

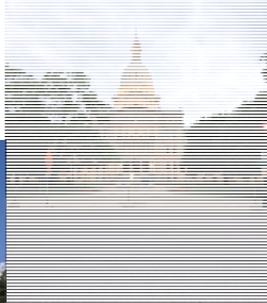
SNA PUBLIC POLICY & LEGISLATION: ADVOCACY 101

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Advocacy 101: Speaking up for Child Nutrition



What is Advocacy and Why is it Important?



- Advocacy is the act of an individual constituent communicating ideas & opinions to government officials.
- It is critically important that policy makers and rule developers understand the business side of school meals as well as the importance of ensuring that kids have access to healthy school meals.

Legislative Vocab



- **Stakeholder:** A person, group or organization that has interest or concern in an organization.
- **Constituent:** Being a voting member of a community or organization and having the power to appoint or elect.
- **Bipartisan:** of or involving the agreement or cooperation of two political parties that usually oppose each other's policies. *Issues related to Child Nutrition have historically received bipartisan support from Congress.*
- **Provision:** a clause in a law, etc., providing for a particular matter - the providing or supplying of something, especially of food or other necessities.
- **What about CNR, POTUS, FLOTUS?**

Reaching out to Legislators: WHO



- United States Senate – each state has two senators to represent every resident.
- US House of Representatives – each State has a different number of representatives as it depends on their State population. MI has 14 congressional districts & 14 members in the House of Representatives
- Finding your legislator

Reaching out to Legislators: HOW



- Communication methods for reaching
- Email is the best way to contact your representative or the staff member responsible for CN issues. Emails should follow the same pattern as written letter.
 - Phone Call, Social Media, Snail Mail, Web Forms listed on representative website.
 - SNA Action Alerts www.schoolnutrition.org/takeaction are all good communication tools.
 - When you contact your legislator be sure to be positive, polite and identify yourself as a constituent.

Getting your message to Stakeholders

Respond to MDE surveys and to USDA comment solicitations.
Congress created the laws but it's up to USDA to make it happen by writing related rules, regulations and guidance. The state agency (MDE) then takes that information and works with schools districts towards compliance.

Keep your district administration informed. Conduct an annual presentation to BOE and keeping your Superintendent, principals, and your boss up to date are all great ways to garner support for your program.

Engage Parents, Community & Kids by hosting student advisory meetings. Take a leadership role for your LWP, post information on your webpage to promote the great things you're doing.

Host a Cafeteria Site Visit with a local, state or federal legislator to give them a first-hand look at how your program operates. Seeing a program in action helps to eliminate misconceptions sometimes portrayed in the media.

Getting Involved & Advocacy Resources



- Participate in SNA Legislative Action Days
- Join SNAM Legislative Committee
- Visit SNA website to sign up for "Tuesday Morning" and SNA Action Alerts

<https://schoolnutrition.org/legislation/>

<https://michigansna.org/resources/>

Legislative Update



• **FY 2015 Omnibus Appropriations Bill** (Passed Dec. 2014 / Expires June 30, 2016)
Districts can apply for temporary waiver through state agencies allowing districts to serve some non-whole grain menu items.

Suspends sodium reductions below Target 1 "until the latest scientific research establishes the reduction is beneficial for children." USDA shall allow states (MDE) to grant exemptions on the 100% whole grain rich requirement should an SFA demonstrate hardship, including financial, procurement, and student acceptability. Qualifying SFAs will be permitted to meet the July 2012 mandate that half of grains offered be whole grain rich. *Note: Since the Omnibus bill applies only to Fiscal Year 2015, SNA will advocate making this provision permanent through Child Nutrition Reauthorization 2015.*

• **"Healthy School Meals Flexibility Act"** introduced by Senator John Hoeven (R-ND).
Would permit staying at current sodium level 1 / Would permit half of grains offered to be 50% Both Sodium and Whole Grain language applies to federally reimbursed meals, food and snacks.

• **Reauthorization of the Richard B Russell Child Nutrition Act** . Senator Pat Roberts (R -Kansas) NEW AG Committee chair tasked with leading CNR (Child Nutrition Reauthorization). Senator Roberts has championed efforts towards the HHFKA.

• **Michigan SB 139** Requires every school district to allow a minimum of two food-based fundraising events per week. Signed by Governor Snyder 6/4/15.
