

**Strong and Diverse Coalition Important Throughout**

Expertise  
Grassroots  
Staff Capacity and Resources  
Political Contacts

**Laying the Groundwork  
(1990-2004)**

State and Local Policies  
High Concern about Obesity  
Strategic Research  
Community Mobilization

**Advocacy Leading up to HHFKA  
(2004-2010)**

National Momentum  
Cultivate Champions  
Success Stories  
Creative Communications  
Neutralize Opposition from School Officials, Industry and Conservatives

**Moment of Opportunity  
(2008-2010)**

Same Party Controlled White House and Congress  
Administration Priority

**Healthier  
Food for  
School Kids  
(HHFKA)**

**How Advocates Improved School Foods**