



## Marketing Food Smartly: Aligning with Wellness Policy

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**Purpose:** This guide supports staff, coaches, club advisors, and vendors in promoting food and beverages in ways that comply with USDA Smart Snacks standards and the district's Local Wellness Policy. It helps ensure marketing efforts reinforce healthy choices throughout the school environment.

**Directions:** Distribute this guide to anyone involved in marketing or promoting food and beverages in your schools. Customize the contact information and policy links before sharing. Use it as a reference to align all food marketing with wellness goals and Smart Snacks requirements during the school day.

### **WHAT COUNTS AS FOOD MARKETING?**

Marketing includes **any visual, verbal, or digital promotion** of food or beverages, such as:

- Posters, banners, or displays
- Logos on items, websites, fundraiser items, or giveaways
- Event sponsorships or name-dropping in announcements
- Social media posts or flyers with brand names

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### **WHAT ARE THE RULES?**

During the school day (midnight to 30 minutes after dismissal):

- Only Smart Snacks–compliant foods/beverages** may be marketed
- No promotion of foods high in sugar, fat, sodium, or calories**

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USDA and these institutions are equal opportunity providers, employers, and lenders.



## ✓ ALLOWED Examples

- Promoting Smart Snacks approved items in the school store
  - Posters for bottled water or 100% juice
  - Unbranded signs saying "Healthy Snacks Available!"
  - Logos from Smart Snacks compliant products (e.g., certain granola bars)
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## ⊘ NOT ALLOWED Examples

- Branded pizza boxes during classroom rewards
  - Soda logos on spirit wear
  - Flyers showing candy bars or energy drinks
  - Posters for fast food meals that don't meet Smart Snacks standards
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## 📌 TIPS FOR STAFF & STUDENTS

- Avoid using **branded food items** in fundraisers, incentives, or event promotions
- Use neutral language like "snacks available" instead of naming products
- Ask your wellness coordinator if you're unsure what's allowed
- Consider **non-food rewards or fundraising options**

🧠 The goal: Reinforce a consistent message that supports student health — not just in the cafeteria, but all around campus.

📎 Questions? Contact [\[Insert Wellness Contact Info\]](#)

📄 Learn more: [\[Insert district policy link\]](#) [\[Maryland Smart Snacks Guide\]](#)