



# Legislation Action Conference- Washington DC

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CA Public Policy & Legislation Chair  
LAC- Preconference








# Getting Around

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# Getting to the Capitol

- Ride Share App (Uber, Lyft)
- Cab (Download App Curb)
- Public Transit (metro)
- Walk - 16 min - 0.5 miles to **METRO CENTER METRO STATION**
  - (Enter station at 11TH ST NW & G ST NW entrance)
- Board **SILVER LINE** towards **LARGO TOWN CENTER**
- Arrive at **CAPITOL SOUTH METRO STATION**
- Exit station & Walk - 6 min - 0.2 miles to Destination

-  Walk a short distance N on 1st St SE.
-  Walk straight on Rumsey Court SE.
-  Walk approx. 1 block N on Rumsey Court SE.
-  Walk straight on 1st St SE.
-  Walk approx. 1 block N on 1st St SE.





# Navigating the Capitol

- Senate Buildings

Russell Senate Office Building

Dirksen Senate Office Building

Hart Senate Office Building

U.S. Capitol

# Senate Office Buildings



# Navigating the Capitol

House of Representatives Buildings:

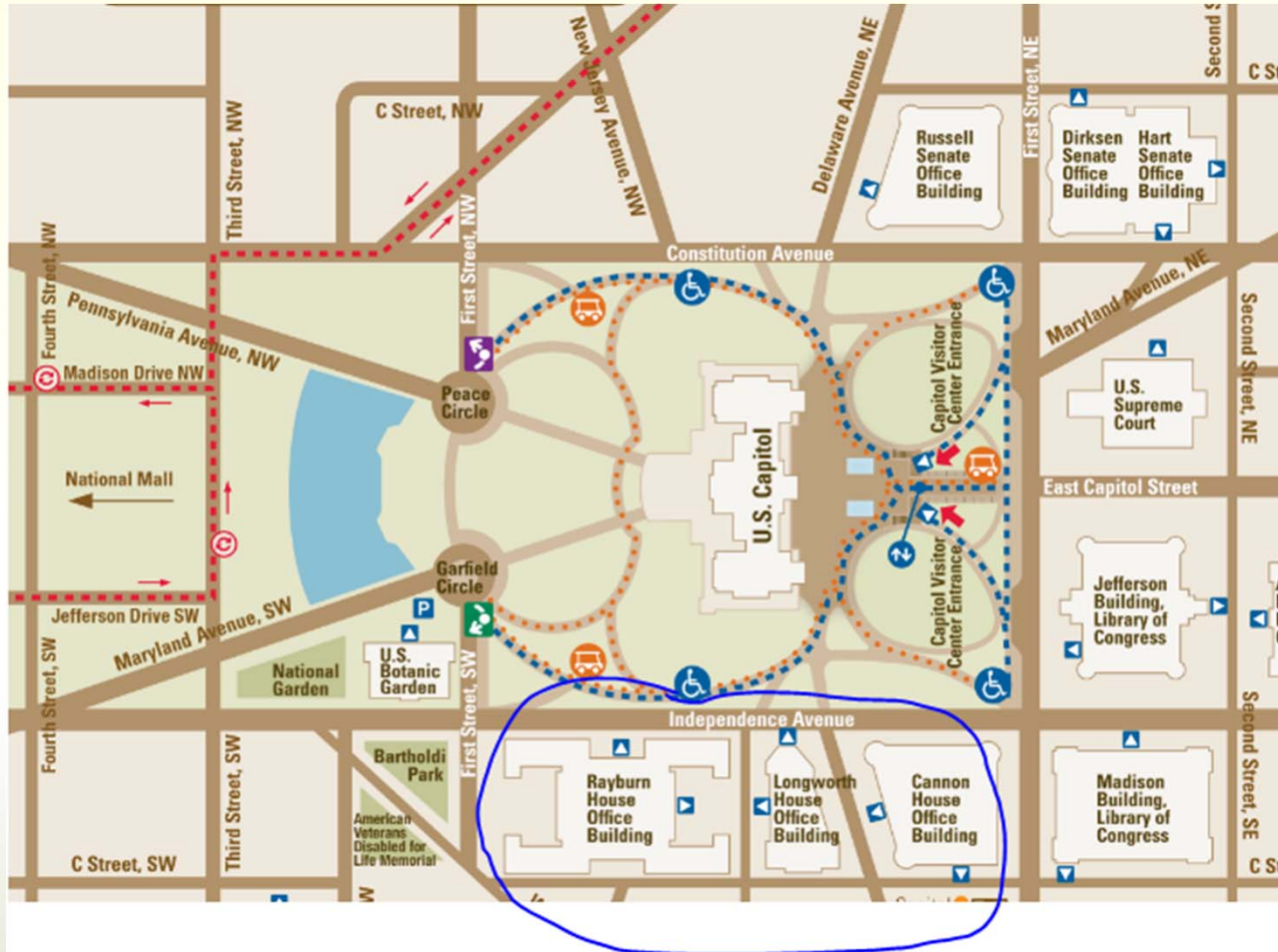
Rayburn House Office Building

Longworth, House Office Building

Cannon, House Office Building



# Representative Offices



# Building Tips

- Leave enough time to travel and get through security
- Underground Tunnel Between the House Buildings
- Only enter Security once – Any Building



# SNA Info Graphic & Position Paper

## FUEL STUDENTS FOR SUCCESS

Increase Access to School Breakfast and Lunch;  
Strengthen Meal Programs

The National School Lunch and Breakfast Programs have helped **reduce childhood hunger and combat obesity** for more than 70 years. These programs will be even stronger in 2020 and beyond if we:



**Expand Access**  Eliminate the Reduced Price category (ERP) so more hungry children get **nutritious meals** at school.

**Preserve Flexibilities for School Menu Planning**  **Current flexibilities** for whole grains, sodium and milk are working. Let's keep it that way.

**Start the Day Right**  Increase USDA breakfast commodities to **feed more children**, reduce costs & support American farmers.

**Simplify the Application Process**  Allow all states to automatically certify **eligible families** that participate in Medicaid.

**Give Time to Dine**  Give students adequate seat **time to eat** healthy school meals.

**Reduce the Red Tape**  Streamline overly complex regulations & **reduce administrative costs**.

**access nourish fuel students simplify meals**

 **SCHOOL NUTRITION ASSOCIATION**  
Feeding Bodies, Fueling Minds.  
[SchoolNutrition.org](http://SchoolNutrition.org)



## 2020 Position Paper

Research shows school meals support academic achievement, obesity prevention and overall student health by improving children's diets and combatting hunger. School meals are as critical to learning as teachers and textbooks. School Nutrition Association (SNA) has long supported offering healthy school meals to all students at no charge, as an integral part of their education. On behalf of school nutrition professionals and the students they serve, SNA calls on Congress to work toward this long-term goal by preserving the Community Eligibility Provision (CEP) and taking the following additional steps:

### Increase Student Access to School Breakfast and Lunch:

- **Eliminate the Reduced Price category (ERP).** Students whose families earn between 130 and 185 percent of the federal poverty level qualify to receive reduced price meals. However, some of these students go hungry during the school day or accumulate unpaid meal debt because many families struggle to afford the reduced price co-pay. Allowing these vulnerable children to receive free school meals will ensure consistent access to the nutrition they need to succeed, while reducing growing unpaid student meal debt and easing administrative burdens.
- **Expand Direct Certification with Medicaid for Free and Reduced Price Meals (DCM-F/RP) to all states.** Allow all states to use Medicaid data to automatically certify eligible students for free and reduced price meals. Direct certification eliminates the school meal application requirement for needy families, reduces paperwork and processing for schools, improves certification efficiency and accuracy and decreases unpaid meal debt.
- **Urge the US Department of Agriculture (USDA) and the US Department of Education, in collaboration with School Food Authorities (SFAs), to develop guidance on ensuring students have adequate time to eat healthy school meals.** Short lunch periods are a concern – especially for millions of food-insecure children who depend on school meals. To increase consumption of fruits and vegetables, which take longer to consume, and to minimize food waste, schools must provide students adequate "seat time" in the cafeteria.

### Strengthen School Meal Programs:

- **Preserve USDA's 2018 final rule *Child Nutrition Programs: Flexibilities for Milk, Whole Grains and Sodium Requirements*.** This final rule preserves strong standards for school meals, including calorie and fat limits, Target 1 sodium reductions and mandates to offer students a variety of fruits, vegetables, whole grain options and low fat or fat free milk.
- **Increase USDA Foods (commodities) support for the School Breakfast Program (SBP).** The FY 2020 Agriculture Appropriations Bill contains \$20 million for breakfast commodities. Increasing USDA Foods support for SBP will allow more students to benefit from a nutritious school breakfast, help schools cover rising costs and advance USDA's mission of supporting America's farmers.
- **Support USDA's ongoing effort to streamline overly complex child nutrition programs.** Streamlining regulations will minimize costs, allowing school nutrition professionals to invest time and resources toward better serving students.

# Breakout Sessions Sunday

## BREAKOUT SESSIONS

- LAC 101: Strategies for Successful Hill Visits
- Breakfast after the Bell: What's New and What's Next
- Culinary Creations: Kid-Tested, Kid-Approved
- Sustainable Solutions for Implementing and communicating Successful Meal Charge and Bad Debt Policies in Your District
- Industry Session, Part 1 (*Industry only*)

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## BREAKOUT SESSIONS

- Taking the Fear Out of CEP: Just Do It!
- Overcoming HR Hurdles
- Red State, Blue State: Building an Advocacy Program for Both Sides of the Aisle
- Sustainable Solutions for Implementing and Communicating Successful Meal Charge and Bad Debt Policies in Your District (*Repeat*)
- Industry Session, Part 2 (*Industry only*)



# SNA Priorities

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# The Visits

**Focusing on two Areas**

Increase Student Access to School  
Breakfast and Lunch

&

Strengthen School Meal Programs

# The Visits

## Increase Student Access to School Breakfast and Lunch

### Eliminate the Reduced Price category

- Students whose families earn between 130 and 185 percent of the federal poverty level qualify to receive reduced price meals. However, some of these students go hungry during the school day or accumulate unpaid meal debt because many families struggle to afford the reduced price co-pay. Allowing these vulnerable children to receive free school meals will ensure consistent access to the nutrition they need to succeed, while reducing growing unpaid student meal debt and easing administrative burdens.

# The Visits

Increase Student Access to School Breakfast and Lunch

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# The Visits

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# The Visits

## Strengthen School Meal Programs

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# The Visits

## Strengthen School Meal Programs

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# The Visits

## Strengthen School Meal Programs

Support USDA's ongoing effort to streamline overly complex child nutrition programs.

Streamlining regulations will minimize costs, allowing school nutrition professionals to invest time and resources toward better serving students.

Session Title



# Letter to Purdue

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# The “Letter”

## **A letter was sent to Secretary Purdue**

**California Legislators stated their opposition to the proposed changes (Flexibilities)**

“Sadly, the Trump Administration’s proposal is yet another attack on the health and well-being of our children. If this proposed rule were to be finalized, it would threaten the nutritional quality of lunches and breakfasts served by schools. The proposal allows for unhealthier options to be served as allowable entrées, limits the variety of vegetables served at lunch, and reduces the requirement of fruit served with some breakfasts.”

# The Signers of the “Letter”

Barragán,  
Brownley,  
Castro,  
Castor,  
Chu,  
Cicilline,  
Cohen,  
Correa,  
Cox,  
Craig,  
Davis (Danny K.),  
DeFazio,  
DeLauro,  
DelBene,  
DeSaulnier

Dingell,  
Fudge,  
Gabbard,  
Gallego,  
Grijalva,  
Gomez,  
Haaland,  
Hastings,  
Hayes,  
Holmes  
Norton,  
Kaptur,  
Khanna,  
Kildee,  
Kilmer,  
Lawson  
McNerney,  
Moore,

Moulton,  
Mucarsel-  
Powell,  
Nadler,  
Pappas,  
Payne Jr,  
Plaskett,  
Price, Roybal-  
Allard, Rush,  
Ryan,  
Schakowsky,  
Schiff,  
Takano,  
Thompson  
Tlaib,  
Torres,  
Visclosky,  
Waters

Watson Coleman,  
Wild



# The Letter States

- Limits the variety of vegetables served at lunch
- Allows for unhealthy options to be allowable entrees
- Reduces the requirement of fruit served with some breakfasts

# The Letter vs Flexibility

- Limits the variety of vegetables served at lunch

**CSNA supports making the number of servings and portion sizes for all vegetable groups consistent.** This is a logical change that will simplify menu planning without detracting from meal quality.

**CSNA supports the change that allows counting legumes credited as M/MA to meet the legume requirement for vegetables.** This change will reduce waste and, again, simplify menu planning.

We agree that any item credited as one component cannot also be credited as another in the same meal, **resulting in no change in the number of servings or portions of vegetables required** while reducing cost when a viable legume served as a meat is available. Afterall, the goal is to increase the consumption of legumes

# The Letter vs Flexibility

- Allows for unhealthy options to be allowable entrees-

**We believe that this is in relation to Competitive Foods- not entrees as it relates to the meal program (?)**

Proposed rule expands allowable entrees that are sold through the reimbursable meal program may be sold as competitive entrees not just on the day of and day after but additionally 2 days after.

We support an additional expansion to any day. It is confusing to students that an item considered healthy as part of a school meal is OK on some days but not on others. It undermines our ability to teach healthy eating to our students

We understand the rationale that some in the nutrition community use that the meal is balanced for energy and nutrients and ala carte items are not. But this argument falls flat when one considers that children only eat what they want. We can offer and serve complete meals, but we can't mandate what a child actually eats.

# The Letter vs Flexibility

- Reduces the requirement of fruit served with some breakfasts (breakfast outside of the cafeteria)

Many schools in California have opted for non-traditional school breakfast programs to encourage/allow more students to participate. The current requirement to serve a full cup of fruit has created a significant problem for some of these schools. **Unfortunately, not all students want or can consume that much in the morning. This leads to waste** which is both a financial issue as well as one that custodians are unhappy to have to deal with. We support giving local authorities the flexibility of reducing the requirement to half a cup for non-traditional breakfast. This is not a problem in cafeteria-based breakfast programs as offer v. served allows students to make that decision.





# Lobbying Tips

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# Lobbying Tips

## INTRODUCTION:

- Introduce your group to one of the staff people sitting in the reception area of the office.
- Let him or her know you have an appointment, and give the name of the staffer.
- If you do not have an appointment, tell them you would like to meet with the staff person who handles child nutrition issues. If the person is unavailable, ask if you can leave behind information and your business card.

# Lobbying Tips

## TIME

- Find out how much time the person you are meeting with can spend with you.
- Adjust your presentation accordingly, but be flexible as meetings can be cut short if Members are voting.

# Lobbying Tips

## LOCAL STORIES:

- Tell a story about how each issue you discuss will affect your district, school or business.
- Members may forget the details of the issue but will remember your stories.



# Lobbying Tips

## POLITICS:

- DO **NOT** be partisan or argumentative;
- DO explain and inform.
- Be friendly and positive.

# Lobbying Tips

## TALK CHILD NUTRITION:

- Explain how your school program works and the impact it has in the local community.
- Provide information to the office, and be prepared to leave behind further information.
- Do be creative in what information you leave behind, and include photos of school meals.

# Lobbying Tips

## ANSWERS:

- Talk about what you know, and do not hesitate to say, “I don’t know, but I can get that information for you,”
- Ask them to call SNA’s Government Affairs and Media Relations Center for the information.

# Lobbying Tips

## RELATIONSHIP:

- Establish a long-term relationship with the staff person handling child nutrition.
- Make sure to exchange business cards. Invite the Member or staff to visit your school, and offer to send more information or answer future questions.
- Check in with that person periodically, and be sure to touch base when there are key votes.



**You** want to be the person they call if they have questions on school nutrition issues.



# Lobbying Tips

## ALWAYS SAY THANK YOU:

- Thank them for their time, regardless of whether or not they agreed with you.
- Leave the lines of communication open.
- Sometimes it takes numerous follow-up conversations, even years, before you can “sway” them to your side, but it can be done!



# Gathering Info

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# District Profile Sheet



## School Nutrition at a Glance

\*Data is based on SY \_\_\_\_\_

Name:		
Email Address:		
Phone Number:		
Congressional Representative:		City:
Congressional District #:		State:
School Districts		
District Name:		
Number of Schools in District:		
District Enrollment Size:		
Annual Budget:		
Annual Revenue:		
Annual Expenses:		
	Breakfast	Lunch
Average Daily Participation:		
Meals Served Per SY:		
% Free and Reduced Students Served:		
Cost to Produce Meal		
Average Price a "Paid" Student is Charged:		
Notes:		

Collect information from School Districts  
You will represent

Contact the Director for the School Districts  
That are within the Legislative District





# Before you Go

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# COVID-19 (Coronavirus)

**For air travel**, the CDC assures that "although the risk of infection on an airplane is low, travelers should try to avoid contact with sick passengers and wash their hands often with soap and water for at least 20 seconds or use hand sanitizer that contains 60%–95

**Hand hygiene is especially important**, the CDC says, after going to the bathroom, before eating and after coughing, sneezing or blowing your nose. % alcohol.“

## **Does antibacterial soap kill coronavirus?**

Soap and water may be the best protection you've got.

Rather than handshakes, opt for an elbow rub.

Make sure to have alcohol-based hand sanitizer

## **Should I wear a face mask?**

No. There is [no recommendation to wear a face mask](#) and buying them could take them away from public health workers who do need masks.

# State Dinner



707 7th St NW,  
Washington DC, 20001

Sunday - 6:45pm