

Smart Snacks in Schools: Guidelines for Fundraising

USDA recently published nutrition standards for snack foods and beverages sold to children at school during the school day. These **Smart Snacks in Schools** nutrition standards, required by the Healthy, Hunger-Free Kids Act of 2010, allow schools to offer healthier snacks to children, while limiting junk food.

Here are a few reminders about the standards:

- Smart Snacks nutrition standards are now a federal law and must be implemented in schools across the country.
- They apply to all foods and beverages **sold** to students outside of the school meals programs. This includes vending machines, a la carte, school stores, snack carts, and in-school fundraising. They are in effect for the **entire school day** (midnight before to 30 minutes after the end of the school day) **across the entire school campus**.

Any food sold in schools must meet the following nutrition standards:

Calories	Snacks/sides: <200 Entrées: <350
Sodium	Snacks/sides: <230 mg* Entrées: <480 mg
Total fat	<35% of calories
Saturated fat	<10% of calories
Trans fat	0 grams
Sugars	<35% sugar by weight

*On 7/1/16, snack items must contain \leq 200 mg sodium



Any beverage* sold in schools must meet the following nutrition standards:

1) General Standards for all Grades

- ✓ Water (with or without carbonation)
- ✓ Non-fat milk (plain or flavored)
- ✓ Low-fat milk (plain only)
- ✓ 100% fruit or vegetable juice (no added sweeteners)
- ✓ 100% fruit or vegetable juice diluted with water

2) High School Only

- ✓ Low-calorie beverages (12 oz.) \leq 40 cal/8 oz. or \leq 60 cal/12 oz.
- ✓ Diet beverages <5 cal/8 oz. or \leq 10 cal/20 oz.
- ✓ No diet/regular sodas allowed at all

*Serving size limits: 8 oz. elementary school, 12 oz. middle & high school



How do the Smart Snacks guidelines affect fundraising?

- Foods and beverages sold to students as **fundraisers during the school day** must meet Smart Snacks standards.
- Non-food fundraisers or fundraisers that include foods and beverages that meet the standards are **not** limited in any way!

Healthy fundraising recommendations:

- “A-Thon” fundraisers
- Team sport tournament
- Field Day
- Talent show or craft fair
- Ad space in the school newsletter
- Yard sale or auction
- Singing/musical telegrams
- Sell healthy snacks
- Healthy cooking competition/demonstration
- Book/cookbook sale
- Sell fruit baskets
- Non-food baskets
- School stores
- Create and sell scratch cards
- Sell school logo merchandise
- School photo day



Check out these resources for more ideas:

- Alternative Fundraising Ideas, Alliance for a Healthier Generation: https://www.healthiergeneration.org/_asset/r588vm/08-459_AlternativeFundraisingIdeas.pdf
- A+ Fundraisers for High Schools, Alliance for a Healthier Generation: <http://www.nyc.gov/html/doh/downloads/pdf/cdp/fantastic-fund-hs.pdf>
- Swap Your Snack Success Stories, Alliance for a Healthier Generation: https://www.healthiergeneration.org/take_action/schools/snacks_and_beverages/smart_snacks/swap_your_snack/
- A Fresh Look at Healthy Fundraisers for Schools, East & Central Harlem District Public Health Office and the Strategic Alliance for Health: <http://www.nyc.gov/html/doh/downloads/pdf/dpho/dpho-fundraiser-guide.pdf>



**NYS Obesity Prevention
Center for Excellence**

www.nyopce.org



**Creating Healthy Schools
and Communities**