

Using Communications & Marketing to Influence Nutrition Policy

Fresh Fruit & Vegetable Snack Program



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United Fresh Produce Association



Fresh Fruit & Vegetable Snack Program

Goal – Increasing Children’s Consumption of Fruits and Vegetables by Providing A Fresh Fruit and/or Vegetable Snack for Free Everyday at School



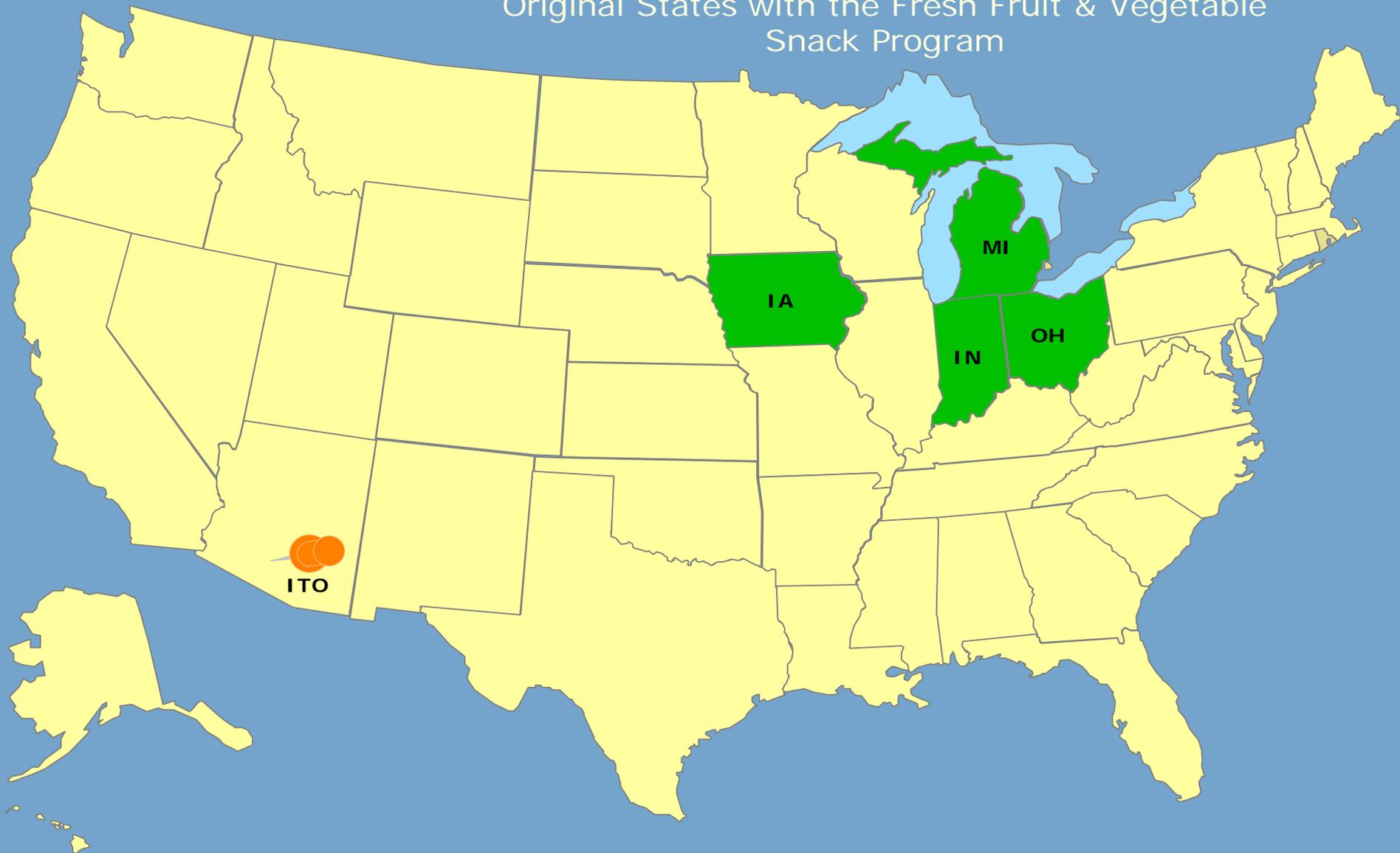
Environmental Change

To improve child nutrition by increasing the **availability** and **accessibility** of fresh fruits & vegetables in the school environment.



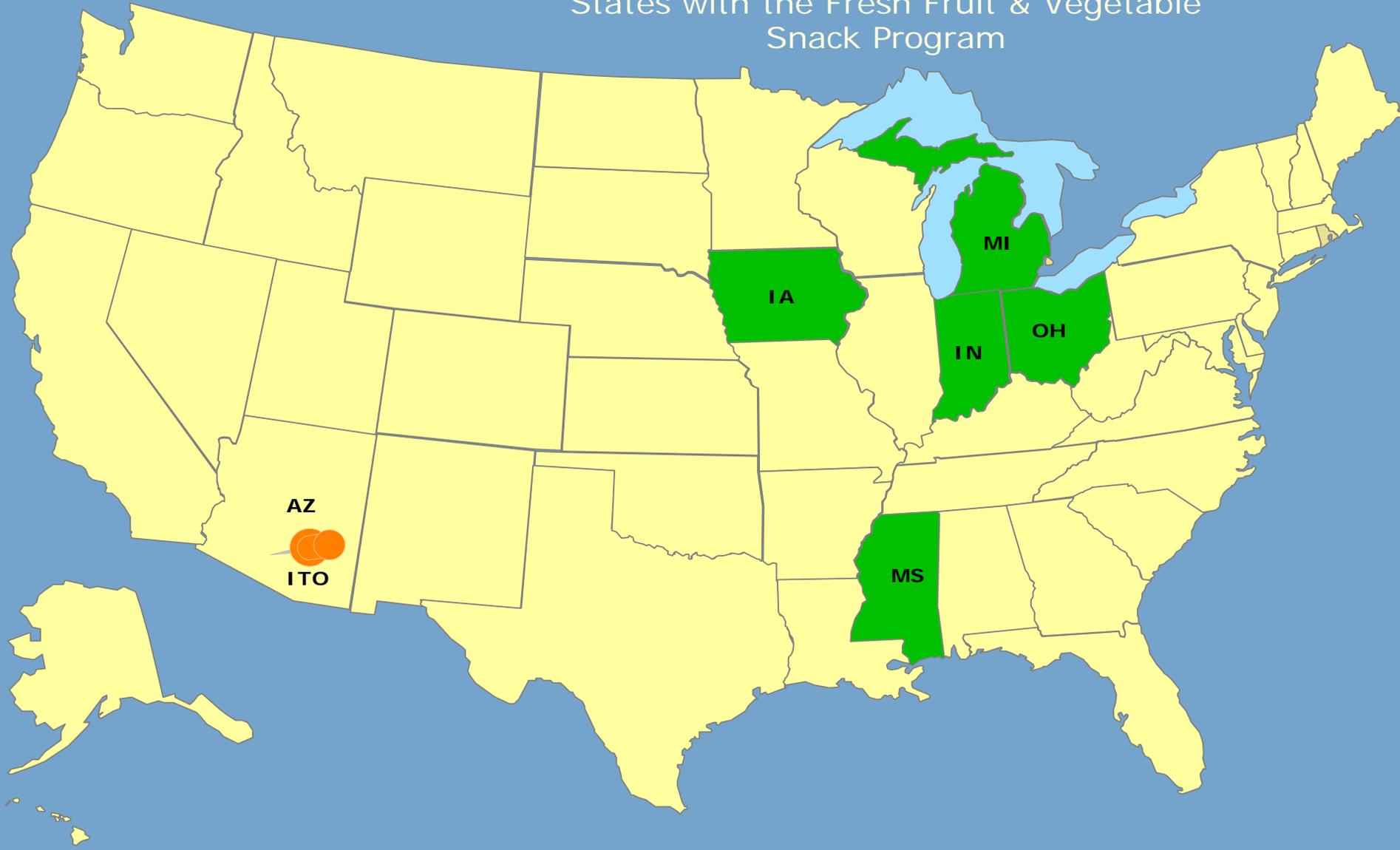
2002 Farm Bill

Original States with the Fresh Fruit & Vegetable Snack Program

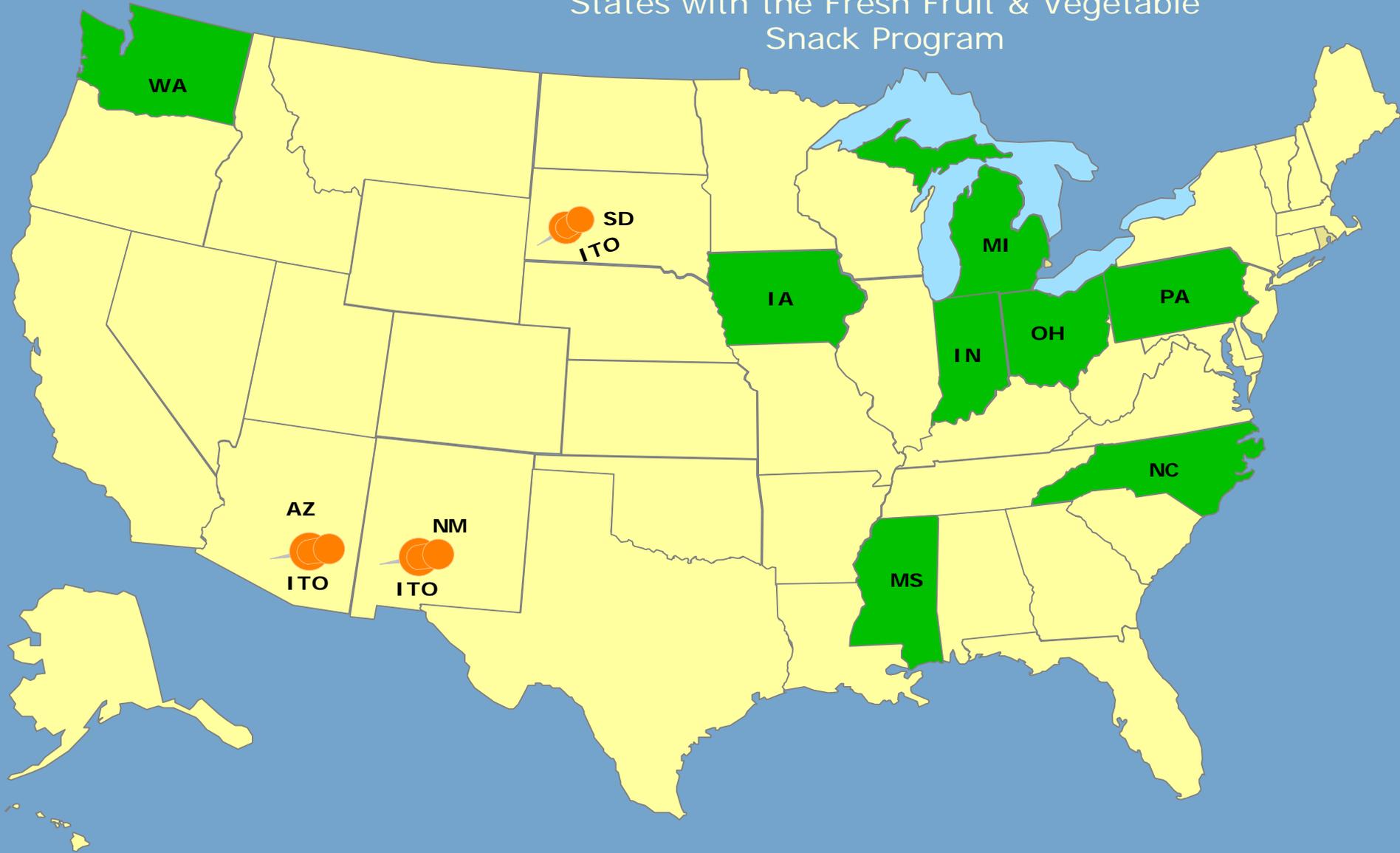


FY 2004 Appropriations

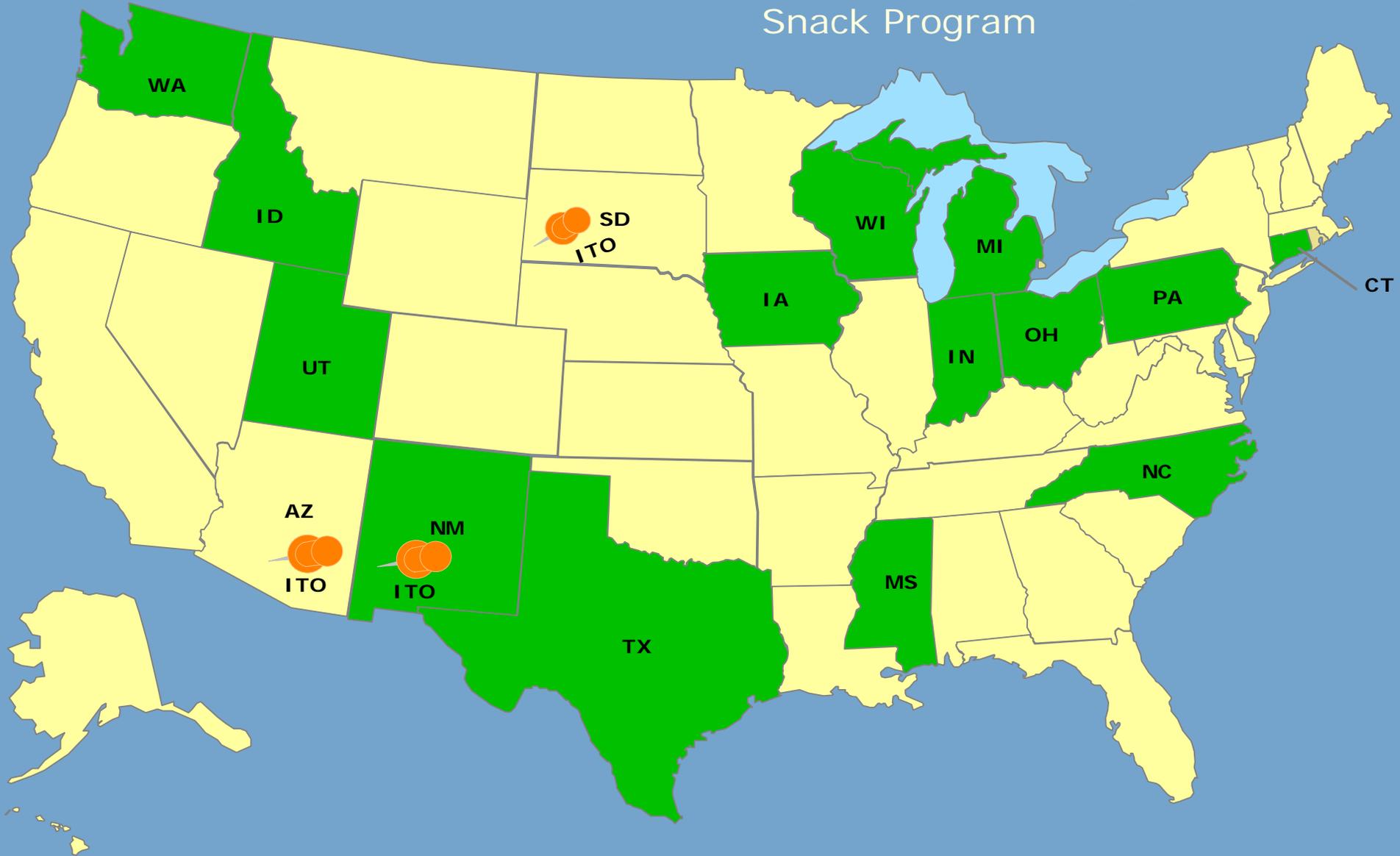
States with the Fresh Fruit & Vegetable Snack Program



2004 Child Nutrition Reauthorization States with the Fresh Fruit & Vegetable Snack Program



States with the Fresh Fruit & Vegetable Snack Program



Legislative/Funding History

- **2002 Farm Bill** - \$6m pilot program in 4 states/1 ITO for 2002-03 school year
- **2004 Child Nutrition Reauthorization** fully authorized FFVP, provided \$9m in permanent funding for 8 states/3 ITO
- **FY'06 AG Appropriations Bill** - \$6m for 6 new states
- **Total Reach** –
 - 14 states & 3 ITOs funded
 - 375 schools
 - 17,000 students



Implementation

- States select schools from applications; majority of schools must have 50% or more students eligible for free/reduced price lunch
- Schools receive \$74/student per year to provide a fresh fruit/vegetable snack free to all students everyday at school
- Schools decide how to implement, what fruits & vegetables to serve, and how/where to purchase

Benefits of F/V Snack Program

Benefits To Students:

- Eat more F&V almost immediately
- Like a wider variety of fresh F&V
- Spend less \$ in school vending machines buying soda, candy and chips
- Increase F/V consumption in school lunch

Benefits To Families:

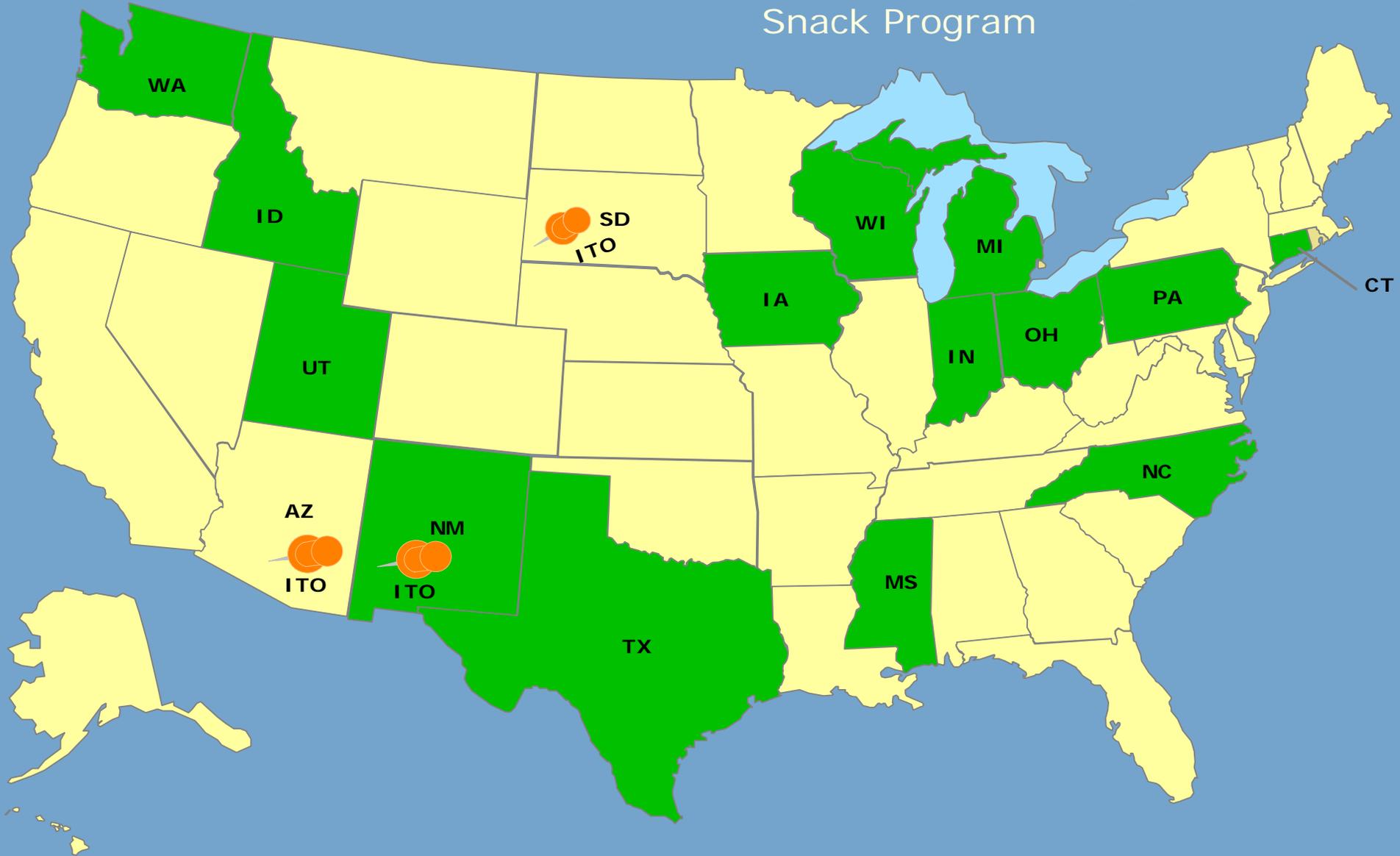
- Buy/serve more F/V at home

Benefits To Schools:

- Creates a healthier school food environment
- Catalyst to other Wellness activities/policies



States with the Fresh Fruit & Vegetable Snack Program



Policy Goal

National Expansion of Fresh Fruit & Vegetable Snack Program



Policy Change Requires Political Will



Building Broad Bi-Partisan Congressional Support for Policy Change Requires Effective Communications and Marketing – one member of Congress at a time.

Target Audience – Policy Makers



- Members of Congress
- Congressional Staff
- Committee Staff

Communications – “The ASK”



- Clear
- Specific
- Actionable
- Local and Personal

Communications “ASK” AG Appropriations

Add \$1 million to FY'07 Agricultural Appropriations Bill to Expand Fresh Fruit and Vegetable Snack Program to 25 schools in New Jersey



Communications “ASK” 2007 Farm Bill

Expand the Fresh Fruit and Vegetable Snack Program to 100 schools in every state in the 2007 Farm Bill



Marketing – Sell Benefits

Benefits To Students:

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- Increase F/V consumption in school lunch

Benefits To Families:

- Buy/serve more F/V at home

Benefits To Schools:

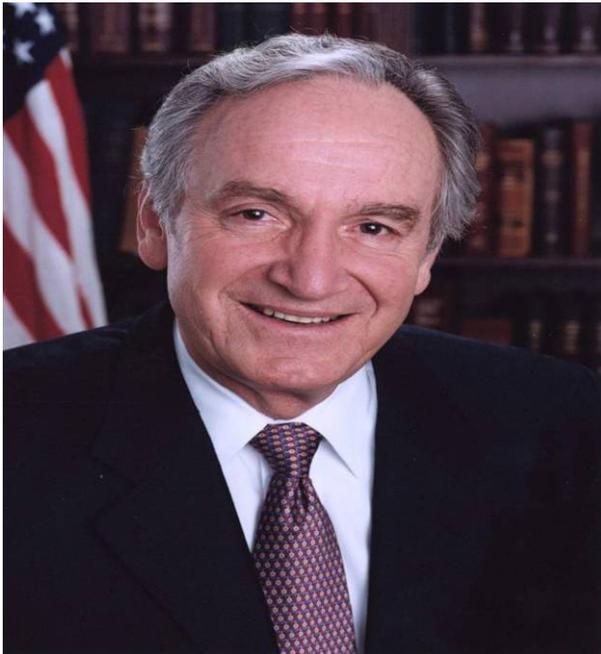
- Creates a healthier school food environment
- Catalyst to other Wellness activities/policies

Benefits To Politicians:

- Plum to take home - "I brought FFVP to 100 schools in our state; 50,000 students now benefit; strategy to prevent childhood obesity"



Cultivate Political Champions...and Let Them Talk



Senator Tom Harkin



Congresswoman Rosa DeLauro

**“Every Child Should Have a Fresh Fruit or Vegetable
Snack Everyday at School”**



Rep. Rosa DeLauro Visits Connecticut Fruit & Vegetable Snack School



Congressional Briefings/Hearings

You are cordially invited to a Congressional Briefing

Addressing Childhood Obesity in the 2007 Farm Bill *Benefits of the Fresh Fruit and Vegetable Snack Program*

Thursday May 10, 2007
1:00 p.m. – 2:00 p.m.
328A Russell Senate Office Building

Speakers include:

Dr. Cathy Booth, Superintendent, Nixon-Smiley School District - Nixon, TX
Mary Jo Tuckwell, R.D., MPH, Food Nutrition Director, Eau Claire School District - Eau Claire, WI
Bud Heller, Food Service Director, Pottstown School District - Pottstown, PA
Lorelei DiSogra, United Fresh Produce Association - Washington, DC

Sponsored by:
Specialty Crop Farm Bill Alliance
National Alliance for Nutrition and Activity
American Farmland Trust



Grassroots/Constituent Communications

“We Want National Expansion FFVP”



Teachers

Society for Nutrition Education

Students

APHA

Parents

ASTPHND

PTA

State F/V Coordinators

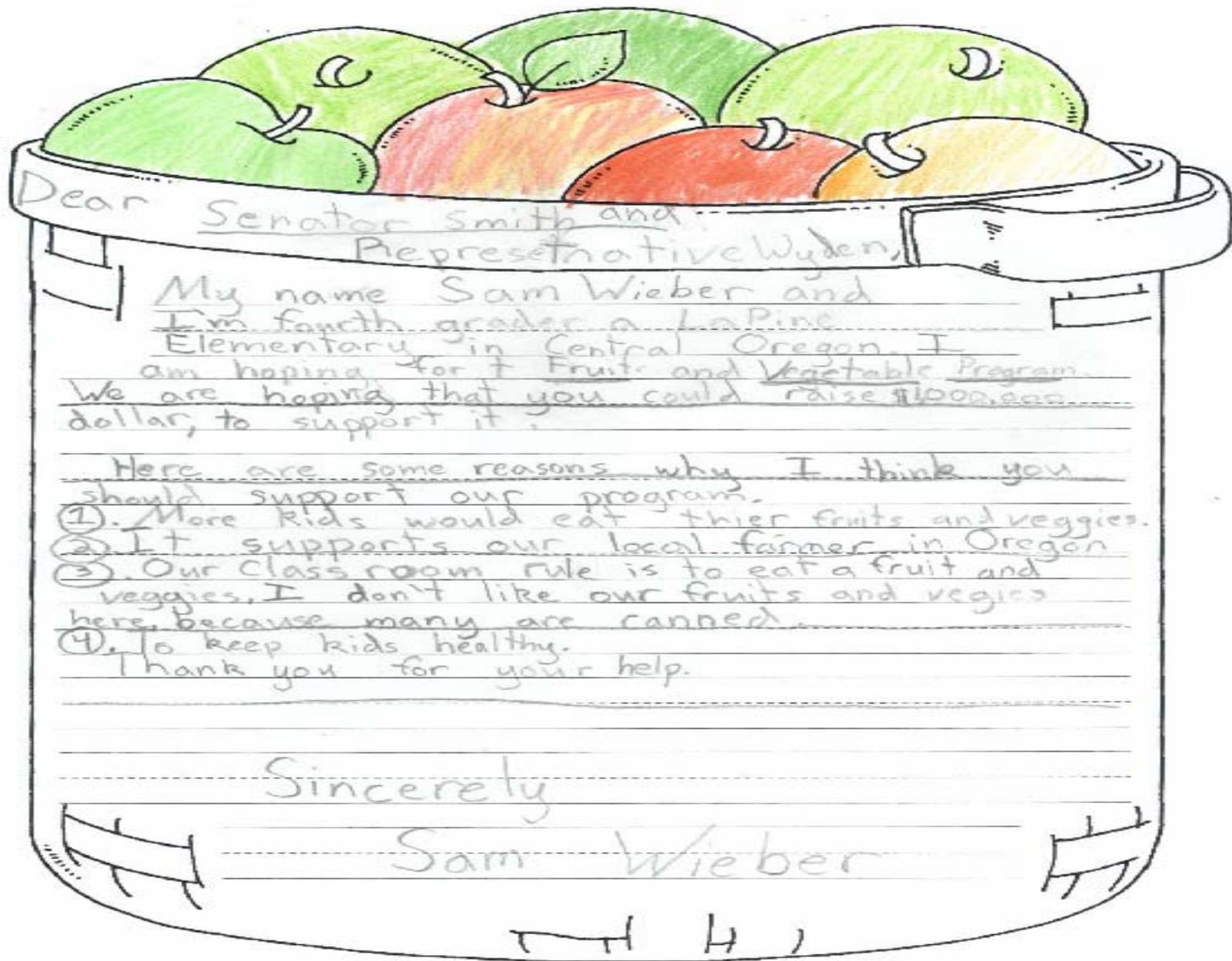
State/Local Nutrition
Advocacy Orgs

Produce Industry

School Nutrition Association

National Alliance for Nutrition
and Activity





Dear Senator Smith and
Representative Wyden,

My name Sam Wieber and
I'm fourth grader at La Pine
Elementary in Central Oregon. I
am hoping for a Fruit and Vegetable Program.
We are hoping that you could raise \$1000.00
dollar, to support it.

Here are some reasons why I think you
should support our program.

- ①. More kids would eat their fruits and veggies.
 - ②. It supports our local farmer in Oregon
 - ③. Our class room rule is to eat a fruit and
veggies. I don't like our fruits and veggies
here, because many are canned.
 - ④. To keep kids healthy.
- Thank you for your help.

Sincerely

Sam Wieber

Policy Update

House FY'08 AG Appropriations

National Expansion of Fresh Fruit & Vegetable Snack Program; \$500,000/each state not funded; bridge funding to the Farm Bill

2007 Farm Bill

House - National expansion to 35 schools/state with mandatory funding of \$70 million per year in HR 2419

Senate – goal match or exceed House Bill, will write Farm Bill in the Fall



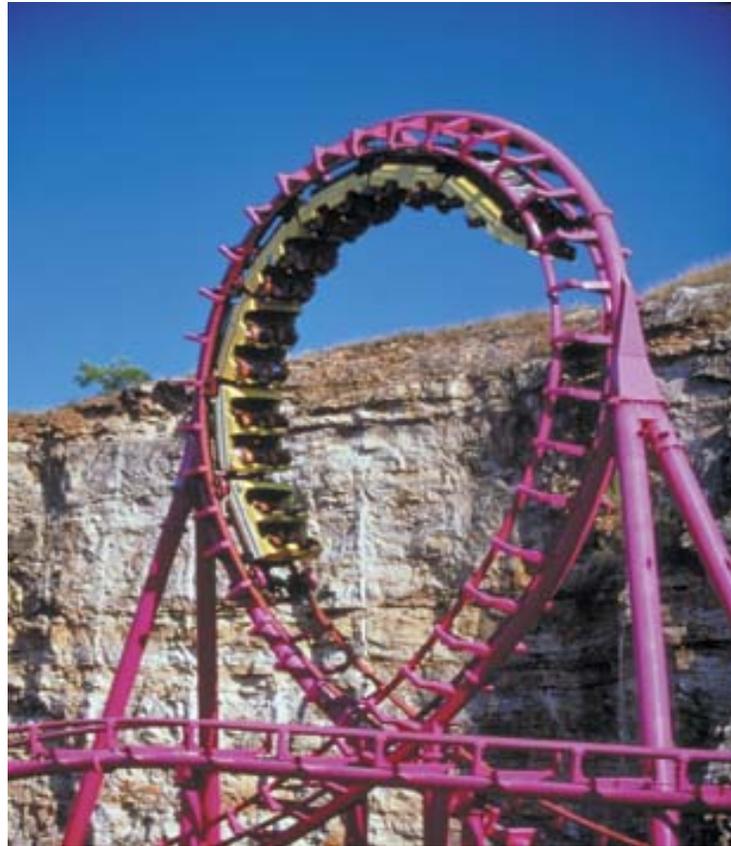
Shaping Public Policy Is Like A... Roller Coaster Ride Every Day ...



PRODUCE ASSOCIATION

CDC - National Conference on Health Communication, Marketing and Media

So, Messages Must Be Easy to Say Even When You Are Upside Down!



Kids Eating More Fruits and Vegetables is a WIN-WIN for Everyone Kids, Families, School, Agriculture and Political Leaders!

