



The Time is Right for Strong Advocacy on Capitol Hill: Lessons and Insights from Policy Insiders

Webinar
Wednesday, March 15, 2017
12 PM-1PM

Today's Speakers



Claire Uno, MLIS <i>Moderator</i>	Laurie M. Tisch Center for Food, Education & Policy	cu2155@tc.columbia.edu
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Join us in D.C. for Nutrition Educators as Advocates: A Day on Capitol Hill

8am-12noon
7/20/17
SNEB Annual Meeting



Registration now open!
Register: SNEB.org/2017

Moderator: Claire Uno, MLIS
Speakers: Alison Hard, Jennifer Noll Folliard, MPH, RDN, Tracy Fox MS, RD, Melissa K. Maulding, MS, RD, Margo Wootan, DrPH

- Understand WHY advocacy is important and what YOU can do
- Learn about CURRENT nutrition policy issues like the upcoming Farm Bill
- Practice advocacy skills and HOW-TO's when visiting lawmakers

Policy in the Making - Avenues for Making Change

Regulatory -
comments on proposed regs/requests for info



Legislative -
advocacy at federal, state, local levels

Policy change takes time – and luck and opportunity and relationships



Advocacy vs. Policy

Advocacy

- Skills to create a shift in public opinion
- Mobilize resources and forces to support an issue, policy, or constituency
- No statutes or legal terms for advocacy
- Don't have to register to be an advocate

Lobbying

- Influencing the legislative process through grassroots approaches
- Asking your legislator to take a position; asking others to ask legislator to take a position (action alerts)
- Check with your org to see what restrictions there are

Get Local!



- Get to know district staff
- Invite elected officials and their staff members to see NE in action
- Attend town hall meetings
- State and local elected officials matter too!

Next Steps



1. Research your representatives:
<http://www.whoismyrepresentative.com/>
 - What are their priorities
2. Meet with your reps (fed, state, local)
3. Get your message down pat!
 - What is your goal?
 - Frame your message – make it simple stupid
 - Prepare a leave-behind
4. Follow up and keep in touch w/ reps: Facebook, Twitter, Email, district visits & phone calls

What Can You Do?



- Take an interest in politics and policy – stay up on current events
- Know who your federal, state, local lawmakers are – meet with them!
- Join/volunteer with food banks/pantries, others
- Sign up for newsletters; respond to Action Alerts
- Send promotional items, newsletters, press clippings to policy makers
- Invite policy makers and staff to visit your facility/agency
- Share Your Stories!

PURDUE EXTENSION NUTRITION EDUCATION PROGRAM

2016 annual impact report

Throughout Indiana, the Purdue Extension Nutrition Education Program (NEP) works to improve the nutrition and health of audiences with limited resources. We focus on 3 areas: nutrition, food safety, food security, physical activity and food resource management.

the challenges

- LESS THAN **1/2** adults eat recommended amount of fruits and vegetables
- ONE in ten adolescents are overweight or obese
- ONE in six Hoosiers are hungry or food insecure
- ON AVERAGE **14%** Hoosiers have limited access to grocery stores

the NEP solution

Nutrition Education
Purdue Extension nutrition education for youth and adults through in-school and out-of-school programs. Access to high quality nutrition materials, in-store, food safety, food security, food safety and proper food handling and preparation skills.

Community wellness coordinators

- Collaborate with community partners on broader community change for more parks, safer and walkable neighborhoods.
- Provide nutrition education, community gardens, school and workplace wellness, healthy corner stores, food and farmers markets, active living, food pantries and more.

Purdue Extension Nutrition Education Program Update
March 2017

From the Director

Welcome to the Purdue Extension Nutrition Education Program (NEP) update, showing examples of how we work this past quarter.

Learn more about how we're helping Hoosiers with limited resources lead healthier lives – and communities implement health initiatives – by reading the stories below and by visiting [eatgetgo.org/ind](#).

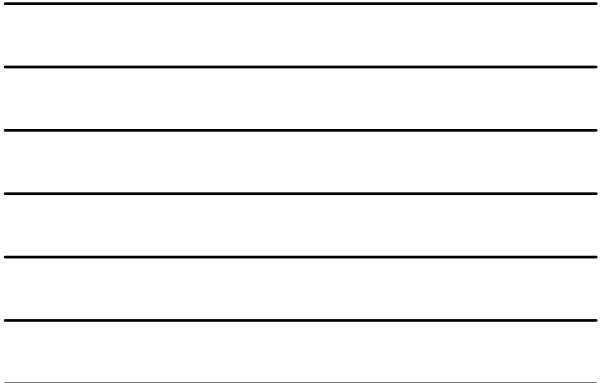
Thank you for your interest and partnership. Together we can make help healthy choices easier for all.

— Melissa Maulding, MS, RD,
Director, Purdue Extension Nutrition Education Program

Creating A Farmers' Market in Fayette County

In Fayette County, the poverty level is at 23%, the obesity rate is 39% and food insecurity for children is 29%. The data clearly points to a need for low-income residents to have access to fresh produce. Research uncovered that since the county didn't have a farmer's market they were missing out on thousands of dollars from a highly funded Senior/WRIC Farmer Market Fresh Produce voucher program.

These partners – Area 9, Senior Center, Pacurian Place Apartments, Certified Food Producers, WIC, and the Purdue Nutrition Education Program – worked together to establish the Fayette County Farmer Market Open House and the permission then proceeded to work on getting the farmer's market and three produce vendors and one farm stand to be certified to accept fresh produce vouchers. They expanded the reach to help



regis Academy of Nutrition and Dietetics

Strengthening Nutrition Education in Child Nutrition Programs: Team Nutrition

Team Nutrition Funding

FY15	FY16	President's Budget FY 17	FY17 ADP
\$15.5	\$15.5	\$15.5	\$20.1 (\$4.6m increase)

The Importance of Nutrition Education

Our country is making critical investments in Child Nutrition Programs. But are we getting the most out of these investments? When access to healthy food (e.g., school meals with strong nutrition standards) is paired with effective nutrition education, we can maximize the existing investment and help put millions of children on the path to lifelong health. Strongly knowing what to eat is not enough – especially for children. American children are eating too many unhealthy foods, and too few fruits, vegetables, whole grains and low-fat dairy products. We are facing an epidemic of obesity in this country, with more than one third of American children and adolescents overweight or obese. Successful nutrition education efforts have a positive, lasting impact on kids' eating habits and ultimately, their health.

Nutrition education benefits kids by helping to:

1. Decrease overweight and obesity, which can positively impact health and personal savings throughout their lives.
2. Increase how much kids like and eat fruits and vegetables.**
3. Improve kids' performance in school.***

Team Nutrition (TN) is the primary resource for nutrition education in Child Nutrition Programs. While TN can be effective in promoting healthy eating, its impact is limited by inadequate funding. In 2015, TN could only provide TN Training Grants to 19 of the 28 states that requested funds. The 2017 Agriculture appropriations process is an opportunity to strengthen TN by increasing funding by \$3.6 million for a total of \$25 million, the full authorized amount for each year. This would enable TN to reach more children receive high-quality nutrition education. Currently, Team Nutrition funding provides less than 10 cents per child per year of those participating in the National School Lunch Program and the Child and Adult Care Food Program, despite the fact that about 80 million children in the U.S. are in school or in care.

What is Team Nutrition?
Team Nutrition is the only dedicated federal nutrition education and technical assistance program that supports schools and childcare providers through training, resources, and grants. The goal of Team Nutrition is to improve children's lifelong eating and physical activity habits using the principles of the Dietary Guidelines for Americans and MyPlate.™

Team Nutrition uses three strategies to build healthy habits:

- Training and technical assistance to child nutrition professionals to enable them to prepare and serve nutritious meals that appeal to children.
- Nutrition education through materials designed to help children learn the knowledge, skills, and motivation to make healthy food and physical activity choices as part of a healthy lifestyle.
- Support for healthy school and child care environments that encourage nutritious food choices and physically active lifestyles.

Team Nutrition Training Grants

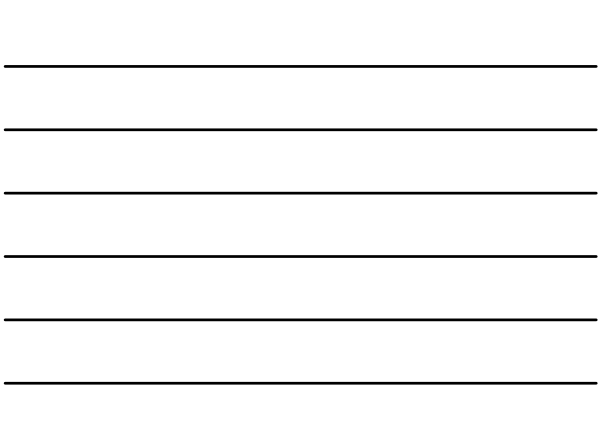
Team Nutrition provides states with funding to create nutrition education and training efforts that are specifically tailored to their state's students and their students' needs. In FY2015, 19 states received a total of \$8.6 million in TN Training Grants. States can apply for Team Nutrition Training Grants for up to \$50,000 to support training that focus on encouraging healthy eating. These efforts could include:

- Using Saniter Lunchroom strategies to encourage healthy choices through balanced options.
- Meeting meal pattern requirements for school meals.
- Developing interactive nutrition education activities.
- Providing schools and child care providers with technical assistance to create and maintain a healthier environment.

Funding Team Nutrition at \$25 million would allow for:

- A doubling of Team Nutrition Training Grants so that most states have access to this vital grant program.
- Increased technical assistance and resources to maximize the reach and implementation of Child Nutrition Programs, such as providing more culturally competent and translated materials to accommodate a variety of cultures and languages.
- Improved technology-based nutrition education resources.
- Strengthened capacity for Team Nutrition to serve as a clearinghouse for nutrition education materials for school-based and child care settings.
- Increased recognition and visibility of the Team Nutrition Network.

For more information about this request or the Lauren M. Team Center for Food, Education & Policy, please contact Claire Uno, Assistant Executive Director at 214.689.3693 or cluo16@du.edu • www.su.edu/tnic



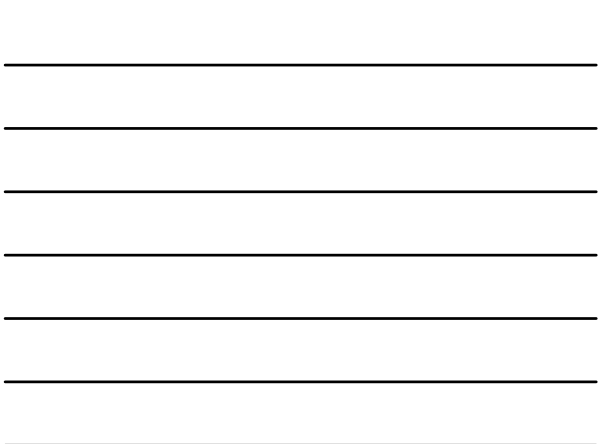
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Questions?



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Meade



