

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 30-minute presentation followed by up to 1 hour 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- and obesity-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

Our goal is to support public health for all, and to address health inequities that unjustly affect low-income families and communities of color.



Current Campaign Opportunities

- Exploring new strategies for strengthening the nutrition and public health impacts of the Supplemental Nutrition Assistance Program (SNAP).
- Campaigns that aim to ensure healthy, equitable school meals for all students.
- Campaigns that aim to ensure healthy, equitable restaurant kids' meals for all.
- Campaigns to extend restaurant menu disclosures to improve nutritional quality of restaurant purchases.

Why Restaurants?

- Kids' meals are marketing:
 - Restaurants are the top food marketers to kids
 - Restaurants kids' meals play a large role in shaping children's preferences, what is considered normal and appropriate "kid food," lifelong eating habits
- Children get ~25% of their calories from restaurants
- Eating out by children: higher consumption of calories, soda and other sugary drinks, saturated fat, and total sugars

Types of Healthy Kids' Meal Policies

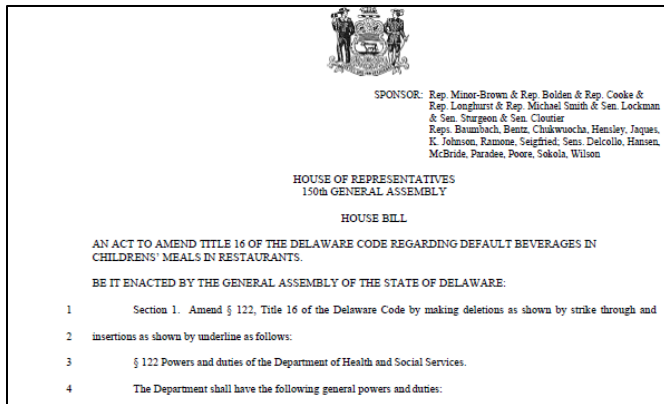
- Defaults for restaurant kids' meals:
 - Default Beverage(s) & Default Side(s) – automatic option, absent a request for an alternative beverage
 - Listed on menu or menu board
- Nutrition standards for full kids' meals



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

Passed Healthy Kids' Meal Legislation



- States:
 - Hawaii
 - Delaware
 - California
- Localities:
 - Prince George's County, MD (*beverages, sides, one meal*)
 - Cleveland, OH
 - Philadelphia, PA
 - New York City, NY
 - Wilmington, DE
 - Louisville, KY (*positive nutrition component*)
 - Baltimore, MD
 - Lafayette, CO
 - California localities: Daly City, Long Beach, Cathedral City, Berkeley, Perris, Stockton, Davis, San Francisco, Santa Clara County

Applicants Must Address the Following to be Considered:

Policy intervention: Seek to secure a policy. Voluntary or programmatic initiatives are not eligible. Funding up to \$75,000. Policies must meet the following standards:

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)

Applicants Must Address the Following to be Considered:

- b. 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.

- C. 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.

Key Application Priorities

We are specifically looking to fund applications that:

- Include community or field organizing and grassroots engagement.
- Incorporate a strong focus on equity in all aspects of the campaign.
- 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.
- Include a robust media and public communications plan (if applicable).
- Sufficiently assess potential obstacles to achieving project goals and provide mitigating strategies.
- Include identification of possible policy champions within state and local government.

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, grasstops engagement, and coalition building.
- Support with state and federal lobbying.

Next Steps

- CSPI will circulate responses to questions / follow-up as needed
- Please submit your applications via the Common Grant platform by December 31st, 2020
- Contact our CSPI team if you have specific questions or want to discuss a campaign idea
- Grant periods will begin in January or February 2021 with current funding available through January 31st, 2022

For more information:

General RFP or application inquiries:

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Specific policy/campaign related questions:

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Technical questions regarding Common Grant Platform:

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