



Using the Power Prism® to understand the successful school nutrition campaign in Massachusetts

# Case Study

Senate Bill 2322:

*An Act to Promote Proper School Nutrition*

I have no actual or potential conflict of interest  
in relation to this program/presentation.



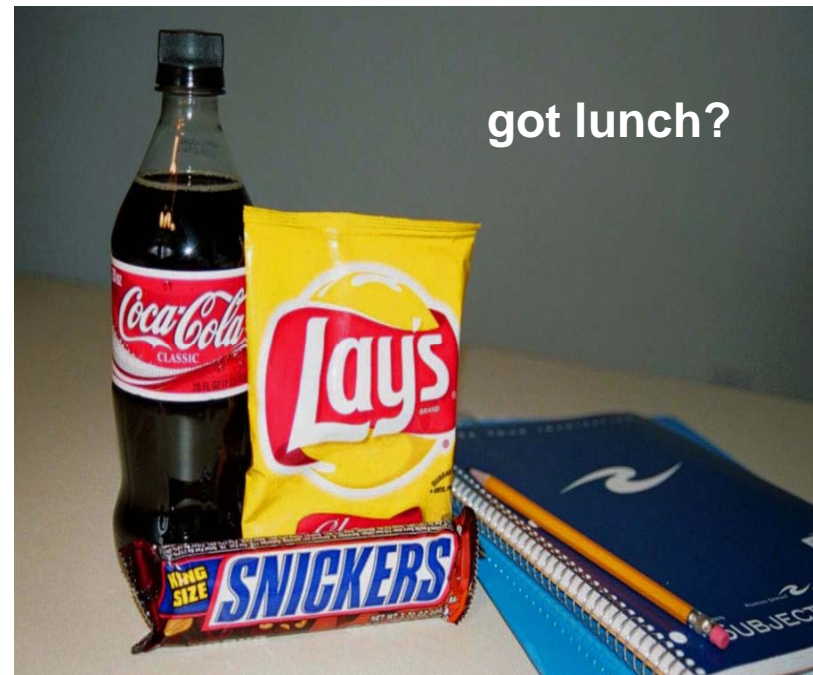


# Planning an Advocacy Campaign

# What do you want? What are the specific goals of your campaign?

- To establish nutritional standards for competitive foods sold to children in MA schools

**Competitive foods** = foods sold in competition with school lunch, which generally are of *low nutritional value*. Includes vending machines, a la carte lunch items, bake sale goods, and school store offerings.





# Why do you want it?

- 26% of MA high school students are obese or overweight
- Students consume  $\frac{2}{3}$  of their calories at school

# Which individuals or institutions had/have the power to give you what you want?

- The Massachusetts Legislature





# Who might oppose your campaign/ what barriers might you encounter?

- Industry
  - American Beverage Association
  - Coca-Cola
  
- Unexpected Sources
  - School Principals
  - School Food Service Directors

# Who might join you/who are your allies?



**MASSACHUSETTS  
MEDICAL SOCIETY**

Every physician matters, each patient counts.

# How will you achieve your goals?







# Data to make the case

## ***“The Health of our Children: Who’s Paying Attention?”***

**A Survey, Report and Recommendations on the  
Nutritional and Fitness Status of Massachusetts  
Youth.**

**By the Massachusetts Public Health Association**

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# Coalition Building and Maintenance

- Partnered with organizations that shared vision for improving health
- Created legislative working group to achieve policy goals, led by MPHA.



**MASSACHUSETTS  
MEDICAL SOCIETY**

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**Children's Hospital  
Boston**

# Fundraising and Development





# Grassroots and Key Contacts

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- Cultivating grassroots support
- Advocating for policy change at the State House

# Media Advocacy



# Decision Maker Advocacy and Lobbying





# Outcomes



**RICHARD T. MOORE**

STATE SENATOR • WORCESTER & NORFOLK



## STATEMENTS & RELEASES

### Sen. Moore celebrates signing of school nutrition law

*Health care leader honored with "Public Health Pioneer Award" for championing bill that promotes healthier eating habits for schoolchildren*

July 30, 2010 ... Sen. Richard T. Moore, D-Uxbridge, joined Governor Deval Patrick today in signing into law legislation that ensures that foods that meet established nutritional standards are sold in public schools during school hours. The law, "An Act Relative to School Nutrition" (H 4459), also mandates that the Department of Public Health (DPH) create specific food guidelines through the regulatory process.



Sen. Moore (far left) is joined by (L-R) Sen. Susan C. Fargo, D-Lincoln, and Rep. Peter Koutoujian, D-Waltham, in welcoming Gov. Deval Patrick's signature to "An Act Relative to School Nutrition," which promotes healthier eating habits and options for schoolchildren.

Photo Courtesy of: Holland Hinman/Governor's Office

Sen. Moore, who is Senate Chairman of the Joint Committee on Health Care Financing, championed the legislation's passage in the Senate, concluding what has been a longstanding commitment by the veteran legislator to ensuring healthy options for the Commonwealth's schoolchildren.



# Outcomes

- Huge win, strong foundation for other work.





**Thank you!!!**

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Questions?

# For more information about this case study

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# For more on the Power Prism®

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A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION

