



Alliance
for a
**Healthier
Generation**

American Heart
Association



www.HealthierGeneration.org
1-888-KID-HLTH

Competitive Foods - Beverages Activities

Introduction to the Alliance School Beverage Guidelines and Criteria

This session will include: an overview of the Guidelines and their rationale of encouraging adequate hydration without excessive caloric intake; answers to frequently asked questions regarding portion size, nutrition science and compliant products; and an introduction to the Alliance School Beverage Guidelines Implementers' Toolkit and Best Practices

Activity:

Using the appropriate beverage checklist for your school (scroll to the bottom of the page at www.healthiergeneration.org/beverages to download) take an inventory of **all venues** in your school that sell beverages outside of the school meal. These may include vending machines, the school store, a la carte in the cafeteria, snack carts, as fundraisers, etc. Using this checklist will help you determine which beverages in your school meet the Alliance School Beverage Guidelines and which don't.

The Alliance School Beverage Guidelines: Common Implementation Issues and Solutions

This session will include: an overview of the agreement between the Alliance and the ABA, Cadbury Schweppes, Coca-Cola and PepsiCo; and a discussion of common implementation issues such as potential loss of revenue, product availability, student demand, timing and location, and some solutions and best practices.

Activity:

[Develop a list of the venues that sell beverages to students in your school. Next, determine the department, faculty member or administrator who is responsible for each venue](#) (signs the contract, manages the revenue, orders the products, etc.). Introduce the Guidelines to these individuals (the Guidelines can be found at www.healthiergeneration.org/beverages) and discuss how to proceed



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with making changes so that all venues in the school are compliant with the Alliance School Beverage Guidelines.

Communicating and Marketing Beverage Changes to Students and Staff

This session will include: ideas for generating student demand and encouraging the purchase of new products; information on communicating the changes to the school community; and best practices from schools that have successfully made the change to their beverage product mix.

Activity:

Involve students in marketing and communicating the changes as they often have the best ideas on the messages and tactics that will or will not work with their peers. **Choose one of the following actions** to begin to engage your students:

- Work with food service staff to hold free taste tests of different beverages that meet the Guidelines. This will help you find out what students will actually purchase.
- Survey your students on what beverages they favor that meet the Guidelines. This will alert them to the fact that changes are coming so they are prepared, and will give you information on the types of beverages they will purchase.
- Hold a poster contest where students come up with ideas and messages to market the compliant beverages in your school.



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