

Raising Money Without Compromising Health

Everyone has assumed that schools can only raise funds in vending machines and similar venues if they sell low-nutrition foods. However, as schools are making improvements to their food and beverage offerings, many are finding that they can raise funds without undermining children's diets and health.

We know of 14 schools around the country (in California, Kentucky, Maine, Massachusetts, Minnesota, Mississippi, Montana, and Pennsylvania) that have measured revenue before and after improving the nutritional quality of their foods, and not one of them lost money. While this is far from a national study, it is a clear and encouraging pattern. See

http://cspinet.org/new/pdf/school_vending_machine_case_studies.pdf

for a list and description of what they have done.

And in the long run, it certainly makes no sense to fund schools at the expense of children's diets and health. As a society we are sure to spend more money treating the resulting obesity, diabetes, and osteoporosis than schools could ever hope to raise by selling junk food to children.

It's encouraging that schools are able to fund important programs in ways that support both education and health. Let us know if you hear of other examples.

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School Health Programs