

**Local School Wellness Policy Implementation  
Under the Healthy Hunger-Free Kids Act of 2010**

**The Final Rule: What Schools in Kansas Need to Know  
Talking Points**

The Final rule guiding written school wellness policies was finalized July 29, 2016 by the USDA Food and Nutrition Services (FNS).

Sponsors have school year 2016-17 to implement the changes required by the final rule. Requirements of the final rule must be in place by June 30, 2017.

Final Rule Requirement (minimum)	Implementing the Final Rule in Kansas
<p>Written policies are required to include a description of public involvement, public updates, policy leadership, and evaluation plan.</p>	<p>Kansas sponsors evaluate and update their wellness policies annually using the Wellness Impact Tool. Each sponsor’s policy statements, wellness committee chair, and list of wellness committee members will be readily available to the public through KSDE Data Central Fall of 2016.</p>
<p>Written wellness policies are required to include specific goals for <b>nutrition promotion and education, physical activity, and other school based activities</b> that promote student wellness.</p>	<p>If Kansas sponsors have implemented at least one Kansas School Wellness Policy Model Guidelines (KSWPMG) policy as Policy in Place or Developing Policy from <b>Nutrition Promotion-Education and Physical Activity and Integrated School Based Wellness</b>, they have already met this requirement.</p>
<p>Written wellness policies are required to include <b>standards and nutrition guidelines for all foods and beverages sold</b> to students on the school campus during the school day that are consistent with school meal standards and the Smart Snacks in School standards.</p>	<p>Sponsors in Kansas have already implemented as Policy in Place or Developing Policy at least the written KSWPMG policy stating, <b>“All food and beverages sold in schools are in compliance with USDA’s Smart Snacks in School “All Foods Sold in Schools” Standards from the midnight before to 30 minutes after the end of the official school day.</b> (Implementing)</p>
<p>Written wellness policies are required to include <b>standards for all foods and beverages provided, but not sold</b>, to students during the school day (e.g. in classroom parties, classroom snacks brought by parents, or other foods given as incentives).</p>	<p>If Kansas sponsors have implemented the written KSWPMG policy stating, <b>“Teachers and parents are provided with information on healthy options for classroom rewards, parties and celebrations that meet Smart Snacks in School “All Foods Sold in Schools” Standards</b> as Policy in Place or Developing Policy, (Implementing) they have met this requirement.</p> <p>This policy statement will likely be a required policy for Kansas sponsors and will be in bold font.</p>

Final Rule Requirement (minimum)	Implementing the Final Rule in Kansas
<p>Written wellness policies are required to include <b>policies for food and beverage marketing</b> that allow marketing and advertising of only those foods and beverages that meet the Smart Snacks in School nutrition standards.</p>	<p>If Kansas sponsors have implemented the written KSWPMG policy stating, “<b>Allow marketing (oral, written or graphics) of only those foods and beverages sold on the school campus during the school day that meet the requirements set forth in the Smart Snacks Rule</b>” as Policy in Place or Developing Policy, (Implementing) they have met this requirement.</p> <p>This policy statement will likely be a required policy for Kansas sponsors and will be in bold font.</p> <p>Additional information for sponsors regarding this requirement:</p> <ul style="list-style-type: none"> <li>• Applies to marketing and product logos on vending machines, posters, menu boards, coolers, trash cans, food service equipment and cups for beverage dispensing.</li> <li>• Does not apply to marketing that occurs at events outside school hours such as after school hours sporting and fundraising events. Sponsors have the discretion to enact broader policies including after school hours.</li> <li>• Schools are not required to immediately replace items and pieces of equipment that contain marketing or logos. Replacement is required as contracts are negotiated or durable equipment is replaced.</li> <li>• Does not apply to personal clothing or packaging of products brought by students or staff from home.</li> <li>• Does not apply to materials used in classrooms for educational purposes.</li> <li>• Requires schools to establish the minimum SSIS standard; schools may include additional marketing restrictions.</li> <li>• Does not imply that schools must allow food or beverage marketing on campus.</li> <li>• Sponsors may choose to allow brand marketing as long as the products marketed meet Smart Snacks in Schools standards.</li> <li>• Sponsors also have the discretion to prohibit brand marketing when only some products and/or copycat products meet Smart Snacks in Schools standards.</li> </ul>
<p>Sponsors must establish <b>wellness policy leadership</b> of one or more sponsor and/or school official(s) who have the authority and responsibility to ensure each school complies with the policy.</p>	<p>Sponsors who designate as wellness committee chair a school official with authority to enforce wellness policies have met this requirement.</p>

Final Rule Requirement (minimum)	Implementing the Final Rule in Kansas
<p>Sponsors must <b>conduct an assessment</b> of the wellness policy every 3 years, at a minimum. This assessment will determine:</p> <ul style="list-style-type: none"> <li>• Compliance with the wellness policy,</li> <li>• How the wellness policy compares to model wellness policies, and</li> <li>• Progress made in attaining the goals of the wellness policy.</li> </ul>	<p>Sponsors in Kansas must assess and update their wellness policies annually using the Wellness Impact Tool as part of CNP program renewal.</p> <p>Additional suggestions for sponsors:</p> <ul style="list-style-type: none"> <li>• Maintain committee minutes and/or implementation plans that include who was involved in the process of assessing and updating wellness policies.</li> <li>• Maintain documentation of committee minutes and/or implementation plans that indicate compliance with wellness policies at each school.</li> </ul>
<p>Sponsors must <b>permit participation</b> by the general public and the school community (including parents, students, school food service professionals, teachers of physical education, school health professionals, the school board and school administrators) in the wellness policy process.</p>	<p>Sponsors in Kansas list the members and the titles of their Wellness Committee members in the Wellness Impact Tool.</p> <p>Additional suggestions for sponsors:</p> <ul style="list-style-type: none"> <li>• Recruit a variety of stakeholders to participate on the Wellness Committee.</li> <li>• Seek input from a variety of stakeholders regarding wellness policy and suggestions for wellness programs and activities.</li> <li>• Maintain documentation of outreach efforts to stakeholders.</li> </ul>
<p>Sponsors are required to make the wellness policy including updates and assessments available to the public annually.</p>	<p>KSDE Data Central will make the Wellness Impact Tool available to the public. Sponsors who publish this link on their website have met this requirement.</p> <p>Additional suggestions for communicating and marketing wellness policies and wellness activities:</p> <ul style="list-style-type: none"> <li>• Wellness committee meeting minutes</li> <li>• Wellness mission statement and policy summary</li> <li>• Wellness policy implementation plans</li> <li>• Health and wellness newsletters</li> <li>• Wellness program and activity promotion materials</li> <li>• Wellness policy guidance for parents</li> </ul>