

How Advocates Improved School Foods

Identify the problem and the solution

- Research showed that school food was unhealthy and child obesity rates were high
- Use policy because it's a cost-effective, long-lasting solution

Build consensus and coordinate action



Build momentum

- Spur and support state and local policy
- Diffuse opposition and bring industry to the table through legal challenge and negotiations
- Strategic research to highlight problem

Pass Healthy, Hunger-Free Kids Act

- Educate policymakers
- Mobilize parents and partners
- Creative communications

Protect policy and ensure strong implementation

- Prevent Congress from rolling back progress
- Work with the White House and USDA

Results

- National policy to get junk food and soda out of schools
- Unprecedented improvement to school meals for 30 million children daily
- Reduce disparities

Schools Meeting School Lunch Standards

