

Definition of school marketing: School marketing includes food and beverage advertising and other marketing, such as the name or depiction of products, brands, logos, trade marks, or spokespersons or characters, on any property or facility owned or leased by the school district or school, such as school buildings and campus, outside and areas adjacent to school buildings, athletic fields, school buses, parking lots, or other facilities, used at any time for school-related activities.

WPM7 - Principal

Is there food or beverage marketing on the school campus during the school day? If yes, do the marketed items meet Smart Snacks criteria?

Score 20/25

0	There are foods marketed on campus during the school day that do not meet Smart Snacks criteria.
1	There are foods marketed on campus during the school day and the interviewee is fairly confident that they meet Smart Snacks criteria.
2	There are no foods marketed on campus during the school day, or the interviewee is very confident that any marketed foods meet Smart Snacks criteria.

only place gyms

WPM7: Restricts marketing on the school campus during the school day to only those foods and beverages that meet Smart Snacks standards.

WPM8 - Principal

Is there food or beverage marketing on school property (e.g., signs, scoreboards, or sports equipment)?

If yes, do the marketed items meet Smart Snacks criteria? If they do not meet Smart Snacks criteria, will this change when there is a renewal of the sponsorship agreement?

Same

0	There are foods marketed on school property that do not meet Smart Snacks criteria.
1	There are foods marketed on school property and the interviewee is fairly confident that they meet Smart Snacks criteria.
2	There are no foods marketed on school property, or the interviewee is very confident that any marketed foods meet Smart Snacks criteria.

WPM8: Specifically addresses marketing on school property (e.g., signs, scoreboards, sports equipment).

WPM9 - Principal

Is there food or beverage marketing on educational materials (e.g., curricula, textbooks, or other printed or electronic educational materials)? If yes, do the marketed items meet Smart Snacks criteria?

0	There are foods marketed in these places that do not meet Smart Snacks criteria.
1	There are foods marketed in these places and the interviewee is fairly confident that they meet Smart Snacks criteria.
2	There are no foods marketed in these places, or the interviewee is very confident that any marketed foods meet Smart Snacks criteria.

WPM9: Specifically addresses marketing on educational materials (e.g., curricula, textbooks, or other printed or electronic educational materials).