How Advocates Improved School Foods

Healthier Food for School Kids (HHFKA)

Moment of Opportunity (2008-2010)
Same Party Controlled White House and Congress Administration Priority

Advocacy Leading up to HHFKA (2004-2010)
National Momentum
Cultivate Champions
Success Stories
Creative Communications
Neutralize Opposition from School Officials, Industry and Conservatives

Laying the Groundwork (1990-2004)
State and Local Policies
High Concern about Obesity
Strategic Research
Community Mobilization

Strong and Diverse Coalition Important Throughout
Expertise
Grassroots
Staff Capacity and Resources
Political Contacts