

## Snackwise® Implementation Success Story

### Where and How was Snackwise® Implemented?

Bowling Green High School, Bowling Green Ohio, Vending Program  
Target Market for Project: 1,119 Students, 73 Faculty, 40 Staff

It was implemented through DECA, program that helps students to develop marketing and management skills.

### Goals of Project

To help students, faculty and staff identify healthy snack choices by using the Snackwise® Nutrition Rating System to promote healthy snack choices in vending machines.

### Promotional Activities

- *Host a guest speaker* to explain benefits of using Snackwise® to members of the DECA chapter.
- *Letters to parents* via e-mail to explain Snackwise® along with a bi-monthly newsletter to keep parents informed of Snackwise® activities.
- *Snackwise® Handout* distributed to every student at the beginning of the school year during class time.
- *Win a Prize!* Promotion to entice students to select more green/yellow snack foods. Prizes were randomly placed on selected green/yellow snack foods. Prizes were donated by local businesses. Students requested contributions through local businesses which gave them an opportunity to educate the community about Snackwise®.
- *Posters at School.* Posters were hung around the school and at vending machines.
- *Display Case.* A display case in the main hallway at school showcased healthy options available in the vending machines. Samples of yellow and green foods along with posters were placed in the case.
- *Public Address Announcement.* PA announcements were made to educate students and to advertise the Win a Prize contest.
- *Print & Broadcast Media.* Local print media and TV interviewed the project advisor and students. Three different print news articles were written and two local TV stations reported on Snackwise at school.

### Project Success

Students were surveyed to measure the success of the Snackwise Project.

- 56% of the students made healthier choices because they wanted a healthy snack and liked the snack.
- 23% of students did not purchase green or yellow snacks.
- 49% of students purchased red snacks because they like the snack.
- 5% that purchased red snacks said they don't like to eat healthy.
- 62% of students noticed posters in the hallway.
- 49% noticed announcements at school.
- 64% noticed stickers on the merchandise.
- 42% noticed the Snackwise® display in the hallway.

If you would like to conduct your own research project using Snackwise®, please contact the Center for Healthy Weight and Nutrition at (614) 722-2861.