



Alliance
for a
**Healthier
Generation**

American Heart
Association



www.HealthierGeneration.org

Alliance for a Healthier Generation Q&A: School Beverage Guidelines Progress Report Release September 10, 2008

What is the purpose of this report?

The School Beverage Guidelines Progress Report was commissioned by the American Beverage Association (ABA) to provide an annual assessment of the implementation and impact of the School Beverage Guidelines. A May 2006 landmark agreement brought leaders from the beverage industry - the American Beverage Association, The Coca-Cola Company, Dr Pepper Snapple Group, and PepsiCo, Inc – together with the Alliance for a Healthier Generation, a joint initiative of the American Heart Association and the William J. Clinton Foundation, to phase-out the sale of full calorie carbonated soft drinks in schools and to accelerate the shift to lower calorie and more nutritious beverages. The collaboration demonstrated the dedication and commitment by these pioneering companies in joining the fight against one of the most pressing health issues of our day: childhood obesity.

As part of this groundbreaking agreement, the American Beverage Association and participating companies committed to conduct and publish an annual evaluation of the execution of these Guidelines in public and private schools. As outlined in the MOU, the report contains information on the shipments of beverages to schools and an analysis of the percentage of school contracts that comply with the School Beverage Guidelines. This annual progress report tracks the companies' progress throughout the three-year implementation timeline toward the goal of full compliance by the beginning of the 2009-2010 school year.

What are the key findings from this year's report?

Overall, the beverage industry continues to make strong progress towards their commitment for full implementation by 2009-2010. Compared with data collected in 2004, to date:

- The overall number of beverage calories shipped to schools has been reduced by 58%
- Shipments of full calorie carbonated soft drinks are down by nearly two-thirds (65%)
- 79% of schools under contract are in compliance with the School Beverage Guidelines, exceeding the goal of 75% in year two as outlined in the MOU.

Additionally, in just one year, the number of compliant contracts doubled (35% to 79%).

Who authored this report?

The School Beverage Guidelines Progress Report was prepared by a third party evaluator-- Keybridge Research LLC, a Washington D.C.- based economic analysis and public policy research firm under the direction of Dr. Robert Wescott. The report was commissioned by the American Beverage Association. It was prepared on behalf of the signatory companies (The Coca-Cola Company, Dr Pepper Snapple Group, PepsiCo, Inc., and the ABA).

The report was reviewed by representatives from the ABA, the three participating companies and their principal bottlers, as well as representatives from the Alliance for a Healthier Generation and parent organizations, the American Heart Association and William J. Clinton Foundation.



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How were the data collected?

The ABA commissioned Keybridge Research, an independent research firm, to collect shipment data from 13 bottlers, comprising more than 90% of all industry shipments and sales. School contract data is less centralized than shipment data; thus, this information is collected from 12 bottlers representing close to 90 percent of total industry sales. A complete description of the methodology is available in Appendix C in this year's report and can be found at www.schoolbeverages.com.

Is the Alliance for a Healthier Generation funded by the American Beverage Association, or any of the beverage companies?

No. The Alliance for a Healthier Generation does not accept funds from any food or beverage manufacturers, including the American Beverage Association and the companies participating in the School Beverage Guidelines. There is no financial relationship of any kind.

What are the guidelines?

The science-based School Beverage Guidelines allow only water, milk, and 100% juice to be sold in elementary and middle schools; with some no- and low-calorie beverages with portion/calorie caps allowed in high schools. (For more information, visit www.healthiergeneration.org/beverages or www.schoolbeverages.com.)

How do you know that removing soft drinks from schools will prevent childhood obesity?

The Alliance recognizes that making healthier beverages available at schools is just one of many policy and environmental shifts that need to happen to reduce childhood obesity. Obesity is a complex problem, and there is no one solution. The core of the problem, however, is that many of our children and youth are consuming more calories than they are burning. School is a unique environment where students make food and beverage choices with limited supervision. Thus, many have the opportunity to consume too many calories and burn too few. The School Beverage Guidelines are successfully working to help students to reduce calories consumed throughout their day. This is part of a larger strategy within the Alliance Healthy Schools Program to impact change throughout the school building such as increasing physical activity, providing quality health education, and encouraging school staff to model positive behaviors as well.

What will the ABA, the beverage companies, and the Alliance do to achieve full compliance by the beginning of the 2009-10 school year?

The ABA and the beverage companies have achieved tremendous progress in a short period of time. As soon as the MOU was signed, the participating companies and their bottlers invested significant time and funds to overcome logistical and manufacturing challenges and to train their sales forces across the country about the specifics of the Guidelines as well as the process for revising new and existing contracts to come into compliance.

While the industry has made tremendous progress in the past two years – reducing beverage calories by 58% and achieving 79% of all contracts in compliance – there is still work to be done in the coming year. To achieve full compliance by the 2009-2010 school year, the bottlers will



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work to amend contracts and product mix sold to schools. The Alliance Healthy Schools Program field staff will augment these efforts by educating schools about the School Beverage Guidelines and strategies for meeting the Guidelines while working to maintain revenue and encourage students' purchases of the more nutritious beverages. The Alliance and the beverage industry will continue to spread the message about the School Beverage Guidelines and especially target those hard-to-reach schools that may be more resistant to change.

When will the next School Beverage Guidelines Progress Report be issued?

The next progress report will be published in Fall 2009.

Where can I find a copy of the report?

The report is available at www.schoolbeverages.com.