



Session Title

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CSNA Public Policy and Legislative Chair

FSD, Roseville City School District





Public Policy and Legislation

- **What is Public Policy?**
 - Public policy is a rule or regulation that is given to the public from the government. The policy is given to all the public and is for the entire public to abide by.

- **What is legislation?**
 - Legislations are laws enacted by a legislative body in a given place which are meant to be followed by the citizens.



Why does CSNA have a Public Policy Committee?

- There is a lot of legislation that is written and implemented that can have significant impact on our programs, i.e. nutrition standards, food safety laws, etc.
- CSNA members contact their legislators to educate them about our programs and inform legislators we are the experts when it comes to school nutrition programs
- We want legislators to contact us when needing advice on issues that may impact our programs

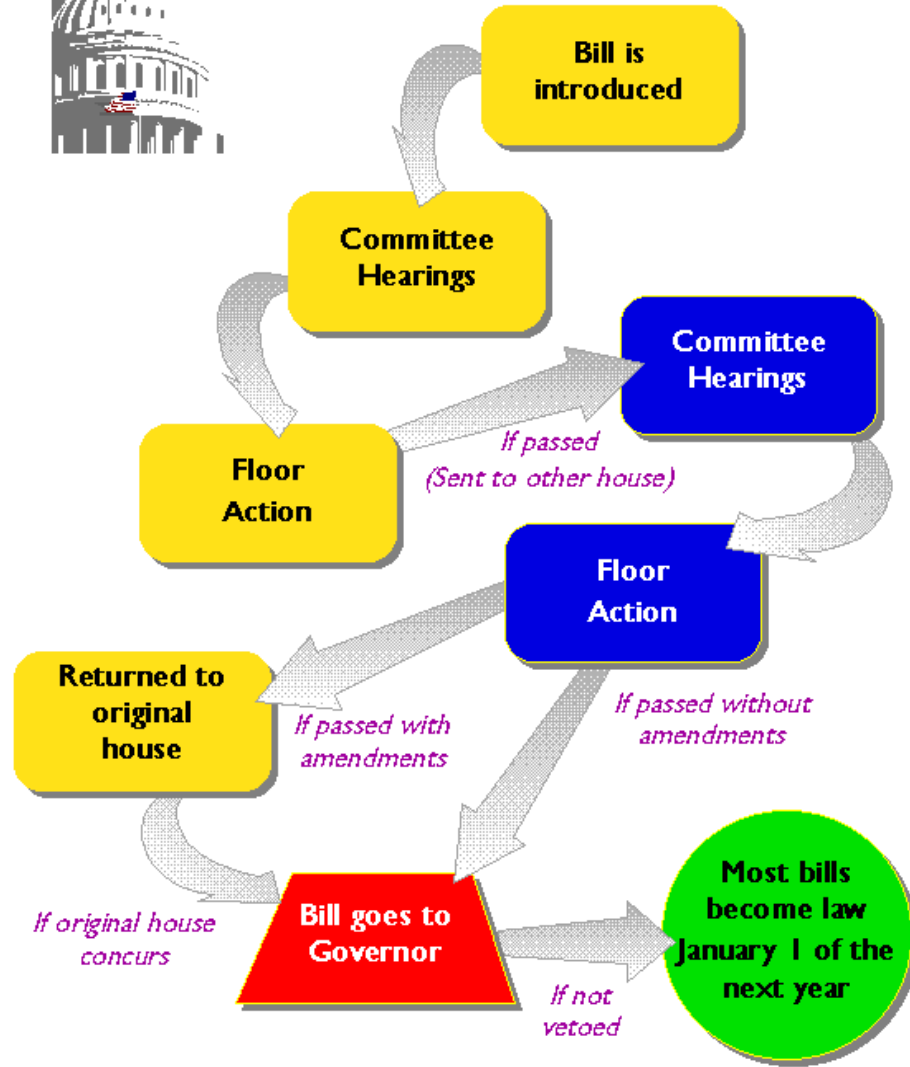


Why does CSNA have a Public Policy Committee?

- If legislation is in the process of becoming a law, we mobilize our CSNA members to contact their legislators and inform them of our position on pending legislation and reasons for our position
- Capitol Advisors Group (CAG) is the legislative advocacy group for CSNA
 - CAG maintains continuous contact with State legislators, legislative committees, education coalition partners
 - CAG educates these groups and legislative staff on our position on bills
 - We have a much better chance of the legislator supporting our position if we have allies on the issue



How a Bill Becomes a Law





Find your Representative

- You have Federal and State Representatives
 - Federal
 - 2 Senators for California
 - House of Representative
 - State
 - Governor
 - Senate and Assembly make up the legislature
 - <http://findyourrep.legislature.ca.gov>,



Legislative Action Conferences

- CSNA's holds an annual conference in Sacramento
 - January 26-28, 2014 at the Citizen Hotel in Sacramento
- SNA's in March in Washington, D.C.
 - <http://www.schoolnutrition.org/Content.aspx?id=156>



Scheduling a Cafeteria Site Visit

- **CHECKLIST**
- ✓ Identify your Legislator
- <http://findyourrep.legislature.ca.gov>,



- ✓ Contact Legislator's office and discuss the idea of a cafeteria visit with the appropriate staff person
- ✓ Identify potential dates and name of school for the site visit and include this information in your correspondence to the Legislator



- ✓ Submit request to Legislator and include the following:
- - Purpose of event
- - Potential Dates/Times
- - Your contact information (include e-mail, phone, fax numbers)
- - Draft agenda for the site visit
- - Include names of those who will also be participating (i.e. principal, superintendent, media/press, etc.)
- - Thank the Legislator for their consideration of the request



- ✓ Make sure you have the name of the scheduler, or staff person from the Legislator's office so that you can stay in touch throughout the scheduling process
- ✓ Notify your school district's Communication and Media Office as necessary



Planning the Site Visit

- ✓ Develop the agenda for the cafeteria site visit
- ✓ Review which meal will be served based on your menu and whether the Legislator will visit during breakfast or lunch
- ✓ Develop and compile “take away” packet of information for the Legislator



Planning the Site Visit

- **✓ Identify “welcoming committee” to greet the Legislator.**
 - Limit the committee to yourself and 3-4 other key school stakeholders and consider including a student on the committee.
- **✓ Invite key school stakeholders on the welcoming committee. This could vary by district, but may include the school superintendent and school principal.**
- **✓ Reach out to local press and other media outlets and extend an invitation for them to cover the event**



Planning the Site Visit

- ✓ Have a location already identified to snap a photograph of the Member with staff and children
- ✓ Conduct a “dry run” of the cafeteria visit and work out any kinks
- ✓ Reserve a room at your school to discuss issues and concerns with the Legislator



Planning the Site Visit

- ✓ Alert your school's front office that there will be a "special guest" arriving at the school
- ✓ Address all security issues for outside guests in advance (sign-in sheet, nametags, etc.)
- ✓ Issue a press release reporting on the visit, including basic background data given to the member or staff visitor



The Day of the Cafeteria Site Visit

- **✓ Assemble welcoming committee for the Legislator for “meet and greet” at a designated location of the school**
- **✓ Conduct your cafeteria tour with your VIP’s and enjoy a cafeteria meal with the children**
- **✓ Adjourn to room for Q and A**
- **✓ Thank all participants for attending and check them out at the front desk**



After the Cafeteria Site Visit

- ✓ Send thank-you note to the Legislator, scheduler and staff person
- ✓ Send any follow up materials that were discussed during the site visit



Site Visit Agenda

- Remember, you're the school nutrition expert
- Be positive and focus on 3 or 4 key topics
- Tell your stories and how possible legislation they can influence will affect your program
- Showcase the healthy foods being served
- Their perception of school lunch is what they were served when they were in school



*California State Senator Jean Fuller (R-18)
and Lynnelle Grumbles at Fairview School in Visalia*



Assembly Member Susan Eggman



Supporting a Legislator's Bill





PPL Members in Washington, D.C.



Meeting with Nancy Pelosi







CSNA **LEGISLATIVE** **ACTION** **CONFERENCE**

WHEN
January 26—28, 2014

WHERE
The Citizen Hotel
926 J Street, Sacramento, CA 95814

FEATURING • Ted Lempert from Children Now • Local Control Funding Formula • (former) Superintendent of Public Instruction, Jack O'Connell • School District CBOs and Food Service Directors • Legislative Panels • Elected Representatives • State Issues • Legislative Reception • Capitol Tour • Visit your Legislator

WWW.CALSNA.ORG

ALL CSNA
MEMBERS ARE
INVITED

REGISTRATION
www.calsna.org

EARLY BIRD
\$225 CSNA Members
\$275 Industry Member
Until November 18th

\$275 CSNA Members
\$325 Industry Members
After November 18th

HOTEL
The Citizen Hotel
926 J Street, Sacramento
916-492-4460
Single/double \$145/night
Book at:
www.citizenhotel.com

GET INVOLVED
NOW!



Thank you!