

# CNR: Putting the Act into Action

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## Making Child Nutrition Reauthorization Work for Your Community

December 17, 2010



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## Can You Hear Me?

Polls are open.

Yes



A little louder



No



[ Poll 1 ]

The image shows a screenshot of a presentation slide within a software interface. At the top, a menu bar contains 'Voice & Video', 'Q&A', and 'Meeting'. The 'Voice & Video' item is circled in red, and a yellow callout box with a green checkmark points to it, containing the text 'Listen to the audio over your computer speakers.' The main slide content is titled 'Audio Information Options' in red. It lists two options, each with a green checkmark: 'Listen over your computer speakers' and 'Dial into the conference using the numbers below'. The dialing options are: 'Toll Free (US & Canada) #: +1 (888) 632-5060' with a green checkmark, 'Toll/International #: +1 (201) 499-0418', and 'Passcode: 14404175#' with a green checkmark. A small box at the bottom of the slide says 'Press \*4 on your phone to increase volume'. The bottom of the screenshot shows a 'Fit to Page' button and other navigation icons.

Slide 2

The image is a screenshot of a webinar interface. At the top, there are three tabs: "Voice & Video", "Q&A", and "Meeting". The "Voice & Video" and "Q&A" tabs are circled in red. A green checkmark is positioned between the "Q&A" and "Meeting" tabs. A yellow callout box with a pointer to the "Q&A" tab contains the text "Ask a Question.". Another yellow callout box with a pointer to the "Voice & Video" tab contains the text "Listen to the audio over your computer speakers.". The main content area features a rounded rectangle with the title "Audio Information Options" in red. Below the title are two unchecked checkboxes: "Listen over your computer speakers" and "Dial into the conference using the numbers below". The word "OR" is centered between these two options. Under the second checkbox, the following information is listed: "Toll Free (US & Canada) #: +1 (888) 632-5060", "Toll/International #: +1 (201) 499-0418", and "Passcode: 14404175#". At the bottom of this rounded rectangle is a small box containing the text "Press \*4 on your phone to increase volume". The interface also shows a "Feedback" button with a green indicator and a "Fit to Page" button at the bottom right.

Slide 4

The screenshot shows a meeting window with a title bar containing "Voice & Video", "Q&A", and "Meeting". The main content area features a slide titled "Audio Information Options" with two unchecked checkboxes: "Listen over your computer speakers" and "Dial into the conference using the numbers below". The dial-in numbers are: Toll Free (US & Canada) #: +1 (888) 632-5060, Toll/International #: +1 (201) 499-0418, and Passcode: 14404175#. A callout box below the slide says "Press \*4 on your phone to increase volume". The bottom of the window has a toolbar with a "Fit to Page" button circled in red. A green checkmark is next to the "Fit to Page" button. Three yellow callout boxes provide instructions: "Ask a Question." points to the "Q&A" button, "Listen to the audio over your computer speakers." points to the "Voice & Video" button, and "Full Screen View." points to the "Fit to Page" button.

Voice & Video Q&A Meeting

Feedback: [Green] [Down Arrow]

Ask a Question.

Listen to the audio over your computer speakers.

### Audio Information Options

- Listen over your computer speakers
- OR
- Dial into the conference using the numbers below
  - Toll Free (US & Canada) #: **+1 (888) 632-5060**
  - Toll/International #: **+1 (201) 499-0418**
  - Passcode: **14404175#**

Press \*4 on your phone to increase volume

Full Screen View.

Fit to Page

Slide 5

# CNR: Putting the Act into Action

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## Making Child Nutrition Reauthorization Work for Your Community

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# CNR: Putting the Act into Action

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**Kevin Concannon**  
**Under Secretary for Food, Nutrition & Consumer**  
**Services, United States Department of**  
**Agriculture**



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## CNR: Putting the Act into Action

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- High rates of food insecurity -- 17 million children in the U.S. in food insecure households
- High rates obesity -- 16.9 percent of children and adolescents 2-19 years are obese
- Child nutrition programs play key role in reducing both hunger & obesity



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# Negative Consequences of Food Insecurity

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- Poor early child development outcomes
- Poor education outcomes
- Poor child health outcomes
- Higher risk of obesity



Negative Consequences of Food Insecurity

# Overweight & Obesity: Consequences

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- Diabetes, hypertension & atherosclerosis
- Mobility limitations
- Depression, anxiety & low self-esteem
- Poor academic performance



Overweight & Obesity: Consequences

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- Schools
- Child & Adult Care Food Program & WIC Program
- Afterschool & Summer Programs



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# CNR: Putting the Act into Action

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## Schools



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# School Meals: The Need to Reach More Children

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- Less than half eat breakfast at school
- Only 1.2 million increase in free and reduced-price lunch participation
- Only 72 percent of children living in SNAP households are directly certified with no paper application



School Meals: The Need to Reach More Children

# School Meals: Direct Certification

10

- Requires continuous improvement plans for states that do not meet targets:
  - 80 percent school year beginning July 2011
  - 90 percent school year beginning July 2012
  - 95 percent school year beginning July 2013
- Provides \$4 million per year (2011 through 2013) for performance awards



School Meals: Direct Certification

# School Meals: Direct Certification

II

- Eliminates the letter method
- New Medicaid Route for Direct Certification
  - 2012 – in LEAs serving 2 ½ percent of students qualified for free & reduced-price meals
  - 2013 – in LEAs serving 5 percent
  - 2014 & in each subsequent year– in LEAs serving 10 percent
  - States apply to be included



School Meals: Direct Certification

# Schools Meals: Community Eligibility

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- Allows schools with 40 percent or more of students directly certified for school meals to move to universal
- No more school meal applications
- 11 states (phased in over 3 years)



Schools Meals: Community Eligibility



# School Meals: Community Eligibility

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Blended reimbursement rate:

- Multiply percentage of students directly certified by 1.6
- Apply it to meals served
- Additional meals reimbursed at paid rate



School Meals: Community Eligibility

# School Meals: Community Eligibility

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## Washington Elementary

- Student population 50 percent directly certified
- 80 percent of breakfasts & lunches free rate
- 20 percent paid rate



School Meals: Community Eligibility

# School Meals: Other Access Improvements

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- Establishes three-year demonstration project using community survey data in up to three school districts
- Establishes universal meal demonstration project in high poverty school districts using census data
- Makes foster children automatically eligible for free meals
- Authorizes School Breakfast grants



School Meals: Other Access Improvements

# School Meals: Financing Provisions

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- Directs the Secretary of Agriculture to provide guidance on allowable charges to school food service accounts (“indirect costs”)
- Requires a review of local policies on meal charges to parents & the provision of alternate meals
- Requires school districts to increase their “paid” lunch charge each year until it matches the “free” rate



School Meals: Financing Provisions

# Schools

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Creates a school environment  
that supports good health &  
reduces obesity



Schools

# Competitive Foods

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Requires USDA to establish national nutrition standards for all foods sold on the school campus throughout the school day (“competitive foods”)



Competitive Foods

# School Meal Beverages

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- Allows only lower fat milk options to be served
- Water must be readily available at meal times



School Meal Beverages

# School Lunch & Breakfast Standards

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- USDA must revise the school meal pattern to be consistent with the U.S. Dietary Guidelines
- Revisions will be based on the Institute of Medicine's report, *School Meals: Building Blocks for Healthy*



School Lunch & Breakfast Standards



# Rewards School Meal Improvements

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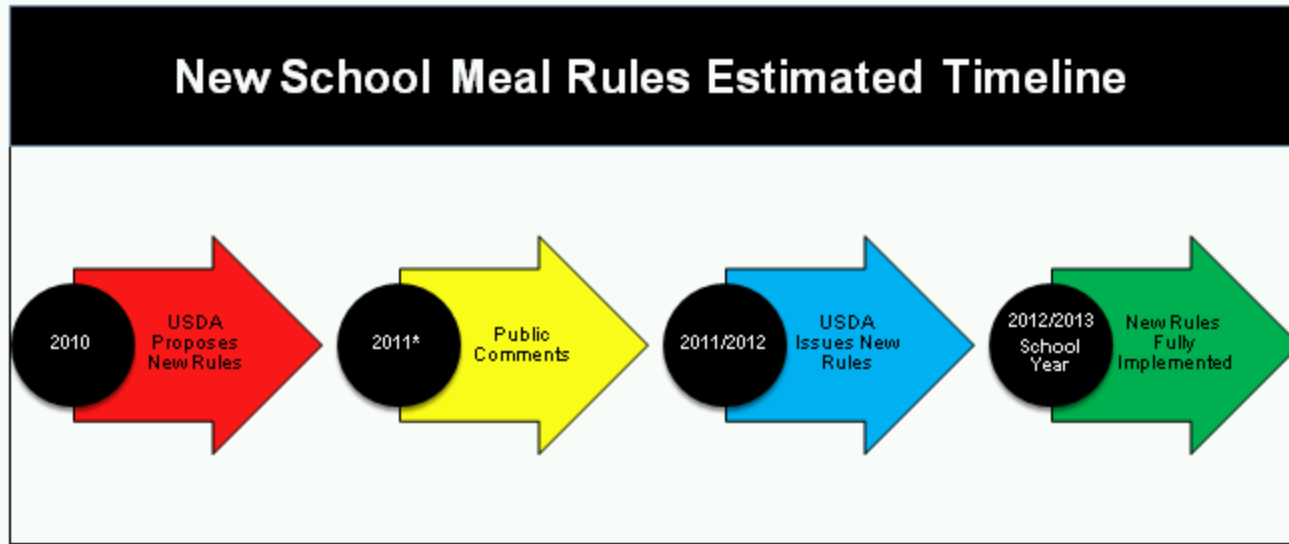
- Adds six cents per child per meal performance-based increase to lunch reimbursement rate
- Creates a system to certify that both breakfast & lunch meet new standards



Rewards School Meal Improvements

# New School Meal Rules

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*\*USDA generally gives a 60-90 day comment period.*



## New School Meal Rules

# School Wellness Policies

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Updates local school wellness policies: requires opportunities for public input, transparency, & implementation plan



School Wellness Policies

# School Nutrition Environment Report Card

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Local educational agency report must include:

- Food safety inspections
- Local wellness policies
- Meal program participation
- Nutritional quality of meals



School Nutrition Environment Report Card

# Farm-to-School

25



- Establishes a competitive grant & technical assistance program
- Provides \$5 million a year in mandatory funding



Farm-to-School

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Early Childhood:  
Child & Adult Care Food Program (CACFP)  
WIC Program



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## Need for Good Nutrition in Child Care

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- Even higher rates of food insecurity in families with children under six
- Increasing prevalence of obesity of children two to five
- Good nutrition in child care supports good health, early learning & a lifetime of healthy habits
- CACFP served 1.3 billion meals & snacks in child care centers, Head Start & family child care last year



Need for Good Nutrition in Child Care

## CACFP Meal & Snack Standards

28

- USDA must revise CACFP meal pattern to be consistent with U.S. Dietary Guidelines – regulations must be proposed by May 2012
- Revisions will be based on IOM report, *CACFP: Aligning Dietary Guidance for All* (issued November 2010)
- In the interim, USDA must issue CACFP guidance by 2012 to increase consumption of fruits & vegetables, whole grains, & lean proteins





# Child Care Beverages

29

- Allows only lower fat milk options to be served to children over age 2
- Water must be accessible throughout the day



Child Care Beverages

# CACFP Wellness & Nutrition Education

30

CACFP required to promote health & wellness in child care with a focus on offering good nutrition, plenty of physical activity, & limiting screen time



CACFP Wellness & Nutrition Education

# Resources

31

- USDA funded to provide nutrition education resources & training (\$10 million)
- WIC nutrition education resources may be made available at no cost to distribute to child care providers participating in CACFP
- Additional flexibility to maximize reimbursements: sponsoring organizations can use a simplified method of monthly reimbursements (“homes times rates”) & carry over up to 10 percent annually



Resources

# Less Paperwork for Parents & Providers

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- Parents can return forms directly to providers
- Parents will only need to give the last four digits of social security number
- Parents, providers & sponsors will no longer have to operate under difficult & ineffective audit procedures (“block claiming”)

**FRAC**  
Food Research and Action Center

Less Paperwork for Parents & Providers

# Increasing Access

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Expands eligibility by allowing the use of high school & middle school data to qualify family child care providers to receive the maximum reimbursement



Increasing Access

# WIC Program Improvements

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- State option for one year eligibility for children, rather than current six months
- Modernize WIC by implementing EBT nationwide by 2020
- Breastfeeding promotion resources & rewards



WIC Program Improvements

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Afterschool &  
Summer  
Programs



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# Afterschool Meals: Before October 1, 2010

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- Only 13 states & District of Columbia included
- Snack not enough
- Programs running longer
- Children at greater risk for overweight or obesity when moms work non-traditional hours



Afterschool Meals: Before October 1, 2010



# Afterschool Meal Program

37

- Now available in all states
- Funding to serve meals in addition to snacks
- Timing flexible
- Children & teens
- Retroactive funding may be available
- USDA guidance coming very



Afterschool Meal Program

# Afterschool Meal Program

38

- Schools, local government agencies & private nonprofits
- To participate:
  - be in a low-income area (50 percent F/RP)
  - provide educational & enrichment activities
  - meet licensing/health & safety standards



Afterschool Meal Program

# Afterschool Meals in Action

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- DC Office of the State Superintendent of Education and DC Hunger Solutions
- 10,000 children participating fall 2010
- Number of children in DC Public School's Afterschool Program up by 2,000 children
- School district cites Afterschool Meal Program for increase



Afterschool Meals in Action

# Summer Food: The Need to Reach More Children

40

- Serves only 1 in 7
- Food insecurity goes up
- Highest increase in states with low participation
- Demand for emergency food by families with children goes up
- Children gain more weight
- Summer learning loss



Summer Food: The Need to Reach More Children

# Summer Food Service Program

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- Allows nonprofit organizations to serve more than 25 sites (with no cap on the number of children at each site)
- Requires schools to conduct Summer Food outreach
- Authorizes \$20 million per year for Summer Food Support Grants
- Continues California's Year-Round Summer Food Pilot



Summer Food Service Program

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## Other Key Provisions



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# State Child Nutrition & WIC Agencies

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Federally-funded jobs in state child nutrition and WIC agencies must be excluded from state layoffs & furloughs



State Child Nutrition & WIC Agencies

# Research & Demonstration Projects

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- \$10 million for Childhood Hunger Research on the causes & consequences of childhood hunger
- \$40 million to develop demonstration projects to evaluate innovative strategies to end childhood hunger



Research & Demonstration Projects



## Nutrition Education & Obesity Prevention Grant Program

45

- Creates a new SNAP ED nutrition education & obesity prevention grant program to carry out nutrition education for participants to promote healthy food choices
- Eliminates state match
- Allows greater flexibility in education options



Nutrition Education & Obesity Prevention Grant Program

# Check List

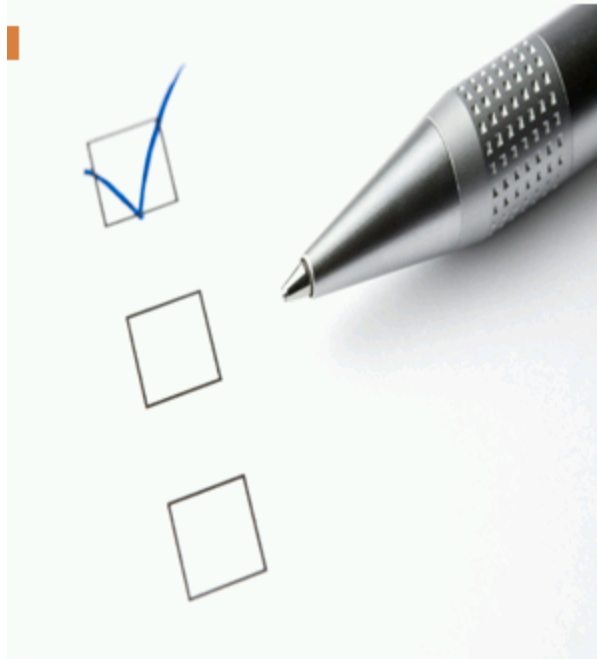


- Afterschool programs should contact their state child nutrition agency about the Afterschool Meal Program or to discuss possible retroactive funding
- Summer Food outreach plans should include increasing nonprofit participation & working with schools on outreach
- Maximize new area eligibility options & promote CACFP's new easier paperwork to parents & child care providers



Check List

# Check List

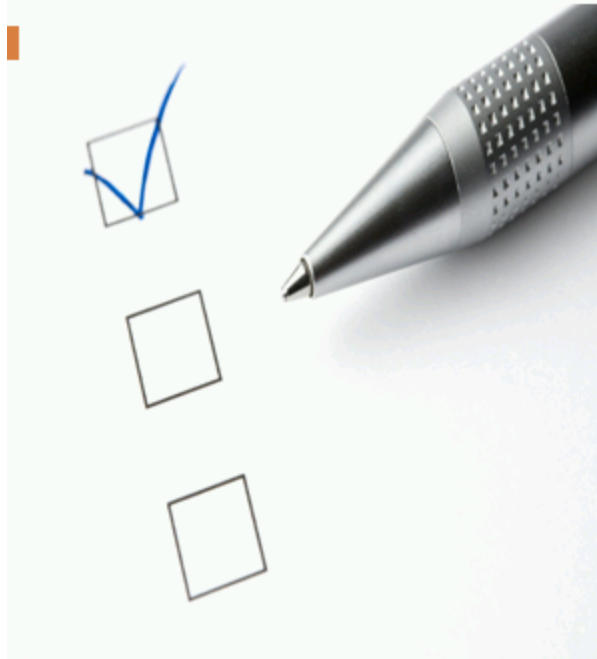


- Promote progress on school & child care milk & water requirements
- WIC State agencies should adopt & vigorously promote new one year eligibility for children option
- School districts should contact their state child nutrition agency and USDA Regional Office now about being included in the initial Community Eligibility & Community Survey pilots



Check List

# Check List



- Call upon your Governors & other state policy makers to exempt federally-funded jobs in state child nutrition & WIC agencies for furloughs, layoffs & travel restrictions.
- Comment on USDA's proposed new school meal rules
- Stay tuned for new USDA policy guidance, rules & requirements on new provisions



Check List

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## *Webinar Series*

Future calls will look more closely at key areas, including Afterschool Meal Program expansion, new provisions for child care, summer food, changes to school meal eligibility & certification processes & the school nutrition environment.

Next webinar:

January 13, 2011 Child & Adult Care Food



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## CONTACT INFORMATION

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