

MORRISVILLE BOROUGH SCHOOL DISTRICT

ADMINISTRATIVE REGULATION

APPROVED: FEBRUARY 25, 2016

REVISED:

246-AR-8. MARKETING PLANS FOR STUDENT WELLNESS

School based marketing will be consistent with nutrition education and health promotion.

Students will receive positive, motivating messages, both verbal and nonverbal, about healthy eating and physical activity throughout the school setting. All school personnel will help reinforce these positive messages. Posters, artwork and information may be posted throughout school buildings, as well as in the cafeteria.

District schools will consider student needs when planning for a healthy school nutrition environment. Students may be asked for input and feedback, and attention will be given to their comments.

District schools will promote healthy food choices and not allow advertising or practices which promote less nutritious food choices.

Healthy eating and physical activity will be actively promoted to district staff, students, parents/guardians and the community at school registration, PTO/PTA meetings, open houses, health fairs, teacher inservice, etc.

School staff will work with a variety of media to spread the word to the community about a healthy school nutrition environment, such as the local newspaper, district and school newsletters and websites, and television stations.

Marketing Techniques/Activities

Marketing techniques and/or activities for promoting student wellness may include the following:

1. Programs that provide schools with supplies when families buy nutritious food products.
2. Wellness suggestions made during morning announcements in schools.
3. In-school television programming.

4. Free samples or coupons, including coupons for discount gym memberships.
5. Pricing structures that promote healthy options in a la carte lines or vending machines.
6. Sales of fruit or other healthy foods for fundraisers.