

I. Policy Statement

The Board of Education of Howard County recognizes the connection between health and wellness and student achievement and that students need nourishing foods and physical activity in order to grow, learn, and thrive. The Board recognizes its responsibility to provide a safe and healthy learning environment for all students. The Board recognizes that staff wellness is also an integral part of a healthy school environment and believes that promoting staff wellness fosters improved health status, improved morale, greater commitment to the health of students, and positive role modeling opportunities.

The Board further acknowledges the necessity for the Howard County Public School System (HCPSS) to ensure a coordinated approach to school health. The Board acknowledges the necessity to ensure that the school environment promotes and protects students' ability to learn by providing nutrition education, physical activity, and a variety of healthy food and beverage choices. The Board believes schools have a responsibility to help students develop the skills, knowledge, and attitudes necessary to adopt and maintain a healthy lifestyle.

II. Purpose

The purpose of this policy is to provide direction to HCPSS staff regarding staff and student wellness through nutrition education, physical education, physical activity, and the selection of nourishing foods and beverages and to fulfill the requirements of the Healthy Hunger-Free Kids Act of 2010.

III. Definitions

Within the context of this policy, the following definitions apply:

- A. Comprehensive School Health Education – A sequential curriculum that addresses the physical, emotional, and social dimensions of health; develops knowledge, attitudes, and skills regarding health; and is tailored to the developmental level of children.
- B. Concessions – Foods sold on school property at events such as sports where members of the public make up a substantial portion of the customers.
- C. Coordinated School Health – A systematic approach to improving the health and well-being of all students so they can fully participate and be successful in school.

Coordinated school health typically integrates health promotion efforts across eight interrelated components that already exist to some extent in most schools. These components include health education, physical education, health services, nutrition services, counseling, psychological and social services, healthy and safe school environments, staff wellness, and family and community involvement.

- D. Curriculum – The prescribed elements of programs and courses which state clearly and specifically what students are expected to know and be able to do, how well they will be able to do it, how they will meet the learning objectives, and by what means they will be assessed.
- E. Extracurricular Activities – Activities available to students beyond the regular school day which are voluntary and are not required for satisfactory completion of a particular class.
- F. Healthy Eating Behavior – The federal recommendations for meals, such as making one’s plate half fruits and vegetables, eliminating sugary drinks, and limiting empty calories.
- G. Healthy and Nutrient-Dense Foods – Foods that provide substantial amounts of vitamins and minerals while limiting the amount of sugar, fat, salt, and calories per serving such as fruits, vegetables, whole grains, and low-fat dairy products.
- H. Howard County School Health Council (HCSHC) – An advisory group, which identifies needs, reviews practices, programs and policies, and generally provides advice to the HCPSS and the Howard County Health Department (HCHD) on aspects of child health as defined by the coordinated school health approach.
- I. Institute of Medicine (IOM) Nutrition Standards – Recommendations regarding appropriate nutritional guidelines for consumption of foods at schools.
- J. Interscholastic Athletics – Approved athletic competition between or among two or more high schools.
- K. Intramural Program – An extracurricular activity program within a school that provides students an opportunity to participate in activities that are an extension of the physical education program.
- L. Nutrition Education – Educational strategies designed to facilitate voluntary adoption of food choices and other food- and nutrition-related behaviors conducive to health and well-being.
- M. Physical Education – A sequential curriculum that teaches skills, knowledge, and attitudes which are needed to establish and lead a physically active life.

- N. Recess – Regularly scheduled periods within the school day for unstructured physical activity and play.
- O. School Day – The period from midnight (12:01 a.m.) before to 30 minutes after the dismissal bell for students.

IV. Standards

A. Health and Nutrition Education

Health and nutrition education provides students with opportunities to acquire the knowledge, attitudes, and skills necessary for making health-promoting decisions, achieving health literacy, adopting health-enhancing behaviors, and promoting the health of others.

1. The HCPSS will implement a curriculum in nutrition education as part of the instructional program in comprehensive health education, in accordance with COMAR 13A.04.18.
2. Nutrition education will be included in the health education curriculum each year in prekindergarten–grade 8, and in the high school health education curriculum that enables students to meet graduation requirements and to select a health education elective.
3. The health education curriculum will be aligned with the National Health Education Standards and the Maryland State Health Education Curriculum.
4. Nutrition education will be integrated in appropriate curricular areas.

B. Physical Education

Physical education provides instructional opportunities for students to gain the necessary skills and knowledge for lifelong participation in physical activity.

1. The HCPSS will implement a curriculum in physical education in accordance with Maryland State Physical Education Curriculum, COMAR 13A.04.13, and the Fitness and Equity Act 2008.
2. Physical education will be provided each year for all students in prekindergarten–grade 8.
3. In grades 9–12, program offerings will be provided to enable students to meet graduation requirements and to select physical education electives.

4. Under the Maryland State Board of Education regulations, the physical education curriculum will be modified if a student's physical limitation or medical condition warrants such accommodation rather than exemption from physical education.

C. Physical Activity

Physical activity opportunities will be offered throughout the school day to support student learning and achievement.

1. Recess will be a daily component of all elementary and middle school students' physical, social, and academic development.
2. Recess will provide an opportunity for students to take a break from classwork, engage in play with their peers, and participate in unstructured activities.
3. Staff members will not deny participation in recess or other physical activity opportunities as a form of discipline or punishment unless the safety of students is in question.
4. Physical activity will not be used as a punishment (e.g. running laps or doing push-ups).
5. All staff will be provided professional development on physical activity breaks and encouraged to incorporate physical activity into classroom instruction.
6. All middle school students will have the opportunity to participate in intramural sports and other physical activities which will be provided by each middle school.
7. Each high school will provide an interscholastic athletic program in accordance with Policy 9080 Interscholastic Athletic Program and Policy 9070 Academic Eligibility for Extracurricular Activities.
8. The HCPSS will promote using school facilities outside of school hours for physical activity programs offered by community-based organizations. Priority for space within school buildings will be given to school-sponsored activities and community-based activities in accordance with Policy 10020 Use of School Facilities.

D. Nutrition Services; Foods and Beverages

The HCPSS will provide access to a variety of nutritious and appealing meals that accommodate the health and nutrition needs of all students. The following standards apply to all foods and beverages made available to students at school during the school day.

1. General

- a. All foods will meet safety guidelines (as outlined in the Howard County Health Department Regulations).
- b. Foods and beverages will not be consumed as part of the instructional program except as defined in the curriculum and/or when indicated in a student's Individualized Educational Program (IEP) or 504 Plan.
- c. Foods and beverages will not be offered as a reward or withheld as punishment, except when indicated in a student's IEP or 504 Plan.
- d. All students and employees will have free access to clean and safe drinking water throughout the school day and at after-school activities. The HCPSS promotes the consumption of water as an essential element that plays a role in overall health and wellness.
- e. Foods and beverages will comply with the IOM Nutrition Standards.

2. School Meals

- a. The HCPSS will provide the opportunity for all students to begin the school day with a nutritious breakfast.
- b. The HCPSS School Food and Nutrition Service Office, in consultation with the HCPSS registered dietitian, will make meal pattern lunches available to students each day that school is in session (including early dismissal days), as well as a la carte and snack/dessert items.
- c. School nutrition programs will reflect the U.S. Dietary Guidelines for Americans, the Healthier US Schools Challenge Standards, and the IOM Nutrition Standards. Nutritional information will be posted on the HCPSS School Meals website.

3. Other Foods and Beverages

- a. A la carte and snack/dessert items sold by the Food and Nutrition Service will be reviewed by the HCPSS registered dietitian and meet the guidelines from the IOM Nutrition Standards. Nutritional information will be posted on the HCPSS School Meals website.
- b. School celebrations involving foods and beverages may be permitted by the principal no more than twelve times per year after the end of the last lunch period. Schools are encouraged to develop alternatives to the use of foods and beverages for celebrations.

- c. All foods and beverages sold in vending machines that are accessible to students will meet the IOM Nutrition Standards.
- d. Clubs and organizations authorized to raise money on school property using order forms for foods and beverages to be consumed off of school property are encouraged to offer healthier options. Clubs and organizations are also encouraged to consider fundraisers that do not involve foods and beverages.

E. Staff Health and Wellness

- 1. The HCPSS will provide opportunities for staff members to improve their health status through the HCPSS Commit To Be Fit Employee Wellness Program which includes activities such as health assessments, health education, and health-related fitness activities.
- 2. The HCPSS Commit To Be Fit Employee Wellness Program will be overseen by the Employee Wellness Council consisting of representatives from all employee groups.
- 3. All staff members are encouraged to model healthful eating and physical activity.

V. Responsibilities

- A. The Superintendent/Designee will provide an annual report on the implementation of the policy.
- B. The Superintendent/Designee will ensure that any subsequent changes to this policy are reported to the MSDE.
- C. The Superintendent/Designee will develop, implement and monitor a process for the development and review of the HCPSS's curriculum and assessment programs that complies with state and local requirements and provides sufficient academic rigor for students.
- D. The Superintendent/Designee will provide for annual notification of this policy and procedures to staff, students, parents, and the community.
- E. The Superintendent/Designee will ensure that opportunities for physical activity are provided during the school day in accordance with this policy.
- F. The Superintendent/Designee will oversee school implementation and compliance with this policy, including:
 - 1. Provide technical assistance and support to assist schools with implementation of the policy and improve programming functions.

2. Ensure schools are offered support services through various departments including the Food and Nutrition Service, Physical Education, and Health and Physical Education, to ensure the full implementation of this policy.
 3. Establish a process for identifying and distributing resources made available by qualified agencies and community organizations for the purpose of collaborating with schools and community organizations such as Boosters, the Community Advisory Council (CAC), and the PTA Council of Howard County (PTACHC) to enhance implementation of this policy.
 4. Establish a process to gather feedback from individual schools, community partners, students, and parents on the implementation of the policy.
 5. Conduct periodic evaluations and report on systemwide and individual schools' compliance with the policy.
 6. Conduct periodic, systemwide review and assessment of this policy and other related Board policies on their effectiveness and, based on this assessment, propose policy revisions.
- G. Each school principal will ensure that a School Wellness Team is formed annually to spearhead health and wellness initiatives at the school that are in compliance with this policy. The principal will establish a system to annually identify School Wellness Team members which may include parents/guardians, teachers of physical education, classroom teachers, school nurses/assistants, students, school administrators, and community health and wellness partners.
- H. Each school principal will annually designate a school employee to serve as the School Wellness Champion who will:
1. Lead and coordinate their school's efforts to increase healthy eating and physical activity for students.
 2. Serve as the liaison for their respective school's policy implementation and reporting.
 3. Establish and lead a School Wellness Team that develops goals, strategies, and initiatives for student health, wellness, and physical activity during the school year.
- I. Each school principal will provide annual updates to the Superintendent/Designee regarding the school's health and wellness initiatives and the school's implementation of this policy.
- J. The Howard County School Health Council, which serves in an advisory capacity, will provide feedback annually to the Board.

- K. The HCPSS will report the number of schools that meet the HealthierUS Schools Challenge at the conclusion of each award cycle. Additional annual school progress measures may be developed to track progress on implementation of Coordinated School Health.
- L. The Food and Nutrition Service Office and school principals will ensure that all foods and beverages made available to students in schools or through school-sponsored events, from 12:01 a.m. until the end of the school day, are in compliance with this policy.
- M. Professional development on the implementation of this policy will be provided as part of the regular professional development program for staff.

VI. Delegation of Authority

The Superintendent is authorized to develop procedures for the implementation of this policy.

VII. References

- A. Legal
 - National School Lunch Act, Public Law 79-396, Section 9 amended
 - Child Nutrition and WIC Reauthorization Act of 2004, Public Law 108-265, Section 204
 - 7 CFR 210-11, Foods of Nutritional Value
 - 7 CFR 220.12, Competitive Food Services
 - COMAR 13A.04.13 Maryland State Physical Education Curriculum
 - COMAR 13A.04.13.01 Requirements for Physical Education Instructional Programs for Grades K-12
 - COMAR 13A.04.18 Program in Comprehensive Health Education
 - COMAR 13A.05.05 Programs of Pupil Services
 - COMAR 13A.05.05.05-.15 Regulations for School Health Services
 - COMAR 13A.06.03 Interscholastic Athletics in the State
 - COMAR 13A.06.04 Corollary Athletic Programs
 - Maryland State Student Health Promotion Act of 2005
 - Fitness and Equity Act 2008
- B. Other Board Policies
 - Policy 2050 Advisory Committees to Staff and Schools
 - Policy 2060 Advisory Committees to the Board of Education
 - Policy 4020 Fund Raising
 - Policy 5200 Pupil Transportation
 - Policy 6020 School Planning/School Construction Programs
 - Policy 7120 Coaches and Advisors of High School Extracurricular Activities
 - Policy 8000 Curriculum
 - Policy 8090 Non-School-Hour Curricular Programs
 - Policy 9070 Academic Eligibility for High School Extracurricular Activities

Policy 9080 Interscholastic Athletic Program
Policy 10000 Parent, Family and Community Involvement
Policy 10010 Distribution and Display of Materials and Announcements
Policy 10020 Use of School Facilities

- C. Relevant Data Sources
Annual Report on Implementation of Policy 9090 Wellness Through Nutrition and Physical Activity
Lifetime Fitness Course Assessment
Trend data for Fitnessgram
Maryland Youth Tobacco and Risk Behavior Survey (CDC)
Maryland Hunger Solutions – School Breakfast in Maryland’s Counties Policy Brief
Maryland Hunger Solutions – The Federal Nutrition Programs in Howard County Report
- D. Other
HCPSS Student Code of Conduct
HealthierUS Schools Challenge Standards
Howard County Health Department Regulations
Institute of Medicine (IOM) Nutrition Standards
Maryland State Department of Education, School and Community Branch, Management and Operations Memorandum (MOM) #12
Health Department Hazard Analysis Critical Control Points (HACCP)
USDA Regulations for Child Nutrition Programs
U.S. Dietary Guidelines for Americans

VIII. History

ADOPTED: March 23, 2006

REVIEWED:

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May 13, 2010

April 10, 2014

EFFECTIVE: September 17, 2015

WELLNESS THROUGH NUTRITION
AND PHYSICAL ACTIVITY

Effective: June 8, 2017

I. Implementation Procedures Statement

Coordinated school health is a systematic approach to improving students' health and well-being so they can participate and succeed in school. Developing habits for healthy eating and regular physical activity can have a lifelong positive impact on students' health. A coordinated approach calls for the Board of Education, Superintendent, and staff to work together, engage families and communities, and commit to consistent modeling of healthy behaviors. Attention to the physical, social, emotional, and mental health of our student body involves the entire community, including students, parents, counselors, teachers, health professionals, community organizations, administrators, and more.

In order to successfully implement this policy, the Howard County Public School System (HCPSS) is committed to engaging and educating the community, staff, and students of the importance of health and well-being to academic achievement.

II. Health and Nutrition Education

- A. Students in prekindergarten–grade 12 will receive health education in multiple formats with opportunities to acquire the knowledge, attitudes, and skills necessary for making health-promoting decisions, achieving health literacy, adopting health-enhancing behaviors, and promoting healthy lifestyles.
- B. The health education curriculum will include nutrition education for students in prekindergarten–grade 8 and in a required high school health education course. Nutrition education will provide students with developmentally appropriate, culturally relevant, participatory activities to develop student understanding of the food system and to experience a variety of tastes.
 - 1. At the elementary level, the health education curriculum will be taught by the classroom teacher as one of the five content areas in the elementary curricular program.

2. At the middle school level, the health education curriculum will be taught every other day for one semester, or in a schedule with a comparable number of hours.
 3. At the high school level, the health education curriculum will be taught for one semester (18 weeks) to meet high school graduation requirements.
 4. Nutrition education will develop student understanding of the food system and aid students in experiencing different tastes through programs such as: school gardens, visiting local farms, Days of Taste or similar programs, Department of Agriculture Robinson Nature Center, community college curriculum, and others.
 5. The cafeteria will be utilized as a learning environment to reinforce nutrition education.
- C. Nutrition education will be included in the essential objectives in appropriate elective courses such as Family and Consumer Sciences, Health Education, and Physical Education.
- D. Staff will be encouraged to teach nutrition education through content integration in curricular areas such as science, mathematics, and social studies. HCPSS will provide resources to all teachers on how to integrate nutrition education into the curriculum.
- E. Staff will collaborate with other programs and offices such as the Gifted and Talented Program, and Student Services to deliver nutrition education through classroom, small group, and individual activities.
- F. Nutrition information and resources will be provided to families through newsletters, publications, health fairs, the HCPSS website, and other means.

III. Physical Education and Physical Activity

- A. Physical Education
1. Students at all grade levels will have access to the physical education curriculum.
 2. The HCPSS will implement a physical education curriculum for students in prekindergarten–grade 8.
 - a. The elementary school master schedule will reflect an average of 90 minutes of physical education per week.

- b. The middle school master schedule will reflect 50 minutes of physical education every other day.
3. In grades 9–12, students will receive one-half credit of physical education instruction, the Lifetime Fitness course, to meet graduation requirements. In addition, HCPSS will offer a variety of physical education electives.
4. Physical education staff will receive professional development on an ongoing basis.

B. Physical Activity

With the goal of limiting extended periods of inactivity and to promote learning, staff will receive resources, guidance, and professional development on ways to incorporate physical activity within the school day.

1. Recess

- a. Each elementary school will provide a 30 minute daily recess, preferably outdoors, during which schools should encourage moderate to vigorous physical activity through the provision of adequate space and equipment. Exceptions may be made by the principal for circumstances such as shortened days, special events, and altered schedules.
- b. Recess must be adequately and appropriately staffed and supervised.
- c. At the middle school level, time permitting, schools will provide students with daily opportunity for supervised physical activity.
- d. Schools will implement recess guidelines for outside recess.

2. Other Physical Activity During School

- a. All staff will be encouraged to incorporate physical activity breaks whenever possible into classroom instruction.
- b. HCPSS will provide training that encourages physical activity to aid teachers in implementing physical activity breaks.
- c. School Wellness Teams will proactively communicate with parents/guardians about the importance of physical activity.

3. Extracurricular and Intramural Programs

- a. Each middle school will provide an intramural program that offers students an opportunity to participate in sports, games, and/or dance

activities that focus on cardiovascular fitness, muscular strength, endurance and flexibility.

- b. Each high school will provide a comprehensive interscholastic athletic program under Policy 9080 Interscholastic Athletic Program.

IV. Facilities and Equipment

- A. When schools are built or renovated, the design of gymnasium facilities will consider the Physical Education Facilities Guidelines issued by the Maryland State Department of Education (MSDE).
- B. The HCPSS will review its permitting and actual space usage each year to ensure maximum use of school facilities during and after school in accordance with Policy 10020 Use of School Facilities.

V. Nutrition Services; Foods and Beverages

These procedures apply to all foods and beverages made available to students during the school day including but not limited to:

- School Meals Program
- A la carte and snack/dessert items
- Vending machines
- Classroom lessons
- Beverage contracts
- School stores
- Food brought from home for classes or groups of students
- School parties/celebrations

Foods and beverages covered by this policy will comply with the current U.S. Dietary Guidelines for Americans and federal, state, and local laws, including safety and sanitation standards set by the Health Department Hazard Analysis and Critical Control Point (HACCP) plans and guidelines.

- A. Safety and Security Issues Related to Foods and Beverages
 1. Howard County Health Department Regulations (referenced via the Howard County Code) require that food served to the public must be prepared in a licensed facility. The license for the HCPSS School Food and Nutrition Service is not transferable to outside caterers or groups applying for use of the facilities.
 2. For the safety and security of the food and facility, access to the food service facilities is limited to HCPSS Food and Nutrition Service staff.

3. The preparation of foods and beverages during the school day by any group or organization other than the HCPSS School Food and Nutrition Service office is prohibited, except that students may prepare foods and beverages in accordance with the provisions of section V.A.4. of these procedures.
4. Classroom activities that involve cooking are not permitted, except as defined in the curriculum for Family and Consumer Science, Academic Life Skills (ALS), and when indicated in a student's IEP. Any of these activities will not include hazardous foods. Examples of potentially hazardous foods that are excluded from classroom activities include foods made with poultry, meats, fish, rice, eggs, seafood, mayonnaise, dairy products, casseroles, and sauces containing meat.
5. Schools will provide students the opportunity to wash their hands before and after eating meals or snacks.
6. Principals and teachers will request that parents and other individuals avoid bringing foods to school that might cause a food allergic student to have an allergic reaction. (See the HCPSS Guidelines for Management of Students with Severe Food Allergies.)
7. Except as provided in sections V.A.4. and V.E.2., no foods or beverages are to be sold or given without charge to any students in a school from 12:01 a.m. until after the end of the last lunch period except through the School Food and Nutrition Service.

B. Student Rewards

Foods and beverages will not be given as a reward to students or withheld as a punishment, except as provided in a student's Individualized Educational Program (IEP) or 504 Plan. Coupons for food items that are to be consumed off school campus may be given. Outside partners providing coupons are encouraged to offer healthier, nutrient-dense choices (i.e. those that include fruits and vegetables, whole grains, and/or low-fat dairy and foods that limit the sodium, fat, sugar and calories per serving). Informational resources on the Institute of Medicine (IOM) Nutrition Standards, in consultation with HCPSS registered dietitian on the use of those standards, will be provided to external partners.

C. School Meals Program

1. The School Food and Nutrition Service will provide approved school lunches each day that school is in session.
2. School meals will meet nutrition standards established by the National School Lunch Program.

3. Daily food choices offered to students will include multiple entrees, fresh unlimited salad bars, trays of fruits and vegetables, whole grain breads and rolls, and flavored and unflavored fat-free or 1% milk. Although students are free to choose the foods they want for lunch, at least one of their choices will be a fruit or vegetable.
4. Main course food items offered as alternatives to or in addition to the reimbursable meal will be offered in reasonable portion sizes that are consistent with the USDA for Child Nutrition Programs.
5. The School Breakfast Program will be available to all students every weekday morning that school is in session. Exceptions may be made by the school principal on delayed opening days. No advance registration is necessary, students can attend every day or only occasionally, and the meals will be based on the nutrition recommendations set forth in the U.S. Dietary Guidelines for Americans. The School Breakfast Program models include but are not limited to: Traditional Breakfast, Breakfast in the Classroom, Grab and Go Breakfast, and/or Breakfast after First Period.
6. Morning bus routes will be scheduled to allow students to arrive in time for breakfast.
7. The HCPSS will proactively promote the school breakfast program to students and parents to encourage greater participation.
8. Students are prohibited from leaving the school campus for lunch.
9. Students will be given adequate time to eat. Exceptions may be made by the school principal on delayed opening days by allowing lunch periods to be compressed and by not offering the breakfast program since lunch periods may start as soon as the students arrive at school.
10. The School Food and Nutrition Service will incorporate produce from local farms as much as possible and when in season and available.
11. Schools will make nutritional information available to students to make informed decisions. Healthier choices, such as salads and fruit, will be prominently displayed in cafeterias and competitively priced.
12. Students will be provided a pleasant environment in which to eat school meals. Appropriate supervision will be provided in the cafeteria and rules for safe behavior will be consistently enforced.
13. Professional development in the area of food and nutrition will be provided annually for food service managers, staff, and school administrators.

14. The school system will provide periodic food promotions at each school level to encourage taste testing of healthy new foods being introduced on the menu.
15. Students and families will have the opportunity to provide input on local, cultural and ethnic favorites, and the input will be considered in development of the school meals programs.

D. Beverages

1. Students will have access to drinking water that is safe and clean throughout the school day, and free of charge in the school cafeteria, classrooms, hallways, gymnasiums, play yards, and athletic fields.
2. The Superintendent/Designee will set and maintain hygiene standards for drinking fountains, water coolers, hydration stations, water jets, and other methods of delivering drinking water.
3. High school students may purchase unflavored, unfortified, non-carbonated water from vending machines operated by the Food and Nutrition Service during the school day.

E. Other Foods and Beverages

1. A la carte and snack/dessert items sold by the Food and Nutrition Service will meet the IOM Nutrition Standards.
2. A principal may permit food and/or beverages in conjunction with a special celebration no more than twelve times per year after the end of the last lunch period. Such events may not replace the food service provided that day by the Food and Nutrition Service. The foods and beverages served will be prepared commercially in licensed facilities. Schools are encouraged to develop alternatives to the use of food for celebrations.

The single exception is that an annual celebration in each school is permitted without time constraint once per year.

3. All foods and beverages sold in high school vending machines that are accessible to students will meet the IOM Nutrition Standards.

F. Vending Machines Accessible After the School Day

1. Foods and beverages sold after the end of the school day through vending machines in schools are permitted only at the high school level and will meet IOM Nutrition Standards.

2. All vending machines accessible to students, except those operated by the School Food and Nutrition Service, will have and use a timing device to automatically prohibit access to the vending machines from 12:01 a.m. until the end of the school day.

G. Food and Beverage Advertising and Marketing During the School Day

The following criteria include any written, graphic, or oral advertising or marketing of a food or beverage product during the school day on any HCPSS school property.

1. Allowed Advertising/Marketing

HCPSS permits advertising/marketing of food or beverage products on school property during the school day if:

- a. The food or beverage products meet the standards of this policy and are consistent with law, or
- b. The foods or beverages are on clothing or personal items worn or used by students, parents, or staff, or
- c. The foods or beverages are on products or on the packaging of products brought from home for personal consumption on school property, or
- d. The food or beverage products are used for educational purposes in the classroom.

2. Advertising/Marketing That is Not Allowed

If not meeting the criteria in V.G.1. above, written, graphic, or oral advertising, or marketing of food or beverage products will not be permitted on school property during the school day on:

- a. School equipment such as marquees, message boards, scoreboards, or backboards
- b. Cups used for beverage dispensing
- c. Tray liners
- d. Menu boards, coolers
- e. Trash cans and food service equipment
- f. Vending machines
- g. Posters, book covers, assignment books or school supplies
- h. School publications or mailings
- i. Free product samples or taste tests
- j. Coupons of a product.

3. Phase-In

Items on school property that currently have logos or other product marketing (including but not limited to, menu boards, vending machines, posters, cups, tray liners, coolers, trash cans, scoreboards and similar equipment, and other food service equipment) do not need to be immediately removed or replaced.

If these items are replaced or updated over time, guidelines in V.G.1 and V.G.2 above will be followed.

VI. District-Level Implementation

The Superintendent/Designee will oversee school implementation and compliance with this policy including:

- A. Provide assistance and support to schools with implementation of the policy and improve programming functions.
- B. Ensure schools are offered support services through various departments including the Food and Nutrition Service and Health and Physical Education, to ensure the full implementation of this policy.
- C. Establish a process to gather regular reporting and feedback from individual schools, community partners, students, and parents on the implementation of the policy.
- D. Conduct periodic evaluations and report on systemwide and individual schools' compliance with the policy.
- E. Conduct periodic, systemwide review and assessment of this policy and other related Board policies on their effectiveness and, based on this assessment, propose policy revisions.

VII. School-Level Implementation

- A. Each school principal will ensure that a School Wellness Team is formed annually to spearhead health and wellness initiatives at the school that are in compliance with this policy. The principal will establish a system to annually identify School Wellness Team members which may include parents/guardians, teachers of physical education, classroom teachers, school nurses/assistants, students, school administrators, and community health and wellness partners.
- B. Each school principal will annually designate a school employee to serve as the School Wellness Champion who will:

1. Lead and coordinate their school's efforts to increase healthy eating and physical activity for students.
 2. Serve as the liaison for their respective school's policy implementation and reporting.
 3. Establish and lead a School Wellness Team that develops goals, strategies, and initiatives for student health, wellness, and physical activity during the school year.
- C. Each school principal will provide annual updates to the Superintendent/Designee regarding the school's health and wellness initiatives and the school's implementation of this policy.

VIII. Staff Health and Wellness

- A. The Employee Wellness Council will review the program philosophy, vision, mission, goals, and objectives of the HCPSS Commit To Be Fit Employee Wellness Program, evaluate the needs of the school system, recommend specific programs, determine needed resources, and establish evaluation outcome measures. In partnership with the Wellness Coordinator, Employee Wellness Council members will act as champions of wellness by promoting participation of all employees in healthy lifestyle activities.
- B. The Employee Wellness Council will support the goal of the HCPSS Commit To Be Fit Employees Wellness Program, which is to provide opportunities, support, and encouragement for employees to seek healthy lifestyle choices that enhance physical, emotional, mental, and social well-being.
- C. The Employee Wellness Council members will represent a variety of school district departments. The Employee Wellness Council will also act on behalf of those departments not represented and will seek input from those departments through regular communication. All departments will have an opportunity to have representation on the council as members are rotated off and are replaced bi-annually.
- D. The Employee Wellness Council will present an annual report to the Board to include information such as program highlights, details of activities conducted, participation data, future plans, measures of results, and return on investment data.

IX. Family/Community Collaboration

- A. The HCPSS will partner with the Howard County School Health Council (COMAR 13A.05.05) and other agencies to support the implementation of coordinated and comprehensive school health practices.

- B. Parents and members of the community have the opportunity to be involved in implementation of this policy through:
 - 1. Howard County School Health Council: Parents and members of the community may serve on the School Health Council and/or its subcommittee.
 - 2. School Wellness Teams: Parents and community health and wellness partners will be invited to participate in school-level School Wellness Teams.
 - 3. Boosters and PTA Council of Howard County (PTACHC): The Superintendent/Designee will work with schools and community organizations such as the Boosters and PTACHC.
- C. Parents will receive educational resources and encouragement to help their children implement physical activity.
- D. Families will be informed of school activities that encourage healthy eating and physical activity.

X. History

ADOPTED: March 23, 2006
REVIEWED:
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