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**Topic:** Law and regulation in public health nutrition

**Title:** CHOOl CAFETERIAS IN SANTA ROSA-SOUTHERN BRAZIL: FOOD MARKETING, ADVERTISING AND PERCEPTION OF THE PRINCIPALS OF MUNICIPAL SCHOOLS

**Presentation Type:** Poster

The objective of the present study was to evaluate the perception of the principals on the marketing of food in countryside of Southern Brazil, as well as verify the frequency and foods marketed in town the existence of informal sale in the institutions or in the surroundings areas them and the advertising in the school environment. A qualitative and quantitative study was developed in the city of Santa Rosa-Brazil (Southern) in the period from August to October 2015. The data were collected through interviews with 13 principals using digital recorder, and after transcribed and arranged into categories. Among the schools surveyed, 46.2% (n = 6) owned the cafeteria, where most (83.30%) were self-managed and sold mainly ultra-processed foods. Most of the principals showed to understand that the presence of a cafeteria with not suitable food is not something right, but the presence is justified by the financial benefit that it provides to school. Food advertising was found in only one school and the informal sales of foods at the school environment was found at 69.2% (n = 9) of the places. Most of the principals (n = 9) assumed possessing the knowledge of the legislation and regulation of school cafeterias, but they do not know their content. It was observed a high amount of ultra-processed foods in cafeterias and a lack of understanding between the principals about the legislation that rules the school cafeterias.