundraiser to ensure compliance with the Local Wellness Policy, Smart Snacks standards, and any other local policies that may be in place.

What if the foods do not meet the standards? Generally, foods that do not meet the standards cannot be sold to students on campus during the school day. Organizations planning fundraisers of foods that do not meet the standards must work with their school administration to determine if their fundraiser can be allowed as one of the school's limited exempt fundraisers. It is important to remember that the standards do not apply during nonschool hours, on weekends, and at off-campus fundraising events, though local policies may still apply.

No more frozen pizza sales? No more cookie dough? No more Thin Mints®* cookies? Not necessarily! Many extracurricular programs, such as the school band, sports teams, and the school choir as well as youth-based community organizations such as the scouting programs rely on fundraisers to support their activities. There are ways that these groups can continue to raise money on campus under the standards, if allowed under local policies and approved by the school administration.

First, remember that *all* fundraising activities that take place outside of school are exempt from Smart Snack Standards. Just double-check your Local School Wellness Policy to see if other local school policies are in place!

Sale of frozen pizza, cookie dough and other items preordered and distributed in a precooked state or in bulk quantities (multiple servings in a package) for consumption at home is not required to meet the standards. For example, boxes of preordered Girl Scout cookies intended for consumption at home would not be subject to the standards. Students could take orders and deliver them during the school day for consumption outside of school.

Can we take fundraising orders at school? Yes. Orders may be taken at school as long as the foods being sold meet the Smart Snacks standards or are not intended to be consumed on campus during school hours and as long as students receive permission from the school.

Can we deliver the preordered fundraising items at school? Foods that have been purchased through a fundraiser may be delivered on the school campus during the school day if the foods being sold meet the standards or are not intended to be consumed on campus during school hours and as long as students receive permission from the school. However, we encourage

organizations to deliver the foods at a time when parents and caregivers are more likely to be present to collect the items, for example, during specific drop off or pickup times.

Can we sell individual food items that students can eat during the school day? If the foods being sold meet the standards, then you may sell them during the day. However, when the fundraiser includes the sale of food items that do not meet the standards, for example, a doughnut or a candy bar, the fundraiser must be considered an approved exempt fundraiser in accordance with the State agency. The fundraising organization, such as the school band, could then sell doughnuts or candy to students during the allocated exempt fundraising period.

Communication between youth-based organizations and school administration is critical when planning fundraising events on school campus during the school day.

Need more information? We offer a number of tools and resources to help school staff, parents, and students navigate fundraising tactics including the following:

- **Memorandum: Smart Snacks Nutrition Standards and Exempt Fundraisers**
<http://www.fns.usda.gov/sites/default/files/SP36-2014os.pdf>
- **Issue Brief: Fundraisers**
http://www.fns.usda.gov/sites/default/files/allfoods_fundraisers.pdf
- **Healthy Fundraising (*USDA Healthy Meals Resource System*)**
<http://healthymeals.nal.usda.gov/local-wellness-policy-resources/wellness-policy-elements/healthy-fundraising>

Other policy guidance and resource materials on Smart Snacks may be found at the Food and Nutrition Service website at <http://www.fns.usda.gov/healthierschoolday/tools-schools-smart-snacks>.

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