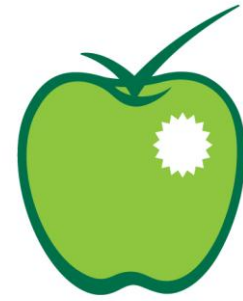


FoodBEAMS

The Food and Beverage Environment Analysis and Monitoring System



FoodBEAMS

Why FoodBEAMS?

- In response to the childhood obesity epidemic, state and local governments across the nation have been passing legislation which regulates the nutritional quality of competitive food and beverage sales on school campuses.
- Despite the requirement to implement these standards, it can be difficult to monitor implementation in all the locations in which competitive and a la carte foods are sold on school campuses.

What is FoodBEAMS?

- In August 2007, Samuels & Associates was awarded an NIH SBIR grant to develop FoodBEAMS into a user friendly system for commercial distribution.
- FoodBEAMS is a web-based assessment tool that can be used to...
 - Catalogue competitive foods and beverages sold on school campuses;
 - Link to a nutrient database of over 4700 competitive foods and beverages commonly sold on school campuses; and
 - Assess adherence of foods and beverages to California's competitive food and beverage standards

How has FoodBEAMS been used?

- FoodBEAMS has been used as a data collection instrument in over 60 schools as part of several studies and programs:
 - The evaluation of the California Endowment's HEAC Program;
 - RWJF HER Round 1 California SB12 & SB965 Implementation Study; and
 - RWJF HER Round 1 Washington PLAN Study

FoodBEAMS works!

- FoodBEAMS enables users to efficiently and effectively understand the competitive school food and beverage environment, monitor policy adherence, and identify areas for improvement within schools.

FoodBEAMS is available for use free of charge.

Please visit <http://foodbeams.com> to sign up for your own account.



1222 Preservation Park Way
Oakland, CA 94612
510-271-6799

foodbeams@samuelsandassociates.com
<http://foodbeams.com>