

Soft Drinks and School-Age Children

School Soft Drink Report Card

Use this tool to determine the potential health impact of soft drinks on a school campus. Grade the school soft drink environment. Share the results with your local school board, health professionals or parents. Complete a separate Report Card for each school.

	A Excellent	B	C Fair	D	F Poor
Advertising and Promotion Extent: What is the level of promotion of soft drink products and brand names? What do the promos and ads include? E.g., scoreboards, school supplies, flashy vending machines, drinking cups, banners, public announcements or sponsored events.	No promos or ads				Highly visible
Accessibility of Soft Drinks Amount: Are there many visible vending machines on campus? Are soft drinks also being sold at snack bars and food carts? Are there soft drink machines in the cafeteria? Are soft drinks sold at athletic events?	No soft drinks sold				Multiple sales locations
Accessibility of Soft Drinks Timing: When can kids buy soft drinks? When are soft drinks sold? Lunchtime? After school? Before school? Are the vending machines on at all hours of the school day? Are there restricted hours?	Can't buy soft drinks				Can buy soft drinks all day long
Accessibility of Soft Drinks Pricing: How are soft drinks priced compared to other beverages (healthier choices like water, 100% juice and low-fat milks)? Are soft drinks cheaper, more expensive or equal in price?	No soft drinks sold				Soft drinks are cheapest or only option
Healthy Choices Portion Size: What are the sizes of soft drinks served at school - 12-oz. cans, 20-oz. bottles, 32-oz. cups, 64-oz. cups, "super sizes" or "big gulps"?	No soft drinks sold				All are 20 oz. sizes or larger
Healthy Choices Options: Are there more healthy options than there are soft drinks? Are other options as accessible and available as soft drinks? Healthier options include waters, low-fat milks and 100% fruit juices.	No soft drinks sold				No healthy options

Calculate an Overall Grade

1. Assign a value to each grade: A=4, B=3, C=2, D=1, F=0.
2. Total the values.
3. Divide the total by 24.
4. A = .90-1.0; B = .80-.89; C = .70-.79; D = .60-.69; F < .60

Overall Grade

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