

2016 State Legislative Sessions Wrap-Up

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Speakers



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Lauren McGowan - Director, Financial Stability, United Way of King County, Washington

Session Goals



Recap activities of the most recent state legislative sessions that will impact or could have impacted childhood hunger



Learn lessons from trends in legislative action and challenges that rose from states



Celebrate successes and review what made an impact on accomplishing state legislative goals

2016 in Review – Some Highlights

- **CO HB 16-1463 “Breakfast After The Bell Authority To Charge” - Failed**
Amended prior Breakfast After the Bell legislation, would charge non-FRP eligible students for meals at schools where FRP eligibility is between 70% & 80%
- **DE H408 “Breakfast Through an Alternative Service Model” – Passed**
Starting the 2017 – 2018 school year, all schools participating in the Community Eligibility Provision must provide school breakfast using an alternative service model
- **MD HB1402 “Public School Opportunities Enhancement Act” – Enrolled**
Established the Public School Opportunities Enhancement Program which provides grants (\$7.5 million annually) to local school systems, community schools, and nonprofit organizations to assist in expanding or creating extended day and summer enhancement programs and to expand and support educational programs during the school day
- **NM SB 144 “Rename ‘Breakfast After the Bell Program’” – Enrolled**
Amends the current law that requires schools with 85% FRP eligibility to serve Breakfast After the Bell Breakfast. Includes flexibility for schools to serve breakfast before the instructional day begins provided the school also offers breakfast after the start of the instructional day in a location of the school’s choice.



HB 1295

Lauren McGowan, United Way of King County

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HB 1295 Background

- Schools where at least 70% of students are eligible for free or reduced price meals would be required to offer breakfast after the start of the school day.
- \$6,000 will be provided to schools impacted by this legislation in order to help with startup costs.
- Schools have the flexibility to choose the model they'd like for serving breakfast after the bell, such as Grab and Go, Second Chance Breakfast, or Breakfast in the Classroom.
- Bill introduced in each of the last three legislative sessions:
 - Consistent support from House (D controlled)
 - Consistent Opposition in Senate (R controlled)
 - Support from Governor (D)

HB 1295 Challenges and Outcomes

- Opposition from OSPI (Our Department of Education)
- Concern from State Board of Education about Breakfast counting as instructional time
- Initial concerns from School Nutrition Association but we worked with them to design and shape bill; eventually they became strong advocates
- Some concern about nutritional value of meals; especially sugar content
- Personal philosophy of legislators in key leadership positions
- Mandate – *no one likes to be told what to do.*
 - We spent a year providing grants to schools across WA and were able to demonstrate that there was little take up and a mandate was necessary.
 - We changed our language “A guarantee. It gives kids food where and when it matters”

HB 1295 Lessons Learned

- Learn from what others have states have done
- Pilot Alternative Breakfast Models – show that it works in your community
- Build Strong, Nimble, & Diverse Coalition:
 - WA Coalition grew from 4 to 65+ over two years
 - Strong support from Custodial Unions, Education Groups, Anti-Hunger Community, PTA, and Schools Leaders
 - Be clear on who the decision makers are within the Coalition
- Take time to educate stakeholders – even those who should be clear allies about the efforts - through info sessions, webinars, and calls.
 - Develop unlikely champions
 - Educate legislators and key stakeholders outside of session
- Have a strong communications plan in place for op-eds, social media, etc.
 - Data + Stories are key
 - Share Our Strength was super helpful
- Be willing to compromise – to a point



SB 2393

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SB 2393 Background

May 2015 School Breakfast Resolution - SR 339/HR398

Summer 2015 began calculating potential impact of legislation on schools and participation

Fall 2015 began work with Social Impact Center to analyze Illinois breakfast data for our own Financial Sustainability Report

Fall 2015 thru Spring 2016 – Continuous outreach to partners, school affiliated associations, other stakeholders

February 2016 - Engaged Illinois Lobbying team

March 2016 – Released Financial Sustainability Report

May 2016 – Lobby Day

SB 2393 Challenges and Outcomes

- No State budget and statewide financial instability
- Political gridlock at the highest levels
- Initial push-back from Illinois Principals Association
- Outcome:

**Unanimous passage of the bill in both the
Senate and the House!**

SB 2393 Lessons Learned

Preparation was essential:

- Lay the ground work with resolutions
- Study other states
- Confidence in our team (GCFD/SOS/Lobbying Team)
- Building partnerships
- Financial sustainability report



Key Takeaways

- Child nutrition legislation is being introduced throughout the country in various different ways – mandates, funding, and program guidance
- School breakfast and Breakfast After the Bell legislation continues to be the most common form introduced, but states are looking to improve other programs such as after school meals through legislation as well
- Reports and funding through reimbursements or grants can often be the gateway to additional legislative action
- Legislation continues to be scrutinized even after its passed and implemented and the potential for rolling back legislation exists

Anticipating a State Legislative Campaign

- 1) **Objectives:** Get very, very specific. What specifically do you want to do by the end of your next legislative session?
- 2) **Decision Makers:** Again, be specific. Exactly who can turn your objectives into reality? Which members of the legislature, which school leaders, which members of the governor's staff?
- 3) **Landscape:** Conduct a thorough landscape check. What are your assets? Who are your champions? What's your opposition? What happened other times someone tried to reach this objective and why did it fail?
- 4) **Audience:** Who are you talking to and why? Are these people who can convince your decision-makers to take action? Where do they get their information? Who do they respect?
- 5) **Message:** How can you translate your objective into a message that your audience and decision-makers are able to hear?



No Kid Hungry Can Support Your State Advocacy Campaign

What we can provide –

- Technical assistance in drafting policy and legislation
- Peer-to-peer connections with those who have implemented policy changes
- Communications Assets - including media strategies, tactical assistance, and customizable templates

Center for Best Practices
bestpractices.nokidhungry.org

The No Kid Hungry Playbook
playbook.nokidhungry.org/



Final Questions or Comments?



STUDENT

THANK YOU

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