

CSPI RFP Webinar: Restaurant Kids' Meals



Logistics for Today's Webinar

- Introduce yourself – add your name and organization in the chat
- Please keep your microphone on mute
- We will have an approximately 20-minute presentation followed by up to 40 minutes for Q&A and discussion

Center for Science in the Public Interest (CSPI)

Since 1971, CSPI has worked to:

- Make it easier to eat healthfully
- Reduce the impact and burden of diet-related diseases

Our Strategies:

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



Background on the opportunity

Bloomberg Philanthropies has awarded CSPI a grant to lead a national advocacy initiative to secure state and local food and nutrition policies that improve public health and provide models that can be replicated and scaled.

As a part of that initiative, CSPI is soliciting applications from state and local advocates to advance innovative policies to measurably improve the food environments in:

- Schools
- Restaurants
- Grocery stores and
- Federal, state, and local programs

As well as:

- Increase access to and expand SNAP benefits
- Engage communities in building capacity to address unique food system issues
- Reduce health disparities across demographic groups

Our goal is to support public health for all, and to address health inequities that unjustly affect BIPOC (Black, Indigenous, and People of Color) and/or low-income communities.

Why Restaurant Kids' Meals?

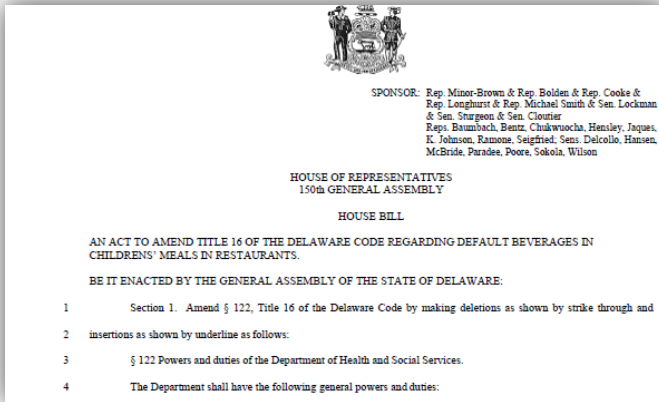
- Restaurants are an important source of food for American children
 - Families with children eat at restaurants roughly 5 times a week
- Caregivers often order kids' meals for their children
 - 64% of caregivers of children under the age of six reported ordering a kids' meal for their child at their last restaurant visit
 - 46% of caregivers of children ages 6 to 11 years old ordered a kids' meal for their child during their last restaurant visit
- Restaurant kids' meals play a large role in shaping children's preferences, what is considered normal and appropriate "kid food," and lifelong eating habits
- Yet healthy options are hard to come by at restaurants
 - 72% of restaurant kids' meals fail to meet expert nutrition standards

Types of Healthy Kids' Meal Policies

- Nutrition standards for full kids' meals
- Defaults for restaurant kids' meals:
 - Default Beverage(s) & Default Side(s) – automatic option, absent a request for an alternative beverage
 - Listed on menu or menu board



Passed Healthy Kids' Meal Legislation



- States:
 - Illinois
 - Hawaii
 - Delaware
 - California
- Localities:
 - New Orleans, LA
 - Philadelphia, PA
 - New York City, NY
 - Wilmington, DE
 - Louisville, KY (*positive nutrition component*)
 - Maryland localities: Baltimore, Prince George's County (*beverages, sides, one meal*), Montgomery County (*beverages, sides, one meal*)
 - Ohio localities: Cleveland, Columbus, Toledo
 - Colorado localities: Lafayette, Longmont, Golden
 - California localities: Daly City, Long Beach, Cathedral City, Berkeley, Perris, Stockton, Davis, San Francisco, Santa Clara County

Healthy Children's Meal Beverages

The Serve Kids Better Legislation (SB 1846) is now Public Act 102-0529! Many kids are consuming 2-3 times the recommended amount of sugar every day. This can negatively impact their weight, mood and behavior today, while increasing their risk of heart disease and type 2 diabetes later in life – major health issues that disproportionately impact children of color in our communities. IAPO helped to advocate for the Serve Kids Better legislation to help ensure healthy beverage options are available for kids meals at Illinois restaurants.

Funding Opportunities

Policy interventions: Seek to secure a policy. Voluntary or programmatic initiatives are not eligible. Funding up to \$70,000 in direct costs. 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.
 - 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)

Funding Opportunities

- 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.

Funding Opportunities

Implementation/Enforcement Efforts:

Funding up to \$20,000 for organizations that are working to support implementation and enforcement of passed kids' meal policies in their jurisdiction. 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 an 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.

Next Steps

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



What's requested in a Letter of Interest (LOI)?

Organization information

- Contact information
- Address
- EIN/Tax ID of org or fiscal sponsor
- Demographic information
- Overview of organization's work in relation to the project proposed
- Organization budget information
- Conflict of interest check

Project details

- Project title
- Estimated duration
- Geographic focus
- Priority population(s) served
- Project summary and rationale
- Project partners

Funding request

- Estimated funding amount
- Percent of estimated funding to be used for lobbying activities

For more information:

Another webinar on restaurant kids' meals funding opportunities will be held on **Tuesday, March 29th at 3pm ET/12pm PT**

For information on how to apply online, please visit our website, cspinet.org. 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.

Questions?

Additional Information

Research Findings

- Walt Disney theme parks:
 - Meals with healthy defaults had 21% fewer calories compared to children's meals with unhealthy defaults
 - Parents stuck with healthy side dishes 48% of the time and healthier beverages 66% of the time
- McDonald's:
 - 2013 to 2018: share of Happy Meals served with milk, water, or juice increased by 15 percentage points in the US
- HER Implementation Brief on California and Wilmington, DE
 - Highlighted the need for clearly establishing what is covered by the policy and addressing cashiers/wait staff coverage

Available Resources from CSPI

At CSPI, we have several ways which we aim to support grantees, including:

- Sharing of and collaboration on toolkits, messaging research, and communications materials.
- Providing staff and some additional financial support for digital engagement and paid media.
- Technical assistance on policy and science as well as support from staff as spokespeople with the media, testimony, and articles.
- Support with grassroots organizing, grassroots engagement, and coalition building.
- Support with state and federal lobbying.