

# Advocating for a Third Meal





# Presented by



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## **Learning Outcomes**

- Importance of Third Meal
- Using Research and Data
- How to Gather Lived Experience
- Developing Effective Storytelling
- Establishing State Agency, Coalition, Community
   Partner Support
- Advocacy and Funding Strategy









### Who is D.C. Hunger Solutions?

 We work to create a hunger-free community and improve the nutrition, health, economic security, and well-being of low-income District residents.

#### OVision for D.C. Hunger Solutions:

Marry policy and practice to end poverty and hunger in the nation's capital by insisting on the highest and best use of federal nutrition programs.





### Who is D.C. Hunger Solutions?

- Review local policies and procedures.
- o Bring promising programs to the city.
- o Provide data related to program participation
- o Educate the public regarding poverty and hunger

outcomes in D.C.







#### **Importance of a Third Meal (Why?)**

- Access to nutritious meals at childcare centers and daycare homes helps reduce hunger.
- Develop positive attitudes toward the healthy meals.
- Experience increased food security, reduced obesity, and improved overall wellness.







#### Importance of a Third Meal (Why?)

- Improve attendance and behavior.
- Miss fewer days due to illness.
- Engage in activities that promote health.
- Increase opportunities to partake in nutrition education and physical activity programs.







### **Using Research and Data**

### o <u>Data helps</u>:

- Tell the story through numbers
- Address attitudes and behaviors about policy change
- Assess stakeholder knowledge
- Gauge impact
- Partnership with administering state agency
- Research Fellows
- Develop Logic Model







# **Gathering Lived Experience (Who?)**

- Raises Awareness about issue/campaign.
- Collect input from targeted communities.
- Creates space for connection with community.
- o Establishes trust between advocates and community.
- Helps with building your communication strategy.
- o Provides space at the table for community members.





#### **How to Collect Lived Experience**

- Host Townhall Meetings/Listening Sessions
- Coalition Building
- Sign up/Listserv
- Meet with community leaders
- Research who holds power within community







#### **Storytelling in Advocacy (Who?)**

- o Maximizing impact of advocacy campaign.
- Allows storyteller to retain power.
- Creates space for sharing.
- Elevates the voices and real people behind the campaign.
- Asset Based Framing
- o Empowers community stakeholders.
- Dispels myths and assumptions.





#### **How to Tell Your Story**

- Understand your audience.
- o Combine qualitative with quantitative data.
- Evoke empathy and empowerment.
- o Be creative.
- o Establish a call-to-action.







# State Agency, Coalition and Community Partner Support

- State agencies assist with:
  - Data Collection
  - Policy Implementation.
- Coalitions help maximize community support.
  - In D.C.:
    - **❖** Assist with Developing Budget Asks
    - Performance Oversight Hearing Testimony







## **Developing Funding Strategy (\$\$)**

- O How much will this policy cost?
- Where will funding come from?
- o Are you asking for full or partial funding?
- Will this be one-time or recurring funding?
- O How will funding be allocated?
- Is funding likely to be approved during legislative budget season or with supplemental funding?







### **Developing Advocacy Strategy**

- O How will you gain support?
- O What is your ultimate policy ask?
- Who are your community supporters?
- O Do you have the support of policymakers?
- o Marketing and outreach tools:
  - Websites
  - Sign-on Letters
  - Townhall Meetings
  - One pagers







#### **Healthy Tots Act of 2014**

- Modeled after Healthy Schools Act
- 0\$3.2M in local funding to childcare centers and DCHs.
- Add10: Additional \$0.10 per child per day (plus federal reimbursement).
- o <u>Local5</u>: Incentive for serving local food component.
- FullDay4: Three meals served versus federally required two meals and snack.
- Healthy Tots Grant Funding





# **Questions?**









#### **Contact Information**

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