

Selling Obesity

Beverage Vending Machines in California High Schools

“The number of vending machines on campus ranged from zero to 34, with an average of 8 per school, or one machine for every 241 students.

Many complex factors contribute to the obesity epidemic in children. They include: increasing consumption of fast food and soft drinks, increasing portion sizes, decreased funding for physical and nutrition education in schools, advertising of junk food, limited access to healthy foods, and unsafe conditions for physical activity in neighborhoods.

Schools are where most children spend an average of 6 hours daily, 5 days a week, for the majority of the year, and eat one or two meals a day. Schools are uniquely positioned to reinforce the healthy eating and physical activity behaviors that children need to maintain optimal health and nutrition throughout their lives.

California has passed landmark legislation to improve the quality of foods and beverages sold in elementary and middle schools, but there is lots of work left to do in high schools where students are bombarded with opportunities to buy sugary drinks and high fat, high calorie foods throughout the school day.

This report describes the vending machine landscape in 27 California public high schools. It describes the types of beverages available to high school students as well as their accessibility and visibility on campus. The information presented here can be used to inform parents, policy makers, school officials and others interested in making schools healthier places in order to stem the tide of the obesity epidemic among California’s youth



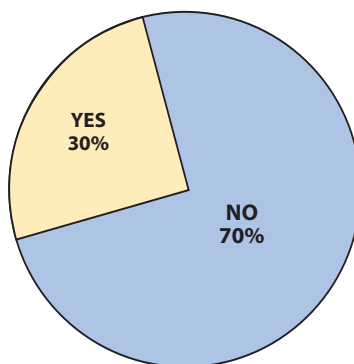
Easy to Find on Campus

Vending machines have become an integral part of the high school landscape – much like announcements over the PA system – students are exposed to them everyday. School vending machines are a source of much needed cash – and dollars generated by them fund everything from sports teams to school food service to extras for classroom teachers such as office supplies and field trips. Yet vending machines often sell a wide variety of sugary beverages that do not contribute to a healthy diet.

Students have a high degree of exposure to vended beverages. On average, schools had one vending machine for every 241 students, with the number of students per vending machine ranging from 1676 at a medium-sized school with only one vending machine to 79 students per machine at a small school with many vending machines.

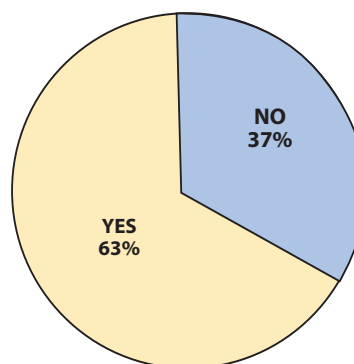
Vending machines are placed in high traffic areas on school campuses, where students eat lunch or pass through on their way to class. The majority were found in the main quad or courtyard, gym or PE area, and cafeteria or snack bar. Although some schools lock or turn the machines off at certain times, most are available to students at all hours of the school day.

In addition to their advantageous locations on campus, advertisements on vending machines make them easy to spot; they display large, illuminated graphics that are often the most colorful visual in an otherwise non-descript, locker-lined high school hallway. The most common advertisements found on vending machines were advertisements of Powerade



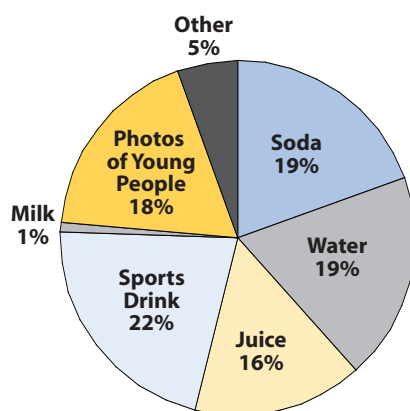
Adherence to SB965:
Districts without a beverage policy

Chart 1



Adherence to SB965:
Districts with a beverage policy

Chart 2



Types of beverages advertised on
beverage vending machines

Chart 3

and photos of young people, usually with small Coca-Cola logos (Chart 3). "Other" types of advertising primarily include: Snapple beverages, nature scenes, and general "hot drinks" or "cold drinks."

Vending Machine Beverages

Vending machines sell a wide variety of beverages ranging from sugary sodas and fruit drinks to water and 100% juices. Nine of the high schools visited did not have a policy setting guidelines for the types of beverages allowed for sale in vending machines. In these 9 schools, the majority of beverages offered in the vending machines were soda (46%) and sports drinks (15%). When the vending beverage offerings were compared to the standards defining healthy beverages in SB965 (California's 2005 state legislation that sets standards for beverages allowed for sale in public grades K - 12 and eliminates the sale of highly sweetened beverages) 7 out of 10 of the beverages would not be allowed under the standards (Chart 1).

Eighteen of the schools visited had a district policy that set standards for the beverages allowed for sale on the school campus. Some of these district standards were more lenient than the California standards (SB 965) and some were more stringent than the state standards. The beverage offerings were quite different in these schools, where sports drinks (24%) and 100% juice (22%) were the most commonly found vending beverages. When the vending beverages were compared to the state standards, 63% adhered and 37% did not (Chart 2).

Conclusions

Vending machines provide high school students with easy access to a wide variety of beverages during the school day. The majority tend to be sugary drinks that provide substantial calories and very few nutrients. Recent research has linked consumption of high sugar beverages to overweight. The following policy recommendations would assure that California high schools are healthy environments that encourage students' healthy eating habits:

Policy recommendations:

- Apply healthy beverage standards to 100% of the beverages offered on school campuses grades K-12.
- Ensure 100% compliance with existing policies.
- Eliminate advertising of beverages that don't comply with beverage standards.
- Price healthy beverages cheaper than unhealthy beverages.
- Increase/enhance the variety of healthy beverages to ensure more choices for students.

Beverages Found on High School Campuses That Don't Adhere To SB965

A&W Rootbeer	Minute Maid Lemonade Juice Drink	Snapple Raspberry Iced Tea
Apple Cranberry Juice Cocktail	Minute Maid Limeade	Sprite
Cactus Cooler	Minute Maid Orange Soda	Sprite Remix Tropical
Coke	Minute Maid Pink Lemonade	Strawberry Raspberry Juice
Coke C2	Minute Maid Raspberry Lemonade	Sunkist Orange Soda
Coke Cherry	Minute Maid Strawberry Passion	Tahitian Treat Fruit Punch
Country Time Lemonade	Minute Maid Strawberry Raspberry 30% Juice	Tropicana Fruit Punch
Country Time Pink Lemonade	Minute Maid Valencia Orange Soda	Tropicana Lemonade
Diet Coke	Minutemaid Apple Raspberry 25% Juice	Tropicana Peach Papaya
Diet Pepsi	Mountain Dew	Tropicana Pink Lemonade 3% Juice
Diet RC Cola with Splenda	Mountain Dew Code Red	Tropicana Strawberry Kiwi
Diet Seven Up	Mug Root Beer	Tropicana Strawberry Lemonade
Dr. Pepper	Nestea Cool Iced Tea	Tropicana Strawberry Melon Drink 5% Juice
Fanta Orange	Nestea Iced Tea	Vanilla Coke
Fruit Works Fruit Punch Juice Drink	Nestea Lemon Iced Tea	VeryFine Fruit Punch
Fruit Works Melon Juice Drink	Nestea Natural Lemon Flavored Iced Tea	VeryFine Lemonade
Fruitopia Strawberry Passion	Pepsi	VeryFine Orange Drink
Fruitworks Peach Papaya	Pepsi Vanilla	VeryFine Pineapple Orange
Fruitworks Pink Lemonade	Pepsi Wild Cherry	Welch's Apple Cranberry
Fruitworks Strawberry Melon	RC Cola	Welch's Cranberry Juice Cocktail
Hansen's Strawberry Banana Smoothie	Seven Up	Welch's Fruit Punch
Hot Chocolate	Sierra Mist	Welch's Grape Juice
Lipton Brisk Iced Tea	Slice	Welch's Grape Soda
Lipton brisk Iced Tea-Raspberry	Snapple Fruit Punch	Welch's Lemonade
Lipton's Brisk Lemon Iced Tea	Snapple Kiwi Strawberry	Welch's Mango Passionfruit
Minute Maid Berry Kiwi	Snapple Lemon Iced Tea	Welch's Orange Pineapple Juice Drink
Minute Maid Cran Apple	Snapple Mango Madness	Welch's Pineapple Soda
Minute Maid Cranberry Grape Juice	Snapple Orange Mango	Welch's Strawberry Kiwi Drink
Minute Maid Cranberry Raspberry Apple Blend	Snapple Peach Iced Tea	Welch's White Grape Peach Juice Drink
Minute Maid Fruit Punch Juice	Snapple Pink Lemonade	

Beverages Found on High School Campuses That Adhere To SB965

100% Apple Juice
After the Fall 100% Juice Kiwi Bear Punch
After the Fall 100% Juice Oregon Berry Juice
Aqua Pure Mountain Water
Aquafina Water
Arrowhead Water
Arrowhead Water -Sparkling Lemon Essence
Arrowhead Water -Sparkling Lime Essence
Big Bear Mountain Water
Crystal Geyser Water
Crystal Splash Black Cherry Electrolyte Replacement Beverage
Crystal Splash Kiwi Strawberry Electrolyte Replacement Beverage
Crystal Splash Kiwi Watermelon Electrolyte Replacement Beverage
Crystal Splash Wild Berry Electrolyte Replacement Beverage
Dasani Natural Lemon Flavored
Dasani Natural Raspberry Flavored
Dasani Water
Dejablue Water
Gatorade Cool Blue
Gatorade Cool Blue Raspberry
Gatorade Fierce Melon
Gatorade Fruit Punch
Gatorade Glacier Freeze
Gatorade Grape Frost
Gatorade Ice Lime
Gatorade Ice Orange
Gatorade Ice Strawberry
Gatorade Lemon Lime
Gatorade Lime
Gatorade Orange
Gatorade Riptide Rush
Gatorade Strawberry
Gatorade Strawberry Kiwi
Giga 100% Juice Banana Madness
Giga 100% Juice Crazy Kiwi
Giga 100% Juice Twisted Cherry Juice
Giga Stark Raving Orange 100% Juice
Langer's 100% Apple Juice
Langer's 100% Orange Juice
Minute Maid 100% Apple Juice
Minute Maid 100% Grapefruit Juice
Minute Maid 100% Orange Juice
Naturally Flavored Electrolyte Replacement Beverage-Wild Berry
Naturally Flavored Electrolyte Replacement Beverage-Black Cherry
Naturally Flavored Electrolyte Replacement Beverage-Kiwi Strawberry
Naturally Flavored Electrolyte Replacement Beverage-Kiwi Watermelon
Nesquik Fat Free Chocolate Milk
Powerade Arctic Shatter
Powerade Fruit Punch
Powerade Green Squall
Powerade Lemon Lime
Powerade Mountain Blast
Powerade Orange
Snapple 100% Apple Juice
Snapple 100% Fruit Punch
Snapple 100% Grape
Snapple 100% Green Apple Juice
Snapple 100% Orange Mango Juice
Sparkling Water
Switch 100% Apricot Peach Juice
Switch 100% Black Cherry Juice
Switch 100% Cranberry Ginger Juice
Switch 100% Orange Tangerine Juice
Switch 100% Tropical Punch Juice
Switch 100% Watermelon Strawberry Juice
Treetop 100% Apple Juice
Treetop 100% Fruit Punch Juice
Treetop 100% Juice Apple Raspberry
Treetop 100% Orange Juice
Treetop Apple Raspberry
Treetop Cherry Mango
Treetop Kiwi Strawberry
Treetop Mountain Berry
Treetop Orange Passionfruit
Treetop Tangerine Papaya
VeryFine 100% Grape Juice
VeryFine 100% Orange Juice
Vruit 100% Juice Berry Veggie Blend Juice
Vruit 100% Tropical Blend Juice
Water
Welch's 100% Apple Juice
Welch's 100% Grape Juice
Welch's 100% Orange Juice
White Wave Very Chocolate Soy Milk
White Wave Very Vanilla Soy Milk



Samuels & Associates
PUBLIC HEALTH RESEARCH
EVALUATION & POLICY CONSULTANTS

Prepared by Samuels & Associates
for The California Endowment



The California Endowment
21650 Oxnard Street, Suite 1200
Woodland Hills, CA 91367
800.449.4149
www.calendow.org