

SUPPORT IS HERE TO HELP YOU TO IMPLEMENT GUIDELINES FOR FOOD AND BEVERAGE SALES IN BC SCHOOLS!

With funding from the BC Healthy Living Alliance Dietitians of Canada BC Region (www.dietitians.ca) has launched the School Guidelines Support Initiative to support schools to implement the school food and beverage guidelines by the Ministry of Education and the Ministry of Health . Check out the following new resources to make healthy choices the easy choices for your students:

1. Expanded **Dial-a-Dietitian** services answer your school nutrition questions and link you to appropriate tools and local supports. The toll-free number in BC is 1-800-667-3438. Helpful school nutrition links can be accessed at www.dialadietitian.org.
2. **Brand Name Food List** www.brandnamefoodlist.ca provides nutrition ratings for packaged and franchised food and beverages. This list will help you find *Choose Most* and *Choose Sometimes* items that meet the provincial guidelines. See **How to use the Brand Name Food List on the reverse side of this page.**

Side Bar: Some vendors and schools are concerned that offering healthier choices will negatively impact school revenue. Initially, some schools report that sales may drop off but by offering what students prefer from the ‘Choose Most’ and ‘Choose Sometimes’ categories most schools find that there is little impact on revenue and, in some cases, revenue increases.

The screenshot shows the 'brandnamefoodlist' website. At the top, there are navigation links: Home, About the Brand Name Food List, Partners, Use the List, News & Information, FAQs, and Links. A 'Sign In' form is visible on the right, with fields for Email Address and Password, and buttons for 'Sign In', 'Forgot your password?', and 'New Users Create Account'. The main content area features two articles: 'Guidelines for BC Schools' and 'Guidelines for Public Buildings in BC'. The 'Guidelines for BC Schools' article discusses how nutritious food affects student health and learning, and provides information on how schools can ensure their food choices meet provincial standards. The 'Guidelines for Public Buildings in BC' article discusses the impact of poor nutrition on chronic diseases and provides information on how public buildings can improve their food choices. At the bottom of the page, there are logos for British Columbia, ActNowBC, Dietitians of Canada, and Dial-A-Dietitian.

The advertisement features a large red apple on a white surface. Below the apple, there are three small images showing people eating. The text reads: 'Do you need help implementing the Guidelines for Food and Beverage Sales in BC Schools? School store? Cafeteria? Vending machines? Fundraising lunches and events? Call Dial-A-Dietitian Greater Vancouver 604-732-9191 Toll-free in BC 1-800-667-3438 Monday to Friday 9 a.m. - 5 p.m. www.dialadietitian.org'. At the bottom, there are logos for British Columbia, ActNowBC, and Dial-A-Dietitian.

For further information and support you may contact:
Healthy, Safe and Caring Schools,
Marnice Jones, District Coordinator
Greater Victoria School District
mjones@sd61.bc.ca
 360-4359

Using the Brand Name Food List Website

The Brand Name Food List Website has been created to help schools determine what products can be sold at schools and meet the requirements in the guidelines. The products on this list meet the 2007 Revised Guidelines for Food and Beverage Sales in B.C. Schools. The website is www.brandnamefoodlist.ca

1. When you go to the website for the first time, click on *Create Account* and set up an account for yourself, this will allow you to customize some menus/vending machines if you choose.
2. For a quick and simple search, click on *Use the List*, then on *Search the Product List*. Under *Food Grouping* select a food type you would like to search for, then select which categories you would like the list to show you (remember, schools are to be selling Choose Most and Choose Sometimes only). Choose the *Scoring Criteria* to identify elementary/middle/secondary. Click on *Search* and be patient, it can take a few seconds to load.
3. In this section, you can also search based on *Key Word* or by *Manufacturer Name*. Whenever doing a search, be sure to click on which categories you want noted and the Scoring Criteria to keep it narrowed down.
4. You can also create your own scorecard by going to *My Scorecard*. Click on *Create a New Scorecard* and fill in the information required, click Continue. The next screen will look similar to the *Search the Product List*, here you can choose items and click on them to submit them for your scorecard. When you have done selecting a variety of items, you submit your scorecard and receive feedback on how it scores. This feedback will outline the items, their serving size, the food grouping, and provide the percentage in the choose most or choose sometimes category. This scorecard can be printed out for future reference, and will be automatically saved under your login name.
5. If there is an item that you would like to consider offering but can't find it on the list, there is a section where you can *Submit an Item*. You do need detailed information about the product, however, once it is submitted, it will be evaluated and added to the list.