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School Beverage Contracts Leaving Districts With a Bad Aftertaste

The Public Health Advocacy Institute Releases First National Study of School Beverage Contracts.

BOSTON (Dec. 6) – The first national study of exclusive contracts between public schools and soft drink manufacturers that provide money for the schools in return for exclusivity has found that the schools receive "very little financial benefit."

The study of 120 contracts from schools in 16 states was conducted by Center for Science in the Public Interest (CSPI) and the Public Health Advocacy Institute (PHAI) at Northeastern University's School of Law.

The study found that school beverage contracts generate an average of $18 per student per year for schools and/or school districts

"Our analysis shows that schools receive very little financial benefit from these contracts, while the soda companies are given exclusive opportunities to sell and market unhealthy beverages to a captive group of children," said Jason Smith, associate executive director of PHAI.

"The study highlights the need for legal tools to assist school districts in negotiating relationships that put the health and welfare of children first."

School beverage contracts contain provisions that allow beverage companies to market their products in schools. The companies promote their brands and products to students on school signage; the front and side panels of vending machines; book covers; logos on sports equipment and scoreboards; and through other means.

The entire report is available at: http://www.phaionline.org/downloads/contractanalysis.pdf

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