

# Center for Science in the Public Interest

## Healthy School Meals

## Lobbying Grants



# Logistics for Today's Webinar

Please keep your microphone on mute.

We will have an approximately 15-minute presentation followed by 45 minutes for Q&A and discussion.

All questions should be asked through the chat, where people will be monitoring them and helping to facilitate the conversation.

# Center for Science in the Public Interest (CSPI)

Since 1971, CSPI has worked to:

- Make it easier to eat healthfully
- Prevent and mitigate diet-related diseases

Our Strategies:

- National, state, local policy
- Partnerships with state and local organizations
- Education (newsletter, social media)
- Advocacy (regulatory, legislative)
- Litigation



# CSPI School Foods Work: Healthy School Meals for All

- School foods meet strong, evidence-based nutrition standards
- School meals provided at no cost to all children

## Background:

- Led the advocacy work to update the nutrition standards in the Healthy, Hunger-Free Kids Act of 2010



# The Opportunity at the Federal Level

- Child Nutrition Reauthorization:  
<https://cspinet.org/2022-child-nutrition-reauthorization>
- Build Back Better Act
- Appropriations
- USDA rulemaking on updating the standards



This RFP is for federal work.  
CSPI will have an RFP for  
state and local school foods  
work this Spring.



# Federal Lobbying Grants: Healthy School Meals

We are accepting applications for funding for up to **\$25,000 in direct costs for up to 12 months** to advocate for key school food priorities at the federal level via:

- Child Nutrition Reauthorization (as relevant), and similar legislation as needed, such as the Build Back Better Act (BBBA)
- Annual appropriations that support school meal priorities
- Regulatory advocacy with the U.S. Department of Agriculture (USDA) for school meals

## Priorities include:

- Protecting and strengthening the school food nutrition standards.
- Providing healthy school meals for all (offering free meals to all students)
- Other priorities based on applicant's areas of interest



**Priority states:** Alabama, Arkansas, Colorado, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Mississippi, Nebraska, New Jersey, New Mexico, New York, North Dakota, Ohio, South Dakota, Vermont

## Additional areas of advocacy (encouraged, not required)

- Increased reimbursement and technical assistance on nutrition standards
- Seat time/mealtime requirements
- Eliminate synthetic food dyes and artificial sweeteners
- Funding for kitchen equipment
- Summer meals nutrition standards

Applications are welcome to include additional priorities not listed.

# Lobbying activities

- Lobbying Representatives and/or Senators
- Power mapping to determine grasstops allies (e.g., state or local officials, senior leaders in influential organizations, etc.) to weigh in with the Congressional member
- Generating support through calls to action with social media, blogs, and action alerts
- Recruiting grasstops to join lobbying meetings and have grasstops conduct separate lobbying meetings;
- Building grassroots for specific calls to action of the Congressional member (e.g., letter-writing campaigns, action alerts, participating in virtual events with the Congressional member, etc.)

Applications are welcome to include additional lobbying activities not listed



# Non-lobbying activities

- Developing and disseminating public comments and other materials in response to USDA rulemaking on school food nutrition standards
- Engaging with state and local media (e.g., interviews, op-eds, letter to the editor, editorial memo, etc.)
- Training advocates and/or building local advocacy capacity
- Story banking/collection of stories or any other creative materials developed on the importance of the issue
- Public or coalition meetings to educate and build support among other allies and neutralize opposition on the issue

Applications are welcome to include additional non-lobbying activities not listed.

# What's requested in a Lobbying Grant Application?

## Organization information

- Contact information
- EIN/Tax ID of org or fiscal sponsor
- Demographic information
- Overview of organization's work in relation to the grant opportunity
- Project Leadership
- Organization budget information
- Conflict of interest check

## Funding request

- Requested funding amount
- Detailed budget upload

## Project details

- Project title
- Estimated duration
- Project summary and rationale
- Project activities and timeline
- Project partners
- Potential obstacles
- Past and present strategies to advance equity

## References

# Available Support from CSPI

- **Support with state and federal lobbying**
  - Provide resources such as talking points, fact sheets, model legislative language, advocacy toolkit;
  - Coordinate strategy and provide technical assistance on advocacy with Congress;
  - Join Hill visits and other relevant meetings as needed; and
  - Conduct training, as needed, for how to do Congressional visits
  - We have an updated school foods toolkit that will soon be released

# Next Steps

- Submit your application via the application portal by **April 1, 2022**.
- Sign-up on our website if you would like to be alerted when additional grant opportunities open up
- Contact our CSPI team if you have specific questions
- Grant periods are expected to begin:
  - In late April / early May for School Food Lobbying Grants

# For more information:

**For more information about our work on school foods:**

<https://cspinet.org/2022-child-nutrition-reauthorization>

## **CSPI Grant Opportunities webpage**

Cspinet.org -> Get Involved -> Grant Opportunities

**Please reach out to us for:**

- **General RFP or application inquiries**
- **Specific policy/campaign details or eligibility questions**
- **Technical questions on our Grant Management System**
- **Accessibility concerns**

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