

State and Local Nutrition Policy: Strategies and Opportunities

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About CSPI

“America’s food and health watchdog”

- Nonprofit consumer advocacy organization
- Key issue areas include nutrition, food safety, and biotechnology
- Advocacy and education based on the best available scientific evidence
- Publisher of the Nutrition Action Healthletter
 - Covers timely topics on health and nutrition



CSPI Conflict of Interest Policy

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Learning Objectives

1. Understand the power of state and local policy
2. Describe examples of state and local policy initiatives related to nutrition
3. Recognize opportunities to build partnerships to advance policy goals

Policy Approaches

Policy Approaches





Policy change strategies typically seek to enact or modify policies at the legislative or organizational level and can be the most effective way to improve the health of a population. “Big P” policies are formal laws, rules, and regulations typically at the local, state, or national level, authorized by elected officials. They are often labor- and time- intensive but far-reaching. Alternatively, “little p” policies are related to practices, priorities, distribution of resources, and regulations, typically at the organizational level. They can often be adopted and implemented more

Strategy Examples (Big P and little p)


- Community: A city changes zoning ordinances so corner markets can display produce outdoors. (P)
- Worksite: A workplace policy is enacted that requires healthy food be served at meetings. (p)
- Health care: A hospital adopts a policy and process for operation of an onsite farmers markets. (p)

CCC coalitions are well positioned to work with legislators, advocacy groups, and other key decision-makers to advance policies in their state, which is often needed for community-level impact.

PSE Guide Table I

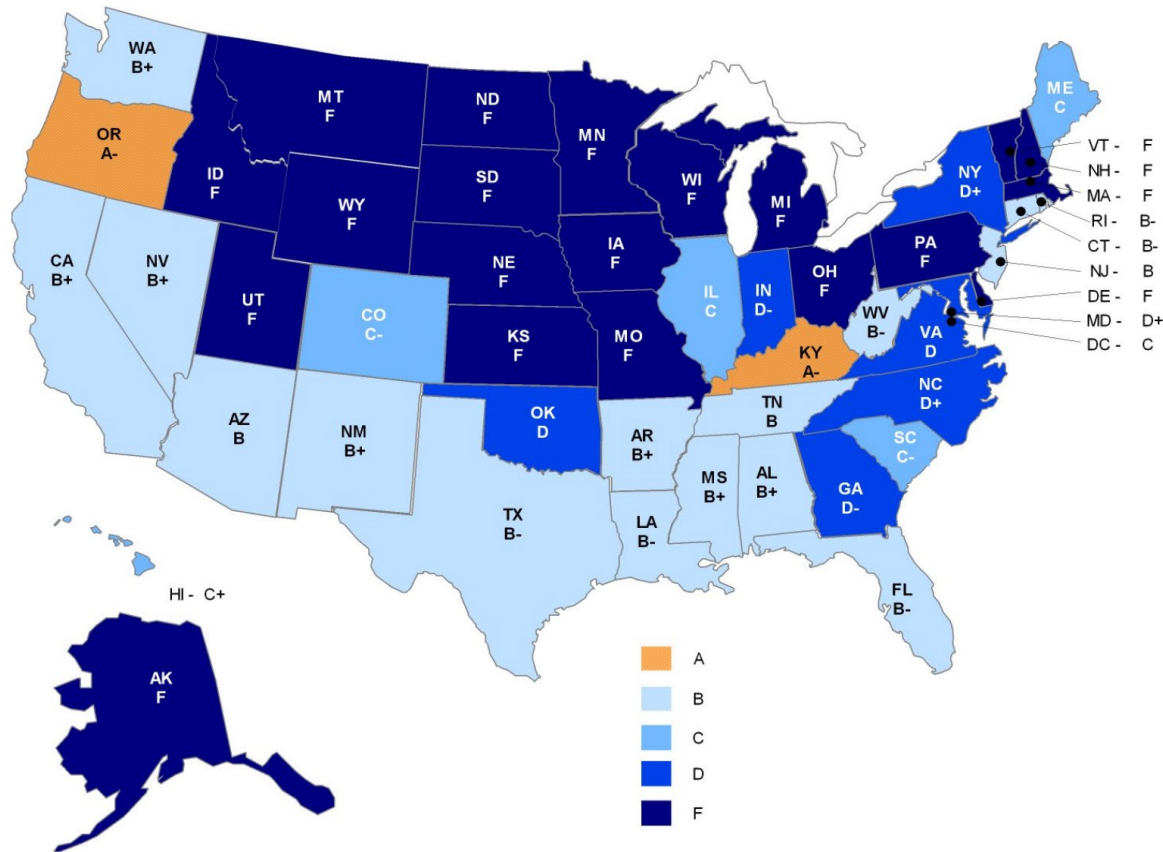
Nutrition			
Environmental	Community gardens	Establish and support land that is gardened or cultivated by community members for home consumption.	Sufficient ★
	New grocery stores in underserved areas	Attract new grocery stores that sell a variety of fresh foods, baked goods, packaged foods, and frozen items to underserved areas via financing initiatives, tax incentives, or zoning regulation.	Sufficient
	Farmers markets	Support multiple-vendor markets where producers sell goods such as fresh fruit and vegetables, meat, dairy items, and prepared foods directly to consumers.	Sufficient ★
Messaging 	Restaurant nutrition labeling	Provide nutrition information on menus and signboards at restaurants and other food outlets.	Sufficient
	 Point-of-purchase prompts for healthy foods	Place motivational signs on posters, front of package labels, or shelf labels near fruits, vegetables, and other items to encourage individuals to purchase healthier food options.	Sufficient ★
Policy (taxes/incentives)	Competitive pricing for healthy foods	Assign higher costs to non-nutritious foods than nutritious foods via incentives, subsidies, or price discounts for healthy foods and beverages or disincentives or price increases for unhealthy choices.	Strong
	 Fruit & vegetable incentive programs	Offer low-income participants matching funds to purchase healthy foods, especially fresh fruits and vegetables; often called bonus dollars, market bucks, produce coupons, or nutrition incentives.	Strong ★
	 Sugar-sweetened beverage and unhealthy snack taxes	Increase the price of sugar-sweetened beverages (e.g., soda) or snack products high in sugar and fat, by adding an excise or sales tax to the current price.	Sufficient ★
	Senior Farmers Market Nutrition Program	Support Senior Farmers Market Nutrition Programs, which provide senior program participants with coupons for fresh, unprepared, locally grown fruits and vegetables.	Sufficient

PSE Guide Table , continued

Category	Strategy	Description	Evidence
Policy (increasing access) 	Healthy food initiatives in food pantries	Combine hunger relief efforts with nutrition information and healthy eating opportunities, often with onsite cooking demonstrations, recipe tastings, produce display stands, etc.	Sufficient ★
	Healthy vending machine options	Increase healthy options in vending machines by reducing the price of healthy choices, increasing the number of healthy choices compared to unhealthy choices, etc.	Sufficient
	Mobile produce markets	Support fresh food carts or vehicles that travel to neighborhoods on a set schedule to sell fresh fruits and vegetables.	Sufficient
	Healthy food in convenience stores	Encourage convenience stores, corner stores, or gas station markets to carry fresh produce and other healthier food options.	Sufficient
Systems/ Provider-based	Health information technology: comprehensive telehealth interventions to improve diet among patients with chronic diseases	Telehealth interventions allow health care providers and patients to communicate by phone, email, web-based programs, or other electronic or digital media. Health care providers and patients may also interact in person, though in comprehensive telehealth interventions, most of their interactions are distance-based. Comprehensive telehealth interventions can be used to help adults who have chronic diseases that are affected by dietary behaviors.	Strong ★
Worksite/ Institutional-based	Water availability & promotion interventions	Make drinking water readily available in various settings via regular placement of drinking fountains, water coolers, bottled water in vending machines, etc.	Sufficient

Case Study: State Policies Pre-Healthy, Hunger-Free Kids Act (HHFKA)

State School Foods Report Card 2007



State/Local School Meal Policy Opportunities

1. State legislature
2. Governor's Executive Order
3. Board of education
4. Child nutrition agency
5. Local Wellness Policies



CSPI-Funded State/Local Policy Campaigns

1. Healthy SNAP
2. Menu Disclosures
3. Healthy Retail
4. Kids Meals
5. School Foods



What We Offer

- ✓ Technical Assistance
- ✓ Resources
 - ✓ Model Policy
 - ✓ Fact Sheets
 - ✓ Talking Points
- ✓ Lobbying Support



2021 Subgrantees

Legend

Local Campaigns

Issue Area

- Healthy Retail
- Kids' Meals
- Menu Disclosures
- SNAP
- School Foods

County-level Campaigns

Issue Area

- ▮ Kids' Meals
- ▮ Menu Disclosures
- ▮ SNAP
- ▮ School Foods

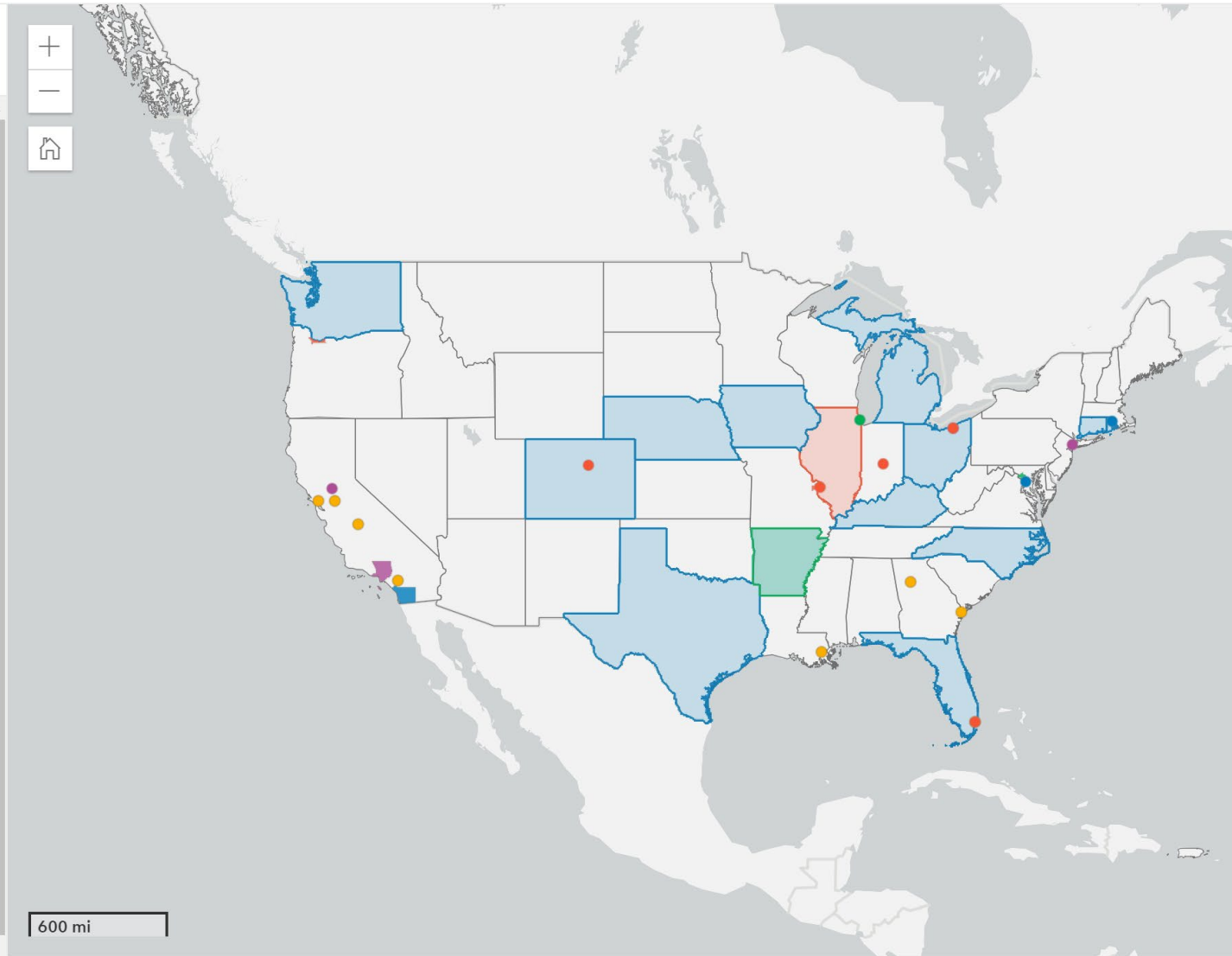
State-level Campaigns

Issue Area

- ▮ Kids' Meals
- ▮ SNAP
- ▮ School Foods



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Develop Key Partnerships

- Find relevant stakeholders in the state/locality
 - Ask existing partners to facilitate introductions and help you recruit
- Online search and cold outreach
- Set clear goals

State/Local School Nutrition Policy Coalition Charter (2021)

Article I – Name

The name of this group shall be named the State/Local School Nutrition Policy Coalition.

Article II – Mission and Vision

It is the mission of the State/Local School Nutrition Policy Coalition to collaboratively support the enactment of state and local policies that protect the health of students across the nation by codifying policies in law that require adherence to strong science-based nutritional guidance as intended by the original school meal nutrition standards established by the Healthy, Hunger-Free Kids Act of 2010, support schools in their efforts to improve the nutritional quality of meals, and increase access to meals to all students.

It is the vision of the State/Local School Nutrition Policy Coalition that all K-12 schools participating in the National School Meals Programs have the resources and tools needed to provide school food that meets science-based nutrition requirements, is well-received by students, is culturally relevant, is accessible to every student, supports good health and nutrition, and contributes to racial equity among students across the nation.

Article III – Purpose

The purpose of the State/Local School Nutrition Policy Coalition is to convene a strategic alliance of stakeholders and subject matter experts that work together to pass state and local public policies, with a particular focus on reaching priority populations, eliminating health disparities, and advancing racial justice.

The State/Local School Nutrition Policy Coalition will prioritize policies that address the following:

1. **Meal Patterns and Quantities:** Require at a minimum, the nutrition standards and meal patterns, including food components and quantities, established in the 2012 school meals final rule, *Nutrition Standards in the National School Lunch and School Breakfast Programs* or any stronger rule promulgated in alignment with the 2020-2025 Dietary Guidelines for Americans.
2. **Competitive Foods:** Require at a minimum, the 2016 national competitive foods standards (Smart Snacks) in the *National School Lunch Program and School Breakfast Program - Nutrition Standards for All Foods Sold in School* or any stronger rule promulgated in alignment with the 2020-2025 Dietary Guidelines for Americans.
3. **Sodium:** Re-instate the tiered sodium-reduction targets within a feasible timetable and include a "Target 4" for school meals consistent with the National Academies of Sciences Engineering, and Medicine's [Dietary Reference Intakes for Sodium](#) (issued March 2019).
4. **Whole Grains:** Establish a timetable for all grains offered to be whole-grain-rich (51 percent whole grain; consistent with the 2012 school meals final rule, *Nutrition Standards in the National School Lunch and School Breakfast Programs*) or any stronger rule promulgated in alignment with the 2020-2025 Dietary Guidelines for Americans.
5. **Added Sugars:** Establish an added sugar limit for school meals and competitive foods in alignment with the most recent Dietary Guidelines for Americans and strongly encourage barring the use of unsafe non-nutritive sweeteners.
6. **Universal Free Meals:** Require all students, regardless of household income, be eligible to receive lunch and/or breakfast at school (or from the school for those using e-learning approaches) free of charge to the student.
7. **Increased Reimbursement and Technical Assistance on Nutrition Standards:** Provide increased reimbursement to incentivize schools to meet stronger nutrition standards and provide robust state agency technical assistance.
8. **Seat time/mealtime requirements:** Require minimum seat time or meal period to ensure sufficient time to eat (e.g. at least 20 minutes in seat), and reasonably timed meal periods (e.g. lunch after 11am and before 2 pm).

Coalition Mission and Vision

It is the **mission** of the School Nutrition Policy Coalition to collaboratively support the enactment of state and local policies that protect the health of students across the nation by codifying policies in law that require adherence to strong nutritional guidance as intended by the original school meal nutrition standards established by Healthy, Hunger-Free Kids Act of 2010.

It is the **vision** of the School Nutrition Policy Coalition that all K-12 schools in all 50 states provide school food that meets science-based nutrition requirements, is well-received by students, and supports good health. The specific policy levers that this Coalition examines and supports include addressing sodium, whole grains and added sugars.

State/Local Policy Coalition Membership

- Academy of Nutrition and Dietetics
- Action for Healthy Kids
- Alliance for a Healthier Generation
- American Academy of Pediatrics
- American Cancer Society Cancer Action Network
- American Heart Association
- American Public Health Association
- Burness Communications (RWJF)
- California Food Policy Advocates
- Food Research and Action Center
- FoodCorps
- Friends of the Earth
- Funders Collaborative on Youth Organizing
- **Funded campaign leads**
- Healthy Eating Research
- Healthy School Food Maryland
- Initiative for Healthy Schools
- Institute for Child Nutrition
- Institute for Health Research & Policy at University of Illinois - Chicago
- Kaiser Permanente
- Laurie M. Tisch Center for Food, Education & Policy
- Mission:Readiness
- NAACP
- National Education Association
- National Farm to School Network
- National PTA
- Nutrition Policy Institute
- Public Health Institute
- Real Food for Kids
- The Food Trust
- The Praxis Project
- T.H. Chan Harvard School of Public Health
- UConn Rudd Center for Food Policy and Obesity
- UnidosUS
- Union of Concerned Scientists
- United Fresh Produce Association
- Urban School Food Alliance
- Voices for Healthy Kids

State/Local School Nutrition Policy Coalition Priorities

1. Meal Patterns and Quantities
2. Competitive Foods
3. Sodium
4. Whole Grains
5. Added Sugars
6. Universal Free Meals
7. Increased Reimbursement and Technical Assistance on Nutrition Standards
8. Seat time/mealtime Requirements
9. Funding for Kitchen Equipment and Facilities
10. Summer Meals
11. Support Farm-to-School and other Local Food Purchasing
12. Increase Purchases of Fresh Fruits and Vegetables
13. Support Safe and Equitable Access to Drinking Water
14. Equitable Procurement Practices
15. Eliminate Artificial Food Dyes
16. Eliminate Processed Meats
17. Decrease Junk Food Marketing
18. Support Scratch Cooking
19. Support Plant-Rich Menus

State/Local Policy in the COVID-19 Era



Thank you!

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