

**GREEN BAY AREA PUBLIC SCHOOL DISTRICT**  
**Board Policy Manual**

458-Rule

**PROCEDURES FOR IMPLEMENTING  
DISTRICT WELLNESS POLICY**

This local school wellness policy (“Wellness Policy” or “Policy”) applies to all District schools that participate in the National School Lunch Program and/or School Breakfast Program. The Policy applies to any non-participating District schools only where and to the extent “non-participating schools” are expressly mentioned within the Policy. The Wellness Policy outlines the District’s approach to ensuring appropriate environments and purposeful opportunities for students to learn about and practice healthy nutrition and to engage in physical activity. The Policy seeks to provide opportunities for all interested members of the schools and local community to become engaged in and contribute to this important work.

**I. Definitions**

- A. School Campus. School Campus means areas that are owned or leased by the school and used at any time for school-related activities, including on the outside of the school building, school buses or other vehicles used to transport students, athletic fields and stadiums (e.g., on scoreboards, coolers, cups and water bottles), or parking lots.
  
- B. Marketing of Food and Beverages. Food and beverage marketing is defined as advertising and other promotions in schools. Food and beverage marketing often includes oral, written or graphic statements made for the purpose of promoting the sale of a food or beverage product made by the producer, manufacturer, seller or any other entity with a commercial interest in the product. This term includes, but is not limited to, the following:
  - 1. Brand names, trademarks, logos or tags, except when placed on a physically present food or beverage product or its container.
  - 2. Displays, such as on a vending machine exterior.
  - 3. Corporate brand, logo, name or trademark on school equipment, such as marquees, message boards, scoreboards or backboards. (Note: Immediate replacement of these items is not required; however, the District will replace or update scoreboards or other durable equipment when existing contracts are up for renewal or to the extent that it is financially possible over time so that items are in compliance with the marketing policy.)
  - 4. Corporate brand, logo, name or trademark on cups used for beverage dispensing, menu boards, coolers, trash cans and other food service equipment; as well as on posters, book covers, pupil assignment books or school supplies displayed, distributed, offered or sold by the District.
  - 5. Advertisements in school publications or school mailings.

6. Free product samples, taste tests or coupons of a product or free samples displaying advertising of a product.

C. School Day. School Day is defined as the period from the midnight before to 30 minutes after the end of the instructional day.

## **II. Designated In-District Wellness Policy Leadership**

The District designates the following individuals as local Wellness Policy leaders with the goal and intent of ensuring, to the extent applicable, each school's compliance with the Wellness Policy. The Associate Superintendent of Continuous Improvement or his or her designee shall be primarily responsible for the District-wide implementation and oversight of the District's Wellness Policy. In addition, the building principal or designee shall serve as the designated school level wellness coordinator at each individual school within the District.

## **III. Locally-Selected Wellness Policy Goals**

To promote the health and well-being of District students, the District has adopted the following school wellness goals:

- A. Physical Activity Goals. The physical activity goals within this Wellness Policy are intended to help students develop their knowledge, experience and interest in specific physical activities and to obtain and appreciate the short-term and long-term benefits of personal fitness. The goals listed below, which focus on students directly engaging in physical movement and exercise, will support and supplement the District's comprehensive physical education curriculum.
  1. Provide opportunity for physical activity in a school's daily educational program for grades pre-kindergarten through grade 12.
  2. Provide a curriculum framework for a comprehensive program of physical education across grade levels. Physical education shall be designed to build interest and proficiency in the skills, knowledge and attitudes essential to a lifelong physically active lifestyle that foster a positive atmosphere, encourage self-discipline, develop motor skills and promote activities that can be carried out over the course of students' lives.
  3. Ensure that elementary schools provide supervised recess, preferably outdoors, during which schools should encourage moderate to vigorous physical activity through the provision of space and equipment.
  4. Offer extended learning and enrichment programs with embedded opportunities for daily periods of moderate to vigorous physical activity for all participants through the provision of space, equipment and activities such as:
    - a. Physical activity programs;
    - b. Intramural programs; and
    - c. Interscholastic sports programs at the high schools and middle schools.
- B. Nutrition Education Goals. The nutrition education goals established within this Wellness Policy are intended to support and supplement state-mandated curricular elements that relate to health and nutrition, for the purpose of providing students

with the knowledge and skills necessary to appreciate the benefits of and make sound decisions related to eating habits and nutrition.

1. Collaborate with school meal programs, cafeteria nutrition promotion activities, school gardens, community organizations and other school foods and nutrition-related community services.
2. Include in the health education and/or family and consumer science curriculum the following essential topics on healthy eating:
  - a. Nutritional guidelines;
  - b. Reading and using food labels;
  - c. Balancing food intake and physical activity;
  - d. Safe food preparation, sanitation of equipment and storage of food;
  - e. Social influences on healthy eating, including media, family, peers and culture;
  - f. Accessing valid information or services related to nutrition and dietary behavior;
  - g. Advocating for their own healthy dietary behavior; and
  - h. Influencing, supporting or advocating for others' healthy dietary behavior.

C. Nutrition Promotion Goals. By establishing nutrition promotion goals, the District intends to provide resources and opportunities for students, staff and others that will help students to recognize, develop and practice healthy eating habits within the school environment, at home and/or in other community settings. In promoting a healthy school environment and proper dietary habits for students and staff, the District shall:

1. Provide quality school meals with an emphasis on nutrient dense foods such as lean proteins, whole grains, low-fat dairy products and a variety of fruits and vegetables.
2. Offer access to healthy food and beverage choices during the School Day that meet the USDA standards and that may be marketed to students during the School Day.
3. Promote fruits, vegetables, whole-grain products, low-fat and fat-free dairy products and healthy food preparation methods.
4. Make available nutrition guidelines for all foods and beverages offered and/or available during the School Day.
5. Emphasize caloric balance between food intake and energy expenditure (promote physical activity/exercise).
6. Market healthy foods creatively throughout the School Day.
7. Partner with community agencies to provide nutrition focused promotional materials to families.

D. Goals for Other School-Based Activities that Promote Student Wellness. By establishing goals for other school-based activities that promote student wellness within this Wellness Policy, the District attempts to recognize that wellness initiatives can be integrated across a variety of school-related settings and can extend beyond the school food service venues and the facilities that are specifically intended for engaging in physical activity. In addition, it is possible to

promote student wellness through programs that facilitate parent/family engagement or that involve partnerships or coordination with other public and private entities.

1. The District will develop, enhance and continue relationships with community partners in support of the implementation of the Wellness Policy. Existing and new community partnerships and sponsorships will be evaluated to ensure that they are consistent with the Wellness Policy and its goals.
2. The District will promote to parents/guardians, families and the general community the benefits of and approaches for healthy eating and physical activity throughout the school year. Families will be informed of and invited to participate in school-sponsored activities and will receive information about health promotion efforts.

#### **IV. Standards and Nutrition Guidelines for Foods and Beverages Available to Students**

- A. Foods Sold to Students at School. The following nutrition standards and guidelines apply to foods and beverages offered for sale to students on a School Campus during the official School Day:
1. Reimbursable meals offered in any federally-subsidized school meal program shall meet the statutory and regulatory nutrition standards established for such meals.
  2. Foods and beverages sold to students outside of the school meal programs shall meet at least the USDA's minimum nutrition standards for such items (also called the "smart snacks" or "competitive food" standards), including all permissible exemptions and exceptions that are identified in the regulations or otherwise expressly allowed by the USDA. These standards apply, for example, to a la carte options in cafeterias, vending machines that are accessible to students and items sold in school stores or on snack carts.
  3. Both the federal standards and this Wellness Policy allow a building principal, or another administrative-level designee, to approve (to the extent authorized by the Department of Public Instruction) a limited number of exempt student organization fundraisers involving the sale of food or beverage items that do not meet any minimum nutrition standards. DPI currently allows up to two approved exempt fundraisers per student organization per school year, with each such fundraiser lasting no longer than two weeks. However, an approved exempt fundraiser may not take place in the food service area during any school meal period. In addition, an authorized exempt fundraiser must adhere to all other District policies and procedures related to fundraisers.
  4. Foods that, with appropriate District approval, are ordered and delivered at school or through a school-related activity, but that are not intended to be (and that due to packaging, preparation requirements, etc., cannot reasonably be) consumed on a School Campus (such as a frozen pizza fundraiser) are not subject to any specific nutrition standards or time or location restrictions regarding orders or deliveries under this local Wellness Policy.

- B. Other Food Available at Schools. The following standards and guidelines apply to foods and beverages that are offered or distributed (but not sold) to students on a School Campus during the official School Day. The District shall inform staff of these standards and guidelines in an effort to provide clarity and assist staff, students and families in adhering to the District's Wellness Plan.
1. Beverages:
    - a. Any beverages that do not meet the USDA Smart Snacks in School nutrition standards (or current applicable federal nutrition standards) should not be served or distributed to students during the School Day without first receiving documented permission from the building principal or designee.
    - b. All schools must also be aware of and adhere to federal requirements regarding the availability of free drinking water for students.
  2. Classroom Celebrations, Receptions for Special Events, Special Occasions and Other School-Sponsored Meetings and Events:
    - a. School Provided Food. Items of minimal nutritional value that do not meet the USDA Smart Snacks in School nutrition standards (or current applicable federal nutrition standards) may be served or distributed to students with approval by the building principal or his/her designee. Staff shall provide notice to parents prior to the serving or distribution of such food and permit students to bring for his/her own consumption one or more healthy alternatives in conjunction with any items of minimal nutritional value that may be offered.
    - b. Parent Provided Food. Staff shall encourage parents and guardians to provide a healthy snack item to be offered in conjunction with any offering of minimal nutritional value.
    - c. Dietary Accommodations. As needed and while maintaining an appropriate degree of confidentiality, staff will also make parents, guardians and students aware of restricted foods to be avoided as a means of accommodating any identified food allergies or similar dietary restriction within the relevant class or other student group.
  3. Food Offered as Part of Curriculum: Whenever feasible, staff will make healthier alternatives to recipes in food that is made as part of a program's curriculum (e.g., Culinary Arts and Family Consumer Science Programs). The food produced may only be consumed by the students who participated in the assignment as part of the class, and may not be sold or given away to any other students.
  4. Teacher-Initiated Rewards or Learning Incentives: Staff will be encouraged to use non-food items as student rewards or learning incentives. In the event staff members feel compelled to utilize food items as an incentive, items that meet the USDA Smart Snacks in Schools nutrition standards (or current applicable nutrition standards) should be considered first and foods of minimal nutritional value should be kept to a minimum.

- C. Food an Individual Student Brings from Home. Nothing in this Wellness Policy attempts to create or modify any District or school rules for the foods and beverages that a student brings to school for his/her own consumption.

**V. Marketing of Food and Beverages**

- A. No District official, employee or agent shall prospectively authorize or allow the marketing of any foods or beverages on a School Campus during the School Day that do not meet the minimum federal nutritional standards for foods and beverages that are sold to students outside of the school meal programs.
- B. The prohibition on the marketing of certain foods and beverages established in the previous paragraph is clarified and limited as follows:
1. The limitations on food and beverage marketing do not apply to events or activities that occur on non-School Days or outside of the School Day for students.
  2. The limitations do not apply to materials used for educational purposes in the classroom.
  3. The prospective aspect of the limitations means, for example, that any stock-on-hand of non-compliant materials may be exhausted and that any non-compliant durable equipment (such as a menu board or a scoreboard in a gymnasium) can continue to be used until it is replaced.
  4. The limitations do not categorically prohibit the display or presentation of marketing materials that identify a general brand that is widely associated with specific products that are considered healthy and other specific products that would be considered unhealthy (i.e., that would not meet the minimum federal standards for “competitive food” sold in schools). However, the degree to which a general brand may be more strongly associated with unhealthy products should be considered in evaluating any specific marketing-related proposal.
  5. Because the minimum federal nutritional standards for foods and beverages that are sold to students at school and outside of the school meal programs include a provision allowing a limited number of approved, exempt fundraisers, the marketing limitations do not apply to materials that relate to such fundraisers.
  6. Although students and staff remain subject to any other applicable District rules, the marketing limitations in this Wellness Policy are not intended to be enforced with respect to personal items, such as clothing worn by a student, a lunch bag, a water bottle or thermos, or the packaging on items that are brought from home for personal consumption.

**VI. Stakeholder Involvement and Community and Family Engagement**

A. District Wellness Committee.

1. The District will convene a wellness committee that will include, when possible, school administrators, teachers (including physical education, health education, and family consumer science teachers), school food service staff, school health professionals (e.g., a registered nurse serving the schools),

students, parents and guardians, School Board members, and other interested members of the community to participate in the development, implementation and periodic review and updating of the District's Wellness Policy. The District will actively communicate ways in which representatives of the District's wellness committee and others can participate in the development, implementation and periodic review and updating of the Wellness Policy through a variety of means appropriate for the District.

2. The Associate Superintendent of Continuous Improvement or his or her designee shall determine the number of people on and the composition of the District's wellness committee.
3. The Associate Superintendent of Continuous Improvement or his or her designee shall select a chairperson to convene and oversee the District's wellness committee.
4. The District's wellness committee responsibilities shall include:
  - a. In collaboration with individual schools, monitoring individual schools' compliance with the District's Wellness Policy;
  - b. Fostering communication among schools regarding wellness activities;
  - c. Providing guidance to staff with respect to possible alternative options to snacks or suggested snacks;
  - d. Identifying and promoting professional development opportunities for staff relative to student wellness;
  - e. Nutrition promotion through avenues such as the District's web page and school newsletters; and
  - f. Making recommendations for changes and updates to the District's Wellness Policy.

**B. School Wellness Coordinator.**

1. Each designated school wellness coordinator shall incorporate ongoing school wellness as part of its school improvement process to review school-level issues and provide input on strategies to meet wellness initiatives, in coordination with the District's wellness committee.
2. The designated school wellness coordinator will oversee the school's wellness initiatives and compliance with the District's Wellness Policy.
3. The designated school wellness coordinator shall be responsible for ensuring that the nutrition goals, physical activity goals and other wellness related activities are incorporated into the school's planning and implementation process.

**VII. Assessment, Revisions and Updates**

- A. At least once every three years, the District will evaluate compliance with the Wellness Policy including:
1. The extent to which schools under the jurisdiction of the District are in compliance with the Wellness Policy;
  2. The extent to which the District's Wellness Policy compares to one or more model local school wellness policies/plans; and

3. A description of the progress made in attaining the goals of the District's Wellness Policy.
- B. Such assessments will be completed under the direction of the Associate Superintendent of Continuous Improvement or his or her designee.
  - C. The District will assess and update or modify the Wellness Policy at least every three years, based on the results of the triennial assessments and/or as District priorities change; community needs change; wellness goals are met; new health science, information and technology emerges; and new federal or state guidance or standards are issued.

#### **VIII. Notice**

- A. The District will actively inform families and the public each year of basic information about its Wellness Policy, including its content, any updates to the Wellness Policy, implementation status, the name and contact information of the chairperson of the District's wellness committee, as well as information on how the public can get involved with the District's wellness committee.
- B. The District will actively notify households/families and the community of the availability of the triennial progress report.
- C. The District will use electronic mechanisms, such as email or displaying notices on the District's website, as well as non-electronic mechanisms, such as newsletters, presentations to parents, or sending information home to parents, to ensure that all families are actively notified of the content of, implementation of, and updates to the Wellness Policy, as well as how to get involved and support the Wellness Policy. The District will ensure that communications are culturally and linguistically appropriate to the community and accomplished through means similar to other ways that the District and individual schools are communicating important school information with parents.

#### **IX. Records.**

- A. The District will retain records to document compliance with the requirements of the Wellness Policy. Documentation maintained will include, but will not be limited to:
  1. The written Wellness Policy;
  2. The name and contact information of the District and/or school officials who have been designated as local wellness program leaders;
  3. Documentation demonstrating that the Policy has been made available to the public;
  4. Documentation of efforts to review and update the District's Wellness Policy, including an indication of who is involved in the update and methods the District uses to make stakeholders aware of their ability to participate on the District's wellness committee;



5. Documentation to demonstrate compliance with the annual public notification requirements;
6. The most recent assessment on the implementation of the District's Wellness Policy for each school under the District's jurisdiction; and
7. Documentation demonstrating the most recent assessment on the implementation of the District's Wellness Policy has been made available to the public.

B. The District will post its Wellness Policy and progress reports on the District's website and/or District-wide communications.

**X. USDA Nondiscrimination Statement And Compliance Information**

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](#), (AD-3027) found online at: [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

This institution is an equal opportunity provider.

LEGAL REF: National School Lunch Program and School Breakfast Program: Nutrition Standards for All Foods Sold in School as Required by the Healthy, Hunger-Free Kids Act of 2010; 7 CFR Parts 210, 215, and 220, et al.

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