Voices for Healthy Kids: Helping All Children Grow Up at a Healthy Weight

The American Heart Association Childhood Obesity Advocacy Initiative
Who Am I?

Stephanie Tama-Sweet
Western Region Campaign Manager
SWA & WSA Affiliates
Voices for Healthy Kids
Today

• Intro to Voices for Healthy Kids

• Junk Food Marketing work across the states

• Campaign Resources
Our Changing World

64% of U.S. middle and high schools allow sodas and other sugar-laden drinks to be sold on campus.

49% allow junk food advertising at school.

51% stock vending machines with chips, cookies, cakes and other unhealthy snacks.

Only 21% of youth ages 6-19 eat the recommended five or more servings of fruits and vegetables each day.

Nearly 40% of children’s diets come from added sugars and unhealthy fats.

Consumption of sugar-sweetened beverages (SSBs) has increased 500% in the past 50 years.

SSBs are now the single largest category of caloric intake in children, surpassing milk a decade ago.
What we do

Voices for Healthy Kids® is working to engage, organize & mobilize people to improve the health of their communities and help all children grow up at a healthy weight.

• Building a movement across the nation
• Funding campaigns to change public policy
• Empowering advocates to improve the health of their communities
The 5 Big Bets

• Ensuring all children enter kindergarten at a healthy weight
• Making a healthy school environment the norm and not the exception across the United States
• Making physical activity part of the everyday experience for children and youth
• Making healthy foods the affordable, available, and desired choice in all neighborhoods
• Eliminating consumption of sugar-sweetened beverages before the age of 5
Our Approach

- National policy outcome goals with state and local alignment
- National coalitions focused on state and local priorities
- Prioritized policies and technical assistance for each state and local obesity coalition
- National best practice campaigns
- Strong investment in state and local policy campaigns
- Coordinated use of tools and training across campaign efforts
Junk Food Marketing in Schools

**Nevada**: State policy now requires all marketing in schools to align with Smart Snacks standards

**Rhode Island**: AHA; Bill passed the Senate June 11th, needs to pass House by end of June

**Oregon**: Upstream Public Health; Bill died in committee

**Connecticut**: AHA; Bill died in committee
Lessons Learned

• Many legislators – and parents/community members – don’t understand what marketing is and don’t ‘see’ it until prompted
• Need more stories, photos & examples for both junk food marketing AND success stories
• Constitutional challenges in Oregon
• Technical questions about the impact on coupon redemption programs, support of local businesses and loss of revenue to schools, implementation concerns
Looking Ahead

• Anticipate final Wellness Rule will include elements of junk food marketing

• States will need to do *something* – now is the time to take action and set strong standards in place
Campaign Resources

• Toolkits: Don’t Sell Us Short
  – Campaign Basics & Resources
  – Key Messages
  – Sample Op-eds, LTEs, Action Alerts, Social Media Posts, etc
  – Fact Sheets (Healthy Alternatives)
  – Case Studies and success stories

• Model legislation, 50 state scan, Baseline Analysis
• Media Advocacy & Message Research
• Grassroots Strategy & Support
• Access to national experts & technical assistance
Marketing Junk Food Should Not Be Part Of The School Equation

Children deserve a safe place to learn and grow. Protect [STATE]'s children from being the target of unhealthy food and beverage marketing in schools and on buses by telling marketers, “Don’t sell us short™!” Learn more at [URL PLACEHOLDER] today.
Ensure junk food marketing practices “Don’t sell us short™” by encouraging unhealthy eating in the next generation

From the moment children in [STATE] board the school bus to the moment they’re dropped off at home, kids are bombarded by advertisements and other marketing, most of which encourage our children to consume soda pop, candy, and other junk food while they’re at school...away from their parents.
KIDS ARE SURROUNDED BY JUNK FOOD MARKETING, EVEN AT SCHOOL

IN THE HALL...

IN CLASS...

IN THE GYM...

What are we really teaching them about food and their health?

They wouldn’t advertise it at school if it wasn’t good for me, right?
Voices for Healthy Kids is a unique advocacy collaboration between the American Heart Association and Robert Wood Johnson Foundation working to engage, organize and mobilize people to improve the health of their communities and reverse the childhood obesity epidemic. The goal of the grant opportunities described below is to make effective strategic investments in ongoing state, local and tribal public policy issue campaigns in order to increase public policy impact on healthy weight and living among children.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Open RFA Grants</th>
<th>Plan Driven Priority Funds+</th>
<th>Strategic Campaign Incubator</th>
<th>Rapid Response Funds</th>
<th>Strategically Directed Tools*</th>
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<tbody>
<tr>
<td>Support strategic issue advocacy campaigns at the state, local and tribal level. Must be specific to an individual campaign for public policy</td>
<td>Support mature campaigns around specific tactics and that demonstrate short-term opportunities for success</td>
<td>Mini-grants to support priority population stakeholder engagement and innovative strategies for advocacy campaigns</td>
<td>Support short-term projects by providing critically-timed support during final action phases of ongoing strategic issue advocacy campaigns</td>
<td>Support lobbying activities such as public opinion polls, on-the-ground organization and limited paid media activities</td>
<td></td>
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<tr>
<td>Funding Per Award</td>
<td>Up to $90,000</td>
<td>$90,000 to $160,000</td>
<td>$5,000 to $10,000</td>
<td>$15,000 to $100,000</td>
<td>$20,000 to $80,000</td>
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<tr>
<td>Duration</td>
<td>Up to 1 Year</td>
<td>Varies based on campaign</td>
<td>Up to 1 Year</td>
<td>2 Weeks to 6 Months</td>
<td>Varies based on campaign</td>
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<td>Budget Requirements</td>
<td>5% legal contingency; 1 campaign coordinator; hard and in-kind match required</td>
<td>5% legal contingency; 1 campaign coordinator; hard and in-kind match required</td>
<td>Demonstration of in-kind match requested</td>
<td>5% legal contingency and in-kind match required</td>
<td>Demonstration of in-kind match requested</td>
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+Not separate application; existing grantees only
*Indicates funding that can be used for lobbying activities.
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www.VoicesforHealthyKids.org

@Voices4HK

facebook.com/voicesforhealthykids

Email me: Stephanie.tama-sweet@heart.org