





Starting at the End

- In September 2005, Governor Schwarzenegger signed two pieces of school nutrition legislation:
 - Senate Bill 12 (Escutia)
 - Senate Bill 965 (Escutia)



SB 12 – Competitive Food Standards (grades K-12)

Applies to grades K through 12

- Sets total fat, saturated fat, sugar, and calorie limits for snack items.
- Sets total fat and calorie limits for entrée items.
- Only applies to competitive foods sold **during** the school day.

Effective date:
July 1, 2007



SB 965 Beverage Standards

High Schools (same as SB677 middle school)

Allows sale of: water
milk products
≥ 50% juice (no sweeteners)
electrolyte replacement beverages

Exemptions: Fundraisers > 30 min after school

Effective dates:
July 1, 2007 – 50% (1.5 year lead time)
July 1, 2009 – 100% of options (4 year lead time)



Why legislation, not education?

- Large public health problem with a "tax payer" component
- Environment = more powerful than education
- California has 1100 local control school districts
- Change was happening at a snail's pace



What did it take to pass legislation?

- **Lots of time and commitment**
 - Work began in 1999
 - There were three failed legislative attempts
 - There were personal attacks in the media
 - There were numerous groups working together on the goal of reducing junk food sales in school.



What did it take to pass legislation?

- **Define "healthier" food/beverages**
 - No standards existed for individual food items
 - CCPHA convened a National Consensus Panel



National Consensus Panel

- ▶ Centers for Disease Control (CDC)
- ▶ U.S. Dept of Agriculture (USDA)
- ▶ University of Minnesota
- ▶ CA Dept of Education
- ▶ CA Dept of Health Services
- ▶ CA Dietetics Association
- ▶ CA School Food Service Directors



Underlying Principles

- ▶ Food is meant to be enjoyed
- ▶ Schools should be a safe haven
- ▶ Schools should not contradict health messages from parents and teachers



What did it take to pass legislation?

- **Developing public discourse**
 - We set a goal to put the issue of poor school food and its link to obesity on public's radar screen.
 - We used data to paint a picture of the problem locally and statewide.
 - It was not just about the problem but ALWAYS about the policy solution.



Media Coverage



What did it take to pass legislation?

- **Massive coalition building!**
- This issue was so big that it could not be accomplished by one group or sector.



SB 19 Supporters

- American Cancer Society
- American Diabetes Association
- American Heart Association
- CA Assoc for Health, PE, Recreation and Dance
- CA Conference of Local Health Officers
- CA Dental Association
- CA Dietetic Association
- CA Federation of Teachers
- CA Food Policy Advocates
- CA Medical Association
- CA Nurses Association
- CA Nutrition Council



SB 19 Supporters

CA PTA
CA Public Health Association -- North
CA School Employees Association
CA Teachers Association
CA WIC Association
Center for Public Health Advocacy
Center for Science in the Public Interest
Children's Advocacy Institute
Children's Hospital Los Angeles
Community Health Councils, Inc.
Congress of California Seniors



SB 19 Supporters

Federation of State, County, Municipal Employees
Junior Leagues of California
Kaiser Permanente
Prevention Institute
Project LEAN, Gold Coast Region (Santa Barbara)
Public Health Foundation WIC Program
Public Health Institute
Samuels and Associates
Southern California Public Health Association
Strategic Alliance to Prevent Childhood Obesity
Western Growers Association



SB 19 Opponents

Assoc of CA School Administrators
Assoc of Directors of Activities
CA Automatic Vendors Council
CA Nevada Soft Drink Assoc
CA School Boards Association
CA School Food Service Assoc
Chocolate Manufacturers Assoc
Dairy Institute
Glendale Unified School District
Grocery Manufacturers of America
Hershey Foods Corporations



SB 19 Opponents

Long Beach Unified School District
National Automatic Merchandising Assoc
National Confectioners Assoc
Quaker Oats Company
Redondo Beach Unified School District
Snack Foods Assoc
Jelly Belly Candy Company



SB 12 Supporters

Governor
State Schools Superintendent
Every Major Health Organization
Every Major School Organization
Health Care Providers / Insurers
Ethnic Organizations
Consumer Groups



SB 12 Opponents

Industry
Industry
Industry
Industry
Industry
Industry



What did it take to pass legislation?

- **Dealing with Industry**
- Very well financed and very active
- Everybody loves soda!
- Misinformation to the public
- They love to give money
- They love to hear me speak!



What did it take to pass legislation?

- **Local and state action**
- Not one or the other – but both
- Policies in local districts showed that change was possible.
- Pending state legislation pushed districts to consider the issue.



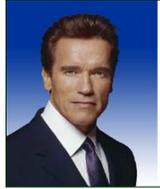
What did it take to pass legislation?

- **Personal Passion**
- We had two very important champions on our side.



State Senator
Martha Escutia

Governor Arnold
Schwarzenegger



What did it take to pass legislation?

- **Compromise – a very fine line to walk**
- Nutrition standards
 - sports drinks
- Phase-in period
- Enforcement



What did it take to pass legislation - summation

- **Lots of time and commitment**
- **Defining “healthier” food/beverages**
- **Stimulating public discourse**
- **Massive coalition building**
- **Dealing with industry**
- **Local and state action**
- **Personal passion**
- **Compromise**



The Future

- Implementation and enforcement in schools
- Grappling with federal actions
 - National beverage agreement
 - Pre-emption
- New Issues
 - Healthy food access in California
 - Physical education



September 2005





Amanda Purcell, MPH
www.publichealthadvocacy.org
ap@publichealthadvocacy.org
530.297.6000

National ABA Agreement

| | California Law | Voluntary ABA Agreement |
|---------------------------|---|---|
| Beverages Allowed | | |
| Elementary Schools | Water, low-fat, non-fat milk, drinks with at least 50% juice and no added sweetener | Water, milk up to 8oz, and 100% juice w/no added sweetener up to 8oz |
| Middle Schools | Water, low-fat, non-fat milk, drinks with at least 50% juice and no added sweetener, sports drinks | Water, milk up to 8oz, and 100% juice with no added sweetener up to 10 oz. |
| High Schools | Water, low-fat, non-fat milk, drinks with at least 50% juice and no added sweetener, sports drinks, water, milk and 100% juice up to 8oz, sports drinks, diet soda and diet juice | Water, low-fat, non-fat milk, drinks with at least 50% juice and no added sweetener, sports drinks, water, milk and 100% juice up to 8oz, sports drinks, diet soda and diet juice |