



NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
TO PREVENT CHILDHOOD OBESITY

# The Healthy, Hunger-Free Kids Act

*What You Need to Know*

November 10, 2011

**Quang "Q" Dang**

*Legal Technical Assistance Director* for PHLP's  
National Policy & Legal Analysis Network to Prevent  
Childhood Obesity (NPLAN)



# Public Health Law & Policy

We partner with state and local leaders to improve health in all communities, especially the underserved.

We do this by researching legal and policy questions, drafting policy language, and training community leaders to put these ideas to work.



## Agenda:

- Introductions
- Overview of the Healthy Hunger-Free Kids Act Reauthorization
- Next Steps to Implement the Healthy Hunger-Free Kids Act
- Changing the School Environment – *A Conversation with an Innovative Director of Food Service*
- Working with your State Child Nutrition Program
- Q &A

Close Poll

**Poll Results**

Display Results to Participants

**Total Responses: 0**

Answer	Responses
Email announcement from PH...	0
Email announcement from NP...	0
Email from another source	0
Newsletter announcement fro...	0
Newsletter announcement fro...	0
Announcement from RWJF	0
Facebook	0
Twitter	0
Word of mouth	0
Other	0

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**Margo Wootan**

*Director, Nutrition Policy Center for Science in the  
Public Interest*



# Child Nutrition 2010



Margo G. Wootan, D.Sc.  
Director, Nutrition Policy



CENTER FOR  
Science IN THE  
Public Interest

*The nonprofit publisher of  
Nutrition Action Healthletter*

[www.cspinet.org/nutritionpolicy](http://www.cspinet.org/nutritionpolicy)

# 2010 Child Nutrition Reauthorization

- Healthy, Hunger-Free Kids Act, S. 3307
- School lunch, breakfast, CACFP, WIC, summer foods, after-school suppers
- \$4.5 B (2010) v. \$487 M (2004)
- Support from advocates, grassroots, Administration





- 300 member organizations
- Federal, state and local organizations
- Diversity of members



## Food sold outside of school meals:

- Vending
- A la carte
- School stores
- Fundraisers



# USDA School Meal Regs

- Set maximum calorie targets
- Increase fruits and vegetables
- Make grains whole grain
- Milk must be low or no fat
- Use only trans-free products
- Limit sodium to 740 mg (HS)

# Increase resources for healthy school meals

- 6 cents/lunch (sec 201)
- Set reasonable prices for paid meals (sec 205)
- Cover costs for a la carte foods (sec 206)
- Reducing overhead charges = more money for healthy food

## By the Numbers

### Cost of Improvements to School Meals

Breakfast: \$ 4.2 billion

Lunch: \$ 2.6 billion

**Total Cost: \$ 6.8 billion**

### Increased Revenue from the Healthy, Hunger-Free Kids Act

Section 201: \$ 1.5 billion

Section 205: \$ 323 million

Section 206: \$ 7.2 billion

**Total New Revenue: \$ 9 billion**

\*All figures over 5 years

# Strengthen & Implement Local School Wellness Policies

- Technical assistance/training
- Implementation plans
- Make wellness policies and implementation plans public
- Periodically assess implementation of policies and update as needed
- Wellness policy committee



# MODEL SCHOOL WELLNESS POLICIES

NANA's model policies and  
additional resources:

[www.SchoolWellnessPolicies.org](http://www.SchoolWellnessPolicies.org)



**Why Policy:**

Why nutrition policy is important

**Policy Options:**

Policies and programs to promote nutrition and physical activity

**Get Involved:**

What you can do

**Find Out More:**

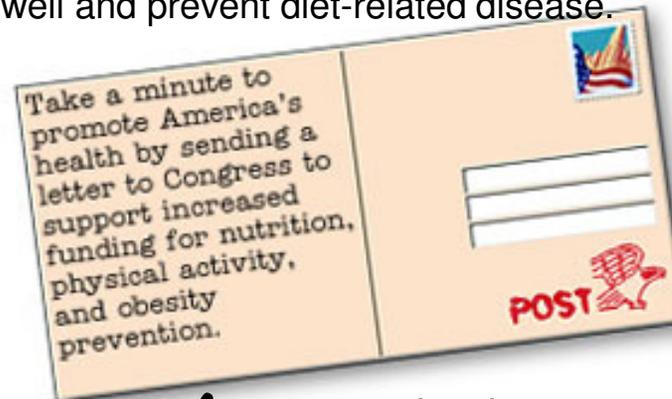
Why its hard to eat well and be active in America today

The National Alliance for Nutrition and Activity

Learn more about how to eat well

Public policy can make it easier for Americans to eat well and be active

- Eating well and being physically active takes more than just willpower. We need programs and policies that make healthy food more available, that disclose the calorie content of restaurant foods, and that teach people how to make healthy eating easier. There are existing nutrition policies and programs, like Nutrition Facts labels on packaged foods, nutrition standards for school lunches, and regulation of food additives. But more needs to be done to help people who want to eat well and prevent diet-related disease.



[www.cspinet.org/nutritionpolicy](http://www.cspinet.org/nutritionpolicy)

## **Jessica Donze Black**

*Director, Kids Safe and Healthful Food Project for  
Pew Charitable Trusts*





Robert Wood Johnson Foundation

# Healthy Hunger Free Kids Act (Almost) 1 year later

Jessica Donze Black RD, MPH  
Director, Kids Safe and Healthful Foods Project  
[www.healthyschoolfoodsnow.org](http://www.healthyschoolfoodsnow.org)

## Where are we now with School meals?

- Regulations proposed in early 2011
- Over 130,000 comments received and reviewed
- Challenges from Congress and ongoing considerations in Agriculture appropriations process
- Final or interim final rule likely forthcoming
- Implementation beginning in Fall of 2012 (but many schools already on their way!)

## Where are we now with Snack foods and Beverages?

Proposed rule expected in early 2012



# Other changes in the works

- **Additional funding for administration of the school meals program available to states when school meals rules are finalized.**
- **Ongoing implementation of interim final rule on setting equitable prices for school meals and adequate prices for foods outside of the school meal.**
- **Additional guidance, resources, and technical assistance for those working on implementation of all of the interim and final rules.**

# What can you do?

- Sign up at [www.healthyschoolfoodsnow.org](http://www.healthyschoolfoodsnow.org) to stay up to date and take action.
- Support your school in moving in the right direction now. Many schools are already meeting healthier standards and proving it can be done! Get inspired and find tools for action at [www.healthiergeneration.org](http://www.healthiergeneration.org) or [www.fns.usda.gov/tn/healthierus/](http://www.fns.usda.gov/tn/healthierus/).



**Roger Kibb**

*Director of Food Services and Nutrition*  
Norwood City School District of Norwood, Ohio



A  
Conversation  
with a Food  
Service  
Director

















**Elizabeth Walker**

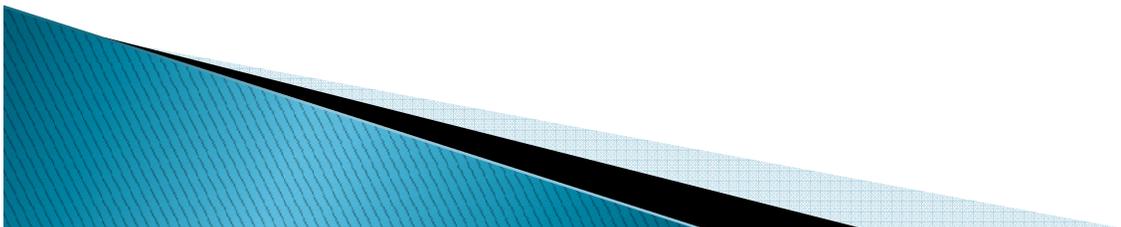
*Senior Director of Health Improvement*

Association of State and Territorial Health Officials



# Doing this for your community and state?

- ▶ Common themes from questions asked:
  - HHFKA Implementation
    - Enforcement
    - Local wellness policies
    - Education of health topics like nutrition and wellness
  - Partnership and Support for child nutrition:
    - Buy in from school administration and education leaders
    - Support from health departments
    - Support from families



# Evaluation & Accountability

## Using what your state or school already does:

- ▶ AYP, school report cards, etc.
- ▶ Child nutrition audits
- ▶ Business audits
- ▶ School health index assessments or other health assessments and action plan requirements

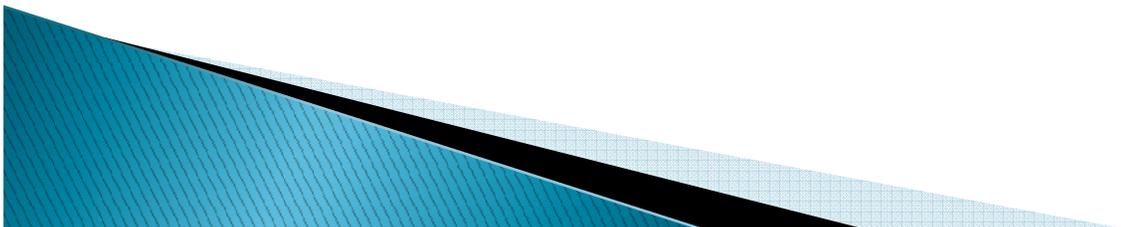
## *West Virginia*

- ▶ School Building
  - Food Service Director
    - Coordinated Review & Evaluation and the School Meals Initiative Report
  - Schools submit local wellness activities each quarter (at least 3 activities/year)
- ▶ School District
  - Conduct a School Health Index every 2 years
  - Compile comprehensive report to share with administration and revise policy as needed
- ▶ State
  - Submit School Wellness Policy report every 2 years to the state
  - State Business audit looks to ensure schools are implementing state policies



# Doing this for your community and state?

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# Future of Education

- ▶ School Structure for the 21<sup>st</sup> Century
  - Environments – including addressing the whole child
  - Time
  - Life long learning and focusing treating students as individual learners
  - Technology
- ▶ Race to the Top and Common Core
- ▶ Real time assessments and tracking progress
- ▶ Data systems



YouTube - Vision for technology in K-12 Education.URL

# Common Core State Standards

Common Core Curriculum	Teacher Preparation	Assessments	Longitudinal Data Systems (accountability)
<p>Use the 15% rule to integrate health and physical education as themes across the curriculum.</p> <p>Ensure that Physical Education and Health Education standards are not reduced as implementation</p>	<p>Focus on the Whole Child in pre-service education programs.</p> <p>Require at least one health education class on the ways a child's health affects student learning.</p> <p>Integration of physical activity and nutrition in to general classroom behavior management strategies.</p> <p>Require a basic nutrition course (could count as a science credit) for teacher preparation.</p>	<p>Governing states in the Assessment Consortia can advocate for health topic questions.</p> <p>Include physical fitness assessment.</p>	<p>Possible elements to collect:</p> <ul style="list-style-type: none"> <li>•Vision</li> <li>•Asthma</li> <li>•Teen Pregnancy</li> <li>•Obesity (BMI, height/weight)</li> <li>•Fitness scores</li> <li>•Alcohol/substance use</li> </ul> <p>Ensure that mental health is one of the top priorities and that at least one data collection point is relevant to mental health.</p> <p>Explore possibility of switching out scoliosis screening for one of the proven strategies that have demonstrated impact on academic outcomes.</p>

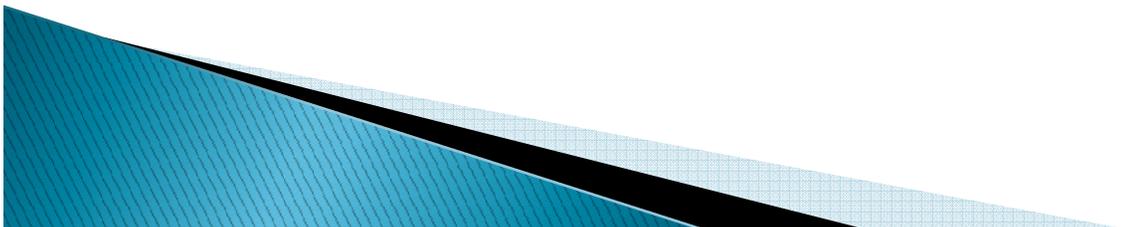
# Partnership and Support

- ▶ Schools –
  - Administration
  - Staff
  - Student and Family Buy-in
    - Taste testing, Decision Making, Education– most importantly– meeting them where they already go
- ▶ Health departments
  - Partnering with funds, initiatives, and programs
  - Authority for health
- ▶ Community
  - After school and community programs for students
  - Businesses
  - Physicians



# Contact information

- ▶ Elizabeth Walker– [ewalker@astho.org](mailto:ewalker@astho.org)
- ▶ Whitney Meagher– [whitneym@nasbe.org](mailto:whitneym@nasbe.org)



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Quality of audio & visual featu...	0
Useful information	0
Meaningful examples	0

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**Tracy Fox**

*President*

Food, Nutrition & Policy Consultants



**Kim Kengor**

*National School Nutrition Manager*  
Alliance for a Healthier Generation



# Q & A



Thank you!

[www.phlpnet.org](http://www.phlpnet.org)

