



BECOMING A NUTRITION POLICY ADVOCATE



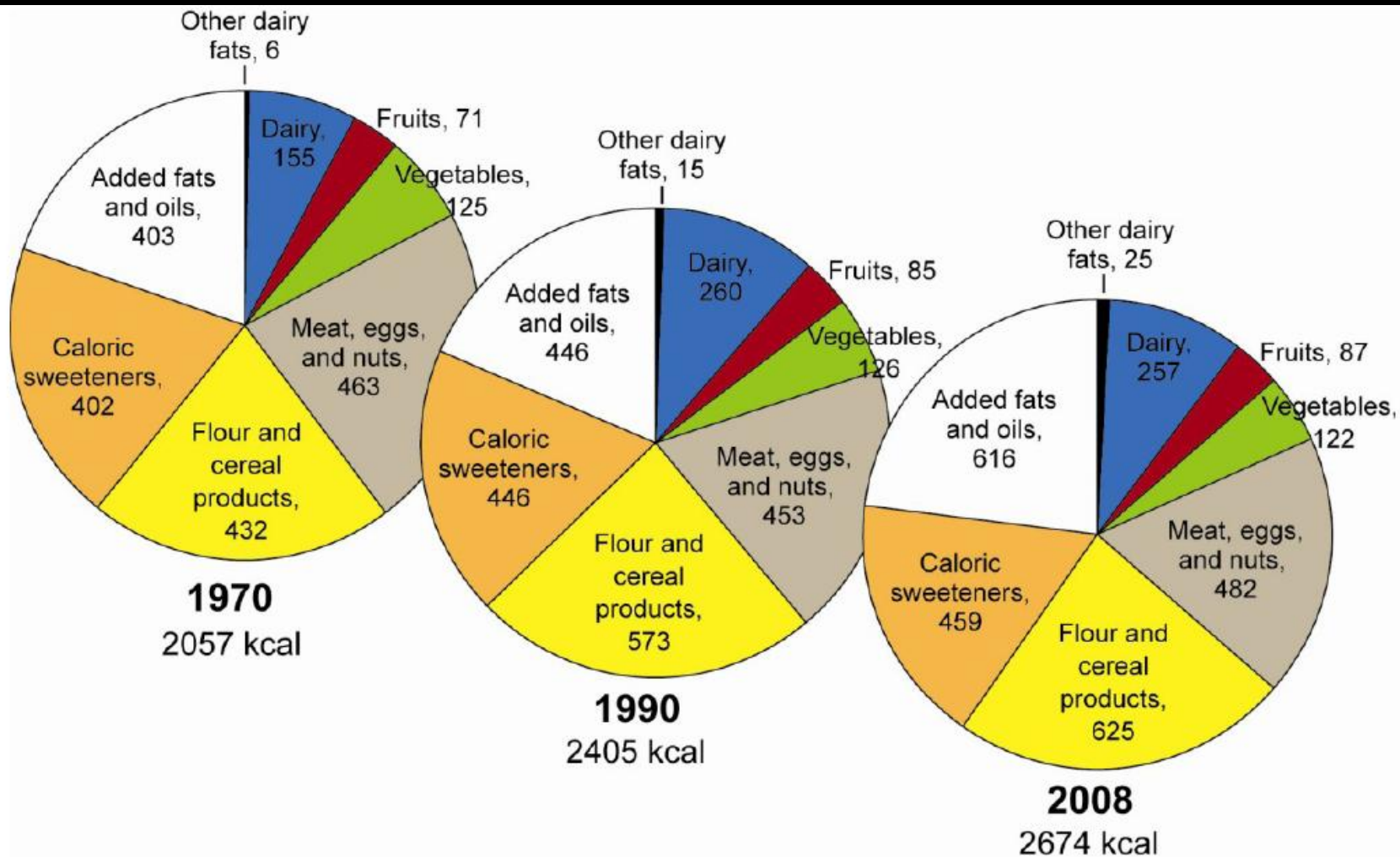
Sonya Jones, PhD


Deputy Director of the Center for Research in Nutrition and Health
Disparities

University of South Carolina

Foods that contribute the most to average American's intake

- Grain-based dessert
- Yeast breads
- Chicken
- Soda
- Pizza
- Alcohol
- Pasta
- Mexican mixed dishes
- Beef
- Dairy desserts
- Chips
- Burgers
- Reduced fat milk
- Regular cheese
- Cereal
- Sausage/bacon
- Fried potatoes
- Candy
- Nuts
- Eggs





Dietary Guidelines for Americans, 2010

- Focus on the contexts in which people eat
- Call to action for implementation strategies
- Acknowledge that eating too much is the major problem
- Inadequate key nutrient intakes
- Recommends 40% reduction in sodium
- Attempts to set “attainable” food based targets




Summary recommendations

- Balance calories to manage weight
- Eat less
 - -sodium
 - Saturated fatty acids
 - Cholesterol
 - Trans-fats
 - Solid fats and added sugars
 - alcohol




Summary recommendations

- Eat more
 - Vegetables, of all varieties
 - Fruits
 - Whole grains
 - Fat-free/low-fat milk and dairy products
 - Protein foods, including lean meats, seafood, soy products, beans, nuts
- 



Summary recommendations

- Select foods that promote health over life course
 - Follow food safety guidelines
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We can all agree that in the wealthiest nation on Earth, all children should have the basic nutrition they need to learn and grow and to pursue their dreams, because in the end, nothing is more important than the health and well-being of our children. Nothing. And our hopes for their future should drive every single decision that we make. – First Lady Michelle Obama

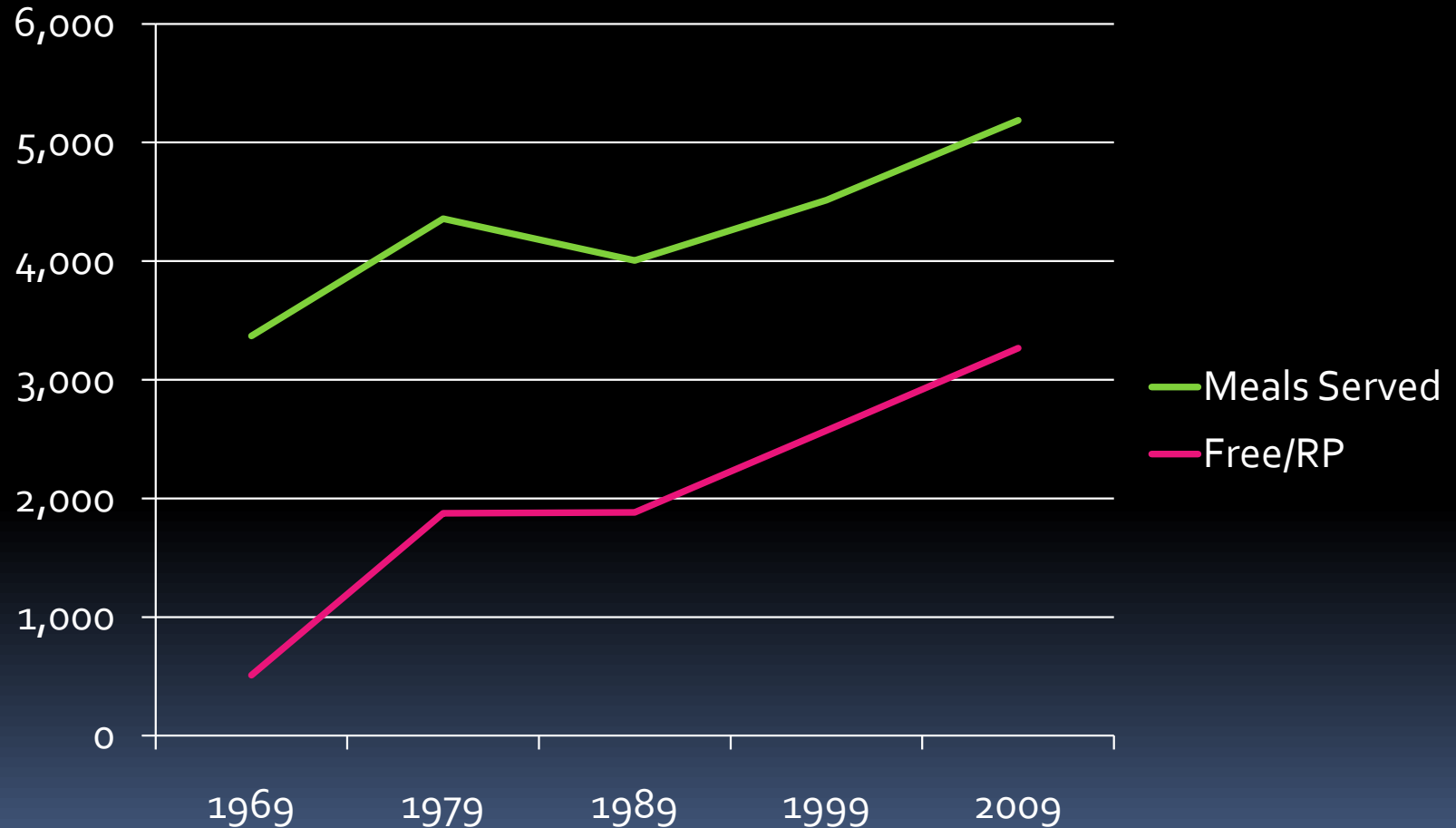


School Meals

- 2nd largest food assistance program
- In 2010, \$9.7 billion dollars in cash payments
- \$1.1 billion in commodities



Meals served by the NSLP



How do the meal programs work?

Participating school

Determines students' eligibility
<130% for free meal
<185% for reduced-price meal

Purchases foods through competitive bids
AND
Receives free commodities from USDA

Prepares meals that:
Meet energy, vitamin and mineral
requirements

Meals are available for:
"full-price" to non-eligible students (\$1.35 in SC elementary schools)
"reduced-price" (\$0.40)
"free"

USDA reimburses school: \$0.34 for full-price up to \$2.89 for free

What the bill says:

Improves Nutrition and Focuses on Reducing Childhood Obesity


- Gives USDA the authority to set nutritional standards for all foods regularly sold in schools during the school day, including vending machines, the “a la carte” lunch lines, and school stores.
- Provides additional funding to schools that meet updated nutritional standards for federally-subsidized lunches. This is an historic investment, the first real reimbursement rate increase in over 30 years.

What the regulations say: Proposed changes in lunch

	Existing	Proposed
Fruits and vegetables	½ to 1 cup	¾ to 1 cup vegetables ½ to 1 cup fruit (½ need to include components of whole fruit) Low sodium
Types of vegetables	No specification	½ cup dark green per week ½ cup orange ½ cup legumes; limit starchy vegetables to 1 cup per week
Meat/Meat Alternative	1.5 to 3 oz	1.6 to 2.4 oz
Grains	1.8 to 3 oz	1.8 to 2.6 oz
Whole grains	Encouraged	At least ½ all grains should be “whole grain rich”
Milk	1 cup	1 cup, 1% or skim, flavored skim
Offer v. serve		Child can decline 2 items, but has to have fruit or vegetable

What regulations say: Proposed changes to breakfast

	Existing	Proposed
Fruit or Vegetable	½ cup per day	1 cup per day, ½ need to include components of whole fruit
Grains and meat/meat alternative	2 grains, 2 meats or 1 of each	1.4 to 2 grains And 1-2 meats
Whole grains	Encouraged	½ of all grains will be whole grain rich
Milk	1 cup	1 cup, 1% or skim, flavored skim
Offer v. serve		Children can decline 1 item; has to take fruit/vegetable



What regulations say: Nutrient Targets

- Calories reduced for each age group
- Saturated fat reduced through elimination of whole and reduced fat milk; <10% kcals
- Sodium incremental reductions: 5-10% in 2 years; 15-30% in 4 years; 25 to 50% in 10 years
- Zero trans-fats

How will you know if you've eaten a school meal?

- The meal should be recognizable by a child as wholesome and part of a food group that contributes to a healthy diet
- Fruits should be fruits and not fruit snacks (eg, fruit roll ups)
- Vegetables should be vegetables and not vegetable snacks (eg, potato chips)
- Fortified grain fruit products will not be allowed as fruits (eg, apple muffins, fortified honey buns, dynamic donuts)



Who will pay for the improvements?

- If school is compliant, \$0.06 will be added to reimbursement (\$0.40 for full price, \$2.95 for free)
- No increases for improvements to breakfast
- Schools are required to raise prices for all kids

Want to comment?

Visit [regulations.gov](https://www.regulations.gov)

Some areas for comment you might consider:

- Flavored milk
- Sodium
- Whole grain rich definition
 - “Whole grain-rich foods may contain less than 100 percent whole grains but, generally, contain at least 51 percent whole grains.”
- Requirement for meat/meat alternative at breakfast
 - Children that consume cereal for breakfast eat fewer fat, added sugar, and trans-fat calories.
- Meat/meat alternative definition
 - Mostly very encouraging, processed meats will not be allowed because they will not meet saturated fat, sodium requirements. Cheese, nuts, yogurt, beans, seeds, peanut butter all allowed. Tofu is excluded.
 - “This rule is not proposing to credit commercially prepared tofu as an allowable meat alternate at this time. However, USDA is interested in receiving comments from the child nutrition community proposing a methodology that could be used for crediting commercially prepared tofu”

What else does the law say?

Reduce obesity

- **Helps communities establish local farm to school networks, create school gardens,** and ensures that more local foods are used in the school setting.
- **Builds on USDA work to improve nutritional quality of commodity foods** that schools receive from USDA and use in their breakfast and lunch programs.
- **Expands access to drinking water** in schools, particularly during meal times.
- **Sets basic standards for school wellness policies** including goals for nutrition promotion and education and physical activity, while still permitting local flexibility to tailor the policies to their particular needs.

What else does the law say?

Increase Access

- **Increases the number of eligible children enrolled in school meal programs by approximately 115,000 students** by using Medicaid data to directly certify children who meet income requirements.
- **Helps certify an average additional 4,500 students per year** to receive school meals by setting benchmarks for states to improve the certification process.
- **Allows more universal meal access for eligible students** in high poverty communities by eliminating paper applications and using census data to determine school-wide income eligibility.
- **Expands USDA authority to support meals** served to at-risk children in afterschool programs.

What else does the law say?

Increase Program Integrity

- **Requires school districts to be audited every three years** to improve compliance with nutritional standards.
- **Requires schools to make information more readily available** to parents about the nutritional quality of meals.
- **Includes provisions to ensure the safety of school foods** like improving recall procedures and extending hazard analysis and food safety requirements for school meals throughout the campus.
- **Provides training and technical assistance** for school food service providers.

Proposed regulations on audits

- All schools will move to food-based menu planning
- One audit by the Coordinated Review Effort that will review compliance and school meals standards
- Audits will happen every 3 years
- 2 weeks of menus will be evaluated
- States required to take “fiscal action” immediately if fruits/vegetables, milk not in compliance

Affordable Care Act: Menu Labels

- Calorie labels on menus and menu boards in chain restaurants
- Calorie labels on vending machines



The image shows a close-up of a menu board with a 'Calories' column. The items listed include various breakfast options with their respective calorie counts. The 'Calories' column is headed 'Calories' and 'meal™'. The items and their calorie counts are:

Item	Calories
Hotcakes	300
Hotcakes with egg	450
Hotcakes with sausage	430
Hotcakes with egg and sausage	510
Hotcakes with sausage and egg	510
Hotcakes with sausage and egg and sausage	410
Hotcakes with sausage and egg and sausage and sausage	420
Hotcakes with sausage and egg and sausage and sausage and sausage	570

Other items visible on the menu board include 'Platters', 'Hot Cakes', 'Big Breakfast', and 'Deluxe Breakfast'.

Want to comment?

- Visit regulations.gov
- Docket found at <http://edocket.access.gpo.gov/2010/2010-16303.htm>
- Some thoughts about comments:
 - Single items (such as kids menu items don't have to be labeled)
 - Items on menus less than 60 days don't have to be labeled
 - Restaurants may not have standardized recipes. Should that be indicated on menu?
 - How do you want this to be monitored?



Affordable Care Act: Public Health and Prevention Fund

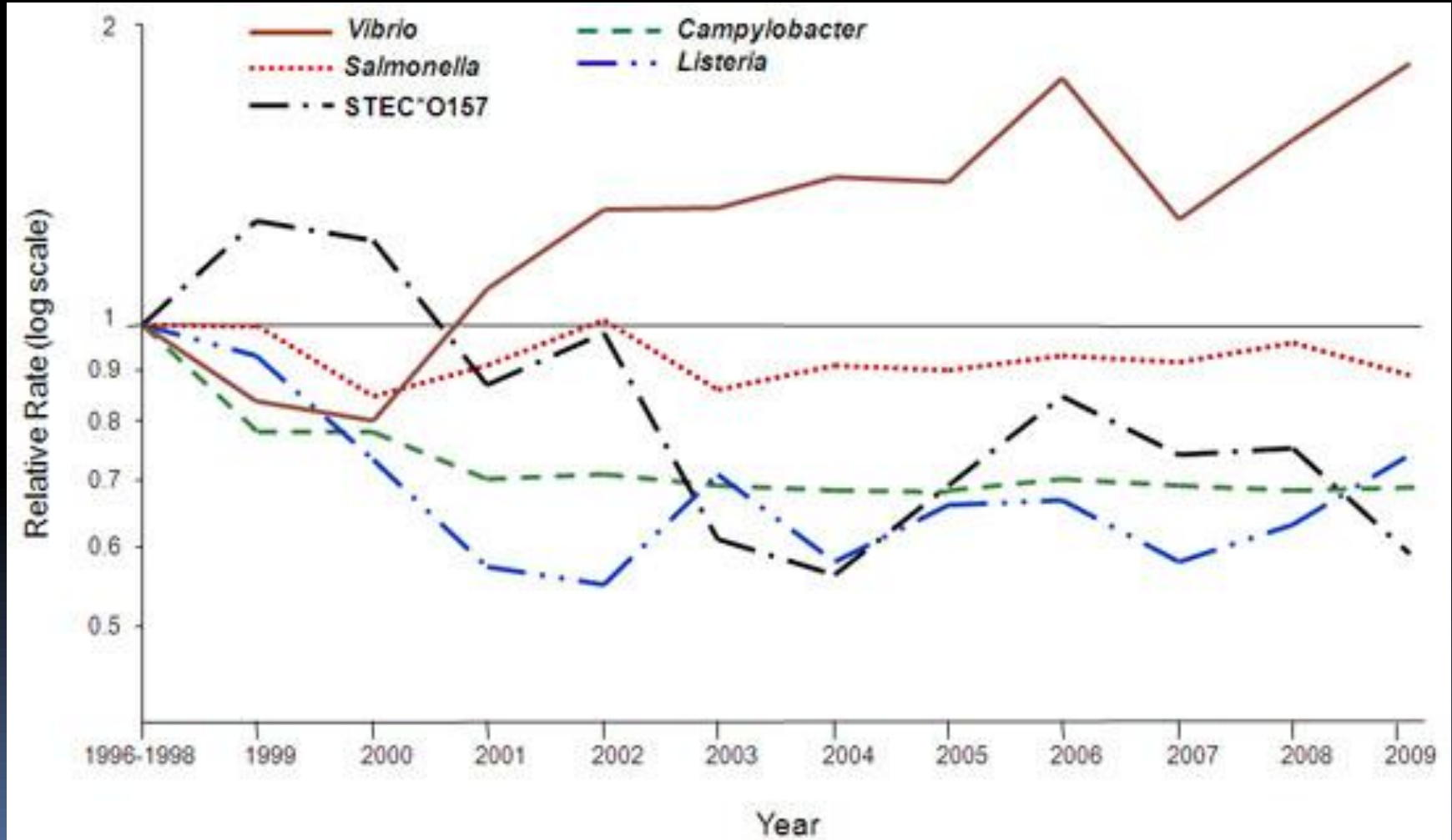
- Increase investment in prevention programs
- Funding
 - FY 2010 \$500 million
 - FY 2011 \$750 million
 - Prevention Research Centers, REACH, grants
 - FY 2012 \$1 billion
 - FY 2013 \$1.25 billion
 - FY 2014 \$1.5 billion
 - FY 2015 and on \$ 2 billion



Affordable Care Act: Communities Putting Prevention to Work

- States funded:
 - South Carolina Farm to School Program
 - Creates 85 farm-to-school pilots in next 2 years
- Communities funded
 - Mobile Cty, AL
 - North Little Rock, AK
 - Independence Cty, AK
 - Children's Memorial Hospital Chicago
 - DeKalb Cty, GA
 - Appalachian District, NC
 - Pitt Cty, NC
 - Pinella Cty, FL
 - Santa Clara, CA
 - Southern Nevada

Food Safety Modernization Act






Food Safety Modernization Act

- FDA has authority to
 - inspect records
 - collect fees
 - target inspections
 - Mandatory recalls
 - Enter agreements for inspections of foreign facilities
 - Food facilities must
 - register with FDA
 - conduct hazard analysis and prevention controls
 - Tracking systems
 - Imports
 - Grocery Stores
 - Restaurants?
 - Certification system for laboratories
 - Sanitary Transportation of Food
- 

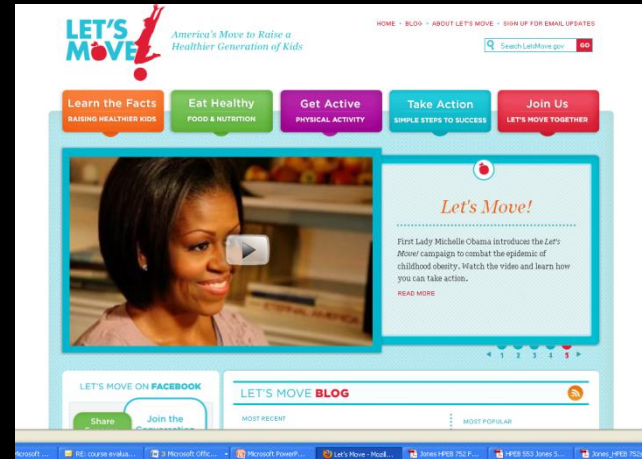


Procurement Standards

- CDC, GSA, and other federal partners
 - Developed standards for food purchasing
 - Meet the 2010 Dietary Guidelines
 - Produced Sustainably
 - Joel Kimmons here in April to present the guidelines
- 

Obama Administration Initiatives

- Let's Move
- Healthy Food Finance Initiative
 - Treasury Dept
 - USDA
 - HHS
- End Childhood Hunger by 2015





Latest News

- Walmart working with Michele Obama to reduce costs on healthy foods
 - By 2015, will reduce sodium and added sugars in all packaged foods
 - Reduce produce costs by buying from local farmers
 - Will double sales of produce from local farms




What can you do?

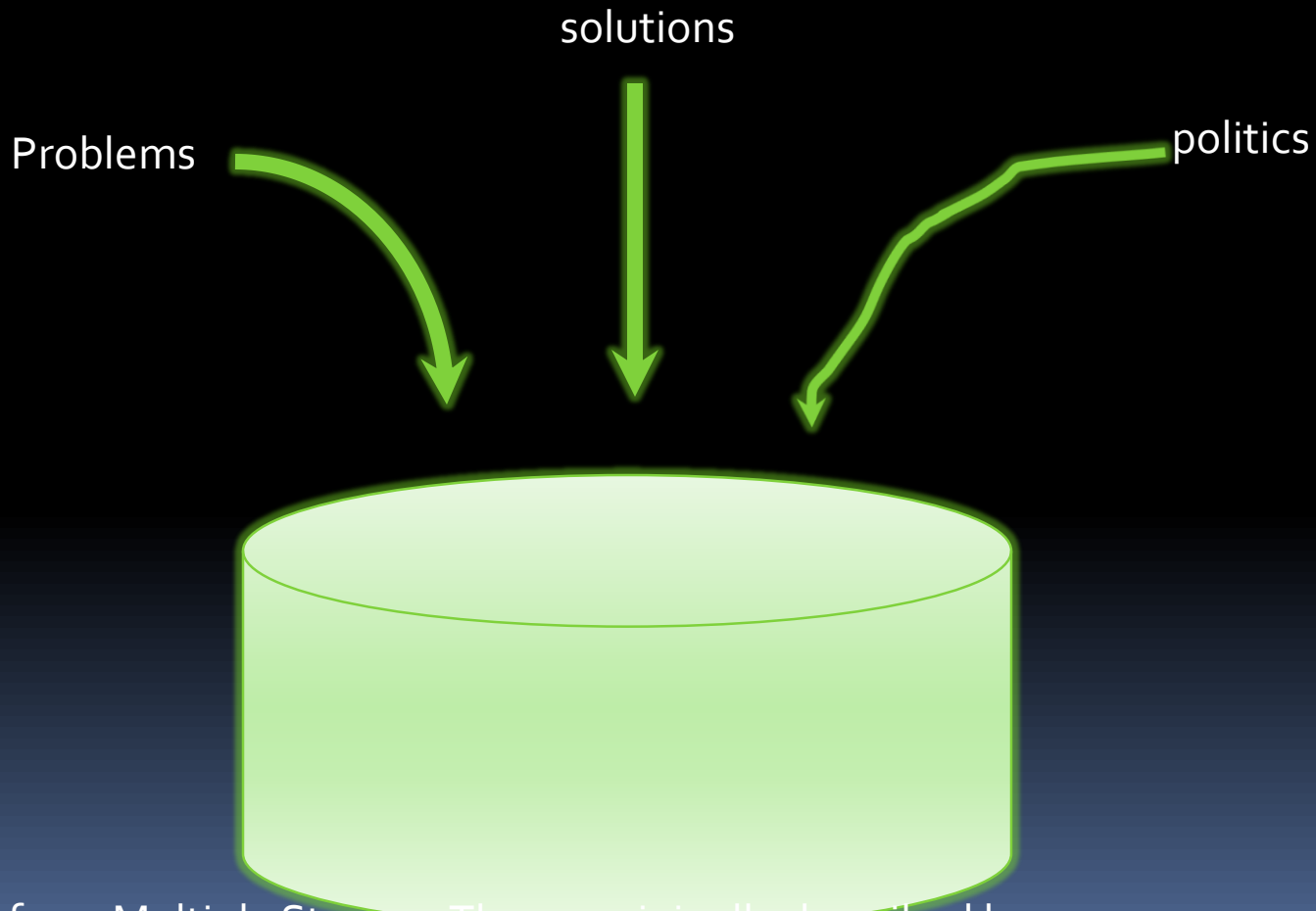
- Comments: they really do matter
- Talk to your representatives about the Public Health and Prevention Fund
- Work with your schools to ensure the cancer-preventive diet is offered to our children
- Get involved in the Farm Bill Debate:
Demand a food system that protects our health



What is policy?

- Statements of aspiration or intent
 - Collective decision and indecision that an institution takes
- 

How do we get policies?



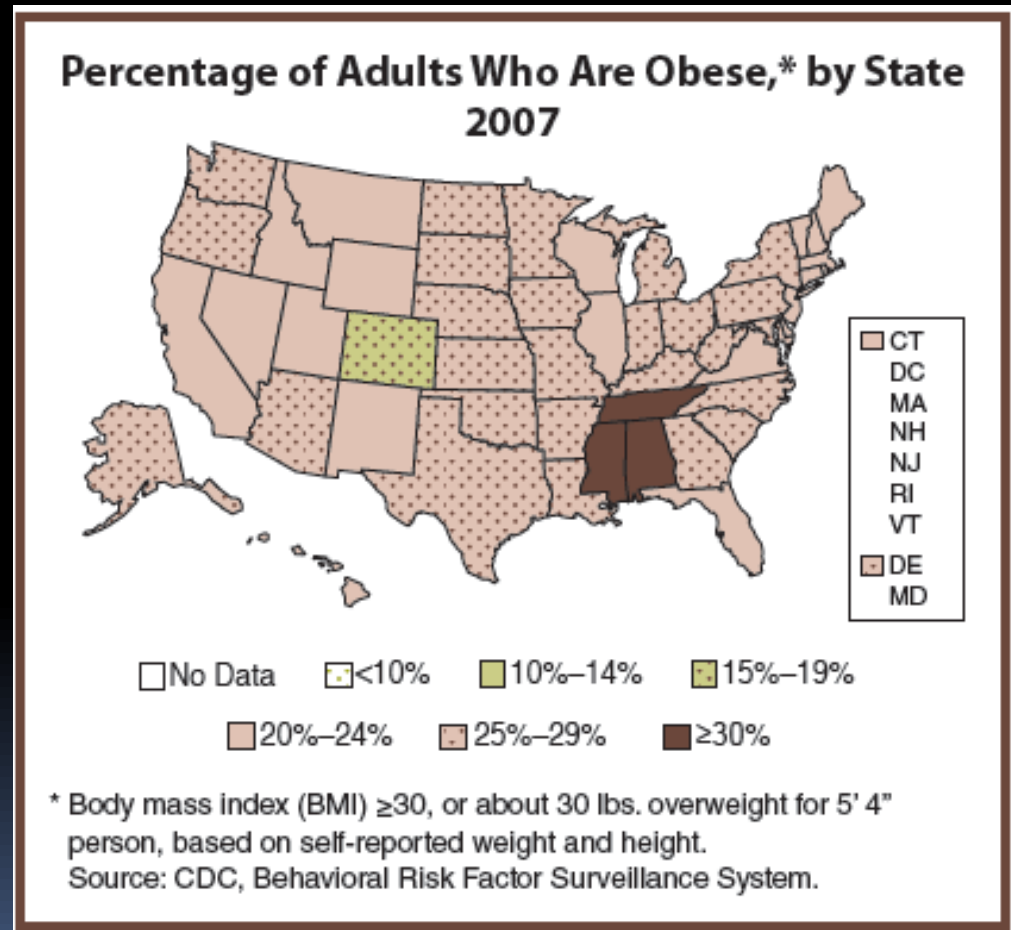
Drawn from Multiple Streams Theory originally described by Kingdon

What does it mean to advocate for a policy?

- You might like
 - A problem
 - A solution
 - A politician
- You seek matches between what you like and what others are advocating for
 - Policy compromise


Agenda Setting and selecting local solutions


- Technical processes
 - Provide scientific information to decision makers
 - Provide information about local capacity to address problems
- Participatory processes
 - encourage collective decision making
 - Creates new advocates and leaders






Being a part of solution

- Focus on values
 - Supporting organizations that work for ideas
 - Putting ideas out that might fix the problem
- 



The values that you may advocate for:

- Protection, especially of children
 - Children should be provided with food for optimal growth
 - Children should not be expected to make nutritious choices
- Equity
 - no one should bear a disproportionate burden of diet-related disease
 - Everyone should have an opportunity to eat a healthy diet
- Wellbeing
 - all people should live long healthy lives
- Sustainability
 - the way we eat should not deplete our resources




Adding a social justice perspective to nutrition programs

- Triggers to encourage critical review
 - Dissonance between values and reality
- Several recent films are excellent triggers
 - Unnatural Causes
 - Food, Inc
- To create local advocates, we need to find the values that resonate locally



Working with a politician

- Politicians are concerned with
 - Time: the time until the next election
 - National, state or local mood
 - Politicians are looking for issues and policies to make their careers
- 



Summary

- Clarify your own values
 - Consider how your values are common with decision makers
 - Seek common ground
 - Talk about specifics
- 