

Restaurant Kids' Meals Policy Campaigns

When children eat out, they typically consume more calories, added sugars, and sugary drinks and fewer fruits, vegetables, and whole grains than when they eat at home.¹ Children get a quarter of their calories, on average, from restaurant food and beverages.² Healthier children's meals can reduce sugary drink consumption, encourage children to form healthy eating habits, and support parents' efforts to feed their children well.

CSPI is seeking to fund state, local jurisdictions, Tribal, or U.S. territory policy campaigns that aim to ensure healthy, equitable, kids' meals for all. At this time, CSPI is prioritizing comprehensive policies that incorporate both food and beverages, such as the full meal nutrition standards or default side dishes. However, we will consider default beverage bills if they are in a state or locality where the bill may have a significant impact on the restaurant environment or is tailored in a meaningful way to advance health equity.

Please note that preemption may be a barrier for local kids' meal legislation, especially in the following states: Florida, Kansas, Mississippi, North Carolina, Tennessee, Wisconsin (more information [here](#)). If you're considering submitting an application for a jurisdiction within any of these states, please reach out to us for further discussion before applying.

Policies should include one or more of the following provisions. New or innovative approaches to these provisions are welcomed.

- a. **Nutrition Standards for all Restaurant Kids' Meal Combinations:** Require kids' meals at restaurants meet expert nutrition standards. Nutrition standards can be tailored to the needs of a community with deference to the foodways of the locality. CSPI can provide assistance on tailoring nutrition standards.
 - i. Calories: < 600
 - ii. Calories from saturated fat: < 10%
 - iii. Added sugars: no more than 10% of calories
 - iv. Sodium: < 700 mg
 - v. Food groups: meals must include at least two of the following and at least one of the two food groups must be a fruit or vegetable.
 1. Fruit: $\geq \frac{1}{2}$ cup
 2. Vegetable: $\geq \frac{1}{2}$ cup
 3. Non/low-fat dairy: ≥ 1 cup
 4. Whole grains: $\frac{1}{2}$ serving (first ingredient a whole grain or $\geq 50\%$ whole grains by weight of product)
- b. **Default Sides:** Require the side dish automatically included as part of a Children's Meal be one or more of the following:

- i. At least one-quarter cup unfried fruit; and/or
 - ii. At least one-quarter cup unfried vegetables, excluding white potatoes.
- c. **Default Beverages:** Require the beverage automatically included or offered as part of a children's meal be one or more of the following:
 - i. Water – Water, sparkling water or flavored water, with no added natural or artificial sweeteners; and/or
 - ii. Milk – Flavored or unflavored nonfat or low-fat (1 percent) dairy milk or non-dairy beverage that is nutritionally equivalent to fluid milk (e.g., fortified soymilk) in a serving size of 8 ounces or less; and/or
 - iii. Juice – 100 percent fruit or vegetable juice, or fruit and/or vegetable juice combined with water or carbonated water, with no added natural or artificial sweeteners, in a serving size of 8 ounces or less.

Applications can be submitted for up to \$70,000 in direct costs* for a duration of up to 18 months and can support non-lobbying and lobbying activities.

CSPI is also accepting applications up to \$20,000 for jurisdictions that are working to support implementation and enforcement of recently passed kids' meal policies in their jurisdiction.

Organizations can apply for funds to support the important work that comes after policy passage. This funding could go towards (but is not limited to):

- a. Developing resources to disseminate to restaurants to support implementation
- b. Time for advocacy staff to work with agencies tasked with enforcing the law
- c. Providing technical assistance on the law, implementation criteria, and the enforcement requirements

Key Application Priorities

- Applications are from diverse organizations who are either representative of the population for which a policy is focused or are directly partnering with individuals and or community organizations representing the population. If application is from a white-led organization, we recommend that a minimum of 25% of your grant supports organizations and/or individuals from communities most impacted by health disparities.
- Projects are informed by community needs and applicant organizations partner with diverse stakeholders.
- Voluntary or programmatic initiatives are not eligible.

The deadline for Letter of Interest (LOI) submission is April 1, 2022. All LOIs should be submitted through CSPI's Online Grant Management System.

For information on how to apply online, please visit our [website](#). More details about our grantmaking are also available in our 2022 Grant Applicant Guide. For any other questions you may have about this specific funding opportunity or our application process in general, please don't hesitate to reach out to us at grants@cspinet.org.

** In recognition of the disproportionate impact of gaps in operational funding for smaller nonprofits, we have implemented a tiered Indirect Cost rate structure. Indirect costs will be added on top of submitted project budgets:*

- *12% indirect costs for grantees with annual budgets over \$5 million*
- *15% indirect costs for grantees with annual budgets \$1 million up to \$5 million*
20% indirect costs for grantees with annual budgets under \$1 million

¹ Powell LM, Nguyen BT. Fast-food and Full-service Restaurant Consumption among Children and Adolescents. Arch Pediatr Adolesc Med. 2012;167(1):14-20

² Lin B, Morrison RM. Food and Nutrient Intake Data: Taking a Look at the Nutritional Quality of Foods Eaten at Home and Away from Home. Amber Waves. 2012;10(2):1-2.