

SAMPLE EMAIL/LETTER TO PARENTS

Subject: New concession options

In response to requests from _____ (School name) _____ (School name) parents, students and staff, _____ (School name) concessions has added tasty, new menu options that will help our students play hard and stay at the top of their game, mentally and physically. We believe it is important for students to have healthy options available at school-related functions to help them form habits at a young age that can last a lifetime. Making the healthy choice the easy choice helps students become strong, healthy adults. Ensuring that students have healthy options available at our school's concession stands is one way we can help.

Starting _____ (Date), these tasty, affordable items will be sold at our concessions.

(List new items. Include photos if possible.)

Thank you!

SCHOOL POLICY

Your school has several options for crafting a healthy concessions policy:

Gold standard: The gold standard is to require that any foods or beverages made available to students on district property outside the school day meet Smart Snacks standards.

Alternative: If your school wants to start smaller and scale up, consider stipulating that 40% of the items sold at the concession stands (or choose your own percentage) will meet Smart Snacks standards.

Advertising: The Healthy, Hunger-Free Kids Act governs marketing practices around food in schools so you can refer to this policy to ensure that unhealthy foods are not being marketed to students.

For more information about Smart Snacks standards go to:
www.fns.usda.gov/school-meals/tools-schools-focusing-smart-snacks.